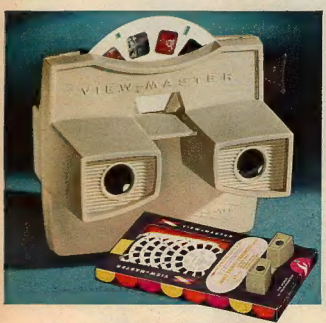
Lighted Viewer . . see bright pictures anytime

With 7 3-D reels $573 With 1 3-D reel $347

No need to hold viewer to sunlight or lamp . . just touch the full-length lightbar and bright, vivid color pictures spring to life. Flip lever to change scenes. High-impact plastic. You get 7 reels—49 lifelike scenes—with Hanna-Barbera characters . . Huck Hound, Yogi Bear, Flintstones, Top Cat, Quick-Draw McGraw. Attractive box. With batteries.

3 N 9757—Shipping weight 2 pounds 8 ounces..... $5.73
3 N 9765—Viewer with one special reel. Wt 1 lb. 4 oz.,... 3.47



Standard Stereo Viewer with fun-filled reels

With 7 3-D reels $364 With 1 3-D reel $148

Priced so low, you can buy one for everybody. Get stereo viewer, 7 reels with Donald Duck, Mickey Mouse, Bambi, Snow White, Adventureland, Fantasyland, Tomorrowland. Colorful box.

3 N 9766—Shipping weight 1 pound 2 ounces..... $3.64

Viewer plus 3-reel Top Cat packet and special reel.

3 N 9758—Shipping weight 9 ounces..... 2.73

Viewer plus 1 special 7-scene reel.

3 N 9755—Shipping weight 8 ounces..... 1.48

See the world come alive in 3-dimensional color

3 N 9750F—3-reel packets. *Postpaid*. (Wt. 3 oz.) *State title number*. Packet $1.25
Order title numbers shown below and additional titles on facing page.

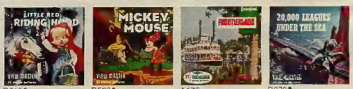
B516*/ B514*/ B512*/ A671

B316* A178 B317*

B533* B531* C166 B525*

B656* B570* A179 A175*

B313* B308* B382* B513*



B310* B528* A176 B370*

B300* B383* B400* B360*

A361* B875* B515*/ A996**

B534*/ A177 A790* B532*

Referee drops puck for "face-offs"

Red light flashes when you score

5 full teams . . .

$12.44 without batteries

Put your favorite team on "ice" against any of 5 opponents

Exciting Electric Canadian Hockey

Six full teams (36 players) . . puck ejectors speed up play

Crowds watch as you cover the "ice" like the pros on big 22x36-in. rink. Shoot, pass, block . . get the "feel" of regular stick handling with magnetic puck in motion. Curved and "S" shaped slots put excitement of real skating into every match. Goalies shoot, block from side to side.

Set also includes "regular" puck for slower moving game. Overhead scoreboard. Hardboard rink, metal frame. Folding legs. 2 to 4 players. Order 2 "D" batteries below.

79 N 1191—Shipping weight 13 pounds $12.44

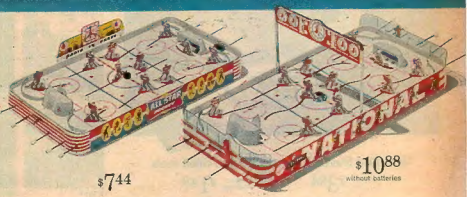
79 N 4660—"D" Battery. Wt. ea. 4 oz. 2 for 32c; 4 for 60c

$5.99

Electro Magnetic Baseball

Have fun playing all positions. Touch of button pitches curves, slow and fast balls . . electronic coil propels pitching arm. Lever action bat slams magnetic ball into play. Hardboard base 19x19-in., steel frame. Nine metal players. 110–120-v. 60-c. AC. UL-listed.

79 N 418C—Shipping weight 5 lbs. . . $5.99



$7.44

All Star Hockey
2 teams . . 30x16-inch rink

The action's fast as players move up and down ice . . passing, blocking, scoring with magnetic puck. Score panel at side, press box where radio and TV cover exciting plays. 10 puck controllers, Dynadrive steel gears. Round corners. Hardboard base.

79 N 329L—Shipping weight 8 lbs. . . $7.44

$10.88 without batteries

National Electric Hockey
2 teams . . 36x16-inch rink

Players pass, block, shoot magnetic puck. Roving referee can "face-off" anywhere. Light signals goal (order 2 "D" batteries above). Overhead scoreboard; puck ejector, windscreens. Hardboard base.

79 N 330L—Shipping weight 10 pounds. . . $10.88

with VIEW-MASTER®

The Civil War to the World's Fair . . Mickey Mouse to Huckleberry Hound . . Sears has over 190 3-reel Packets

$1.25

The worlds of make believe, science, travel, and art are at your finger tips. Each packet has 3 reels . . 21 full color stereo scenes. (Civil War packet is authentic black-and-white, taken during the War.) Packets marked (*) have delightful story folder . . those marked (**) have guidebook, real coin (when available) and stamp. Packets marked (†) for stereo viewers only.
3 N 9750F—*State title number. Postpaid.* (Shipping weight 3 ounces) . . . . Each packet $1.25

NEW YORK WORLD'S FAIR
A671—General Tours
A672—Night Scenes
A673—International Area
A674—Federal and State
A675—Industrial Area
A676—Transportation Area

NEW RELEASES
C282—Tussaud's Waxworks
B376—Mary Poppins*
B509—Space Mouse*
B477—TV Studios
A793—White House*
B508—Woody Woodpecker
B761—Past World's Fairs

CHILDREN'S FAVORITES
B521—Cartoon Carnival*
B518—Beetle Bailey
B474—Lassie and Timmy*
B519—Deputy Dawg*†
B315—Lady and the Tramp*
B883—Jack Gordon*
B361—Wizard of Oz*
B617—Children's Zoo*
B372—Peter Pan*
B410—Mother Goose*
B375—Babes in Toyland*
B314—Jack and Beanstalk*
B381—Littlest Angel*
B475—Roy Rogers*†
B511—Tom and Jerry*
B560—Captain Kangaroo*†
B326—Mighty Mouse*†
B870—Rudolph Reindeer*
B465—Lone Ranger*
B425—Heidi*
B524—Musketeers*
B469—Zorro*
B412—1-2-3 Farm*
B411—A-B-C Circus*
B374—Gulliver's Travels*
A135—Santa's Villages

MISCELLANEOUS
B612—Wonders of the Deep*
B619—Prehistoric Animals*
B657—U.S. Man in Space*
B614—World's Wild Animals*
B618—African Wild Animals*
B615—Strange Animals*
B581—Secrets from Space*
B790—U.S. Civil War* (B&W)
B611—Wild Birds*
B880—Easter Story*
B380—Christmas Carol*

SCENIC U.S.A.
A306—Yellowstone Nat'l Pk.
A653—Niagara Falls
A188—Pacific Mariland*
A120—Hawaii—50th State*
A376—Carlsbad Caverns
A889—Smoky Mountains
A649—New York City, 1
A653—New York City, 2
A171—Yosemite Nat'l Park
A172—San Francisco
A412—6 Flags over Texas, 1*
A413—6 Flags over Texas, 2*
A961—Cypress Gardens
A101—Alaska*
A170—California*
A181—Los Angeles*
A486—Black Hills*
A960—Florida*
A964—Marine Studios, Fla.*
A361—Grand Canyon, 1*
A362—Grand Canyon, 2*
A235—Knott's Berry Farm*
A487—Mount Rushmore
A966—Miami Seaquarium
A384—Busch City Gardens
A551—Chicago
A967—Cypress Gardens Show
A652—Rockefeller Center
A962—Silver Springs, Fla.
A963—Greater Miami, Fla.
A183—Redwood Highway
A654—New York Sightseeing
A190—Hearst Castle
A125—Honolulu and Waikiki
A173—San Diego Zoo
A876—Lookout Mountain
A965—Parrot Jungle
A307—Grand Teton Nat'l Pk.
A991—Weeki Wachi Springs
A855—Blue Ridge Parkway
A158—Hoover Dam
A364—Painted Desert
A321—Pike's Peak
A150—Las Vegas
A122—Hawaii Hula Dancers
A717—Cape Cod, Plymouth
A174—Sequoia Nat'l Park
A323—Royal Gorge
A792—Smithsonian Institute
A526—Wisconsin Dells
A631—Philadelphia
A322—Rocky Mountains
A968—Busch Gardens, Fla.
A846—Mammoth Cave
A811—Shenandoah Nat'l Pk.
A828—Natural Bridges

WORLD TRAVEL
B901—7 Wonders of World*
B071—Argentina*
B025—Panama*
C385—Dutch Tulip Time
B069—Uruguay*
B959—Venezuela*
A990—Canada**
B193—Germany**
B162—Japan*
B178—Vatican City**
A656—Niagara Falls, Can.
B251—Hong Kong**
B185—Switzerland**
B651—United Nations*
B112—France**
B180—Italy**
B224—Modern Israel**
B901—Mexico**
C029—Rome
B156—England**
B235—India**
B190—Holland**
B171—Spain**
C277—London
B151—Sweden**
A004—Banff, Canada
B198—Austria**
A016—Butchart Gardens
B192—Berlin*
B288—Australia
B003—Brazil*
B252—Bali*
B002—Mexico City
B150—Canadian Mounties
B058—Rio de Janiero
B140—Egypt*
A007—Lake Louise, Canada
B003—Acapulco
A015—Victoria, B.C.
B029—Bermuda
B188—Belgium**
B266—Tokyo
A051—Montreal

B040—San Juan, Puerto Rico
A252—Portland Zoo
A320—Colorado*
A946—New Orleans
B039—Puerto Rico
A813—Williamsburg, Va.*
A529—Luray Caverns
A417—San Antonio, Austin
A581—Detroit Zoo
A296—Glacier Nat'l Park
A325—Mesa Verde Nat'l Pk
A812—Mount Vernon, Va.

View-Master 7-reel Packs $2.14

Each group below is one packet of 7 reels (49 3-D color scenes). Huckleberry Hound for stereo viewers only.
3 N 9776F—*State title number.* Shpg. wt. 9 oz.. Pack $2.14

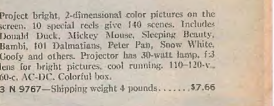
007—Huckleberry Hound Hall of Fame
008—Disney Cartoons
009—Disney Fairy Tales
013—Classic Stories
016—Disneyland
017—Animals of World
010—Beginner's Bookshelf
012—Fairy Tales
006—National Parks

Our lowest price ever for a View-Master Theater

Projector, screen, 140 Disney scenes

All for only $7.66

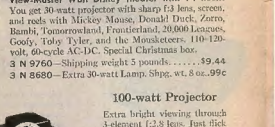
Project bright, 2-dimensional color pictures on the screen. 10 special reels give 140 scenes. Includes Donald Duck, Mickey Mouse, Sleeping Beauty, Bambi, 101 Dalmatians, Peter Pan, Snow White, Goofy and others. Projector has 30-watt lamp, f-3 lens for bright pictures, cool running. 110-120-v., 60-c. AC-DC. Colorful box.
3 N 9767—Shipping weight 4 pounds. $7.66



View-Master Walt Disney Theater with 14 Reels. You get 30-watt projector with sharp f-3 lens, screen, and reels with Mickey Mouse, Donald Duck, Zorro, Bambi, Tomorrowland, Frontierland, 20,000 Leagues, Goofy, Toby Tyler, and the Mousketeers. 110-120-volt, 60-cycle AC-DC. Special Christmas box.
3 N 9760—Shipping weight 5 pounds. $9.44
3 N 8680—Extra 30-watt Lamp. Shpg. wt. 8 oz. 99c

100-watt Projector

Extra bright viewing through 3-element f:2.8 lens. Just flick lever to change scenes. Carrying handle doubles as elevation set. Controls in bottom. On-off switch. High-impact-plastic body. 110-120-v., 60-c. AC-DC. Wt. 2 lbs. 6 oz.
3 N 9771. . . . . $18.95



Library Box

Dust-free . . keeps viewer and about 60 reels clean and orderly. Extra-strong . . made of styrene plastic. Brown and beige two-tone finish. 8½x5x5 inches high. (Viewer, reels not included). Wt. 1 lb. 8 oz.
3 N 9770. . . . . $1.96

Fully furnished Split-level House of sturdy steel

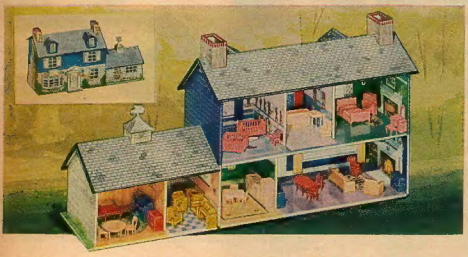
Nicest house in the Dolltown suburb has 65 total pieces. Dive into the fun, with swimming pool and accessories. There are 6 doll figures, playground items and even a barbecue pit

Only $8.66

Have a whirl at the most luxurious in suburban living. This beautiful split-level has living room, dining room, bedroom, nursery, kitchen and bath, utility room and patio—it's all there. Furniture includes everything from sectional sofa, TV and vanity to washer-dryer, refrigerator and high-chair. And outside, there's more fun: a swimming pool complete down to the inflatable duck, a playground with all the fixings.

Four dollhouse figures are ready to move in. About 29x16x14-inch high house in steel; accessories, pool in plastic. Unassembled.

79N1413C—Shipping weight 11 pounds. $8.66



The roomy playroom extension is an added plus on this big

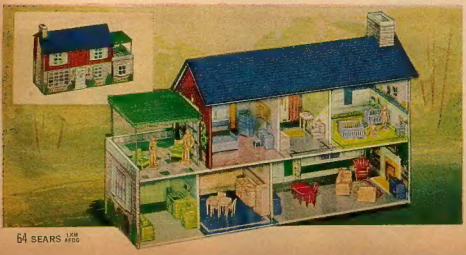
Two-story Rambler

$5.49

Table tennis, anyone? This delightful Colonial mansion gives its proud owner not only table tennis, but a little piano and TV set—all in the fun-filled playroom extension. Living room, dining room, bedroom, nursery, kitchen and bath, utility room and patio are furnished with 36 pieces of furniture, (playpen, washer, bed, and much more).

About 10x30x15½-inch steel house has a door that really opens. Accessories are plastic. Unassembled.

79N1411C—Shipping weight 8 pounds. $5.49



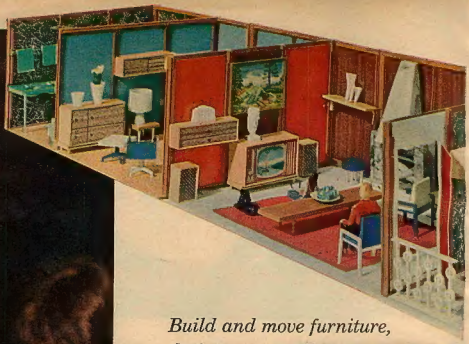
Comes with plastic awning, patio chairs, 4 doll figures

The Classic Colonial House

$3.99

Plenty of fun for lucky doll family. Living room with TV, dining room, kitchen, bath, bedroom, nursery, laundry-utility room . . complete with 29 pieces of furniture. Sun deck on second floor. About 25x8x15½-inch high steel house with plastic accessories. Unassembled.

79N1402C—Shipping weight 7 pounds. $3.99



Build and move furniture, design room settings to suit your own taste

INTERIOR DECORATOR SETS

Just for play, or for budding architects and decorators . . hundreds of combinations limited only by your imagination

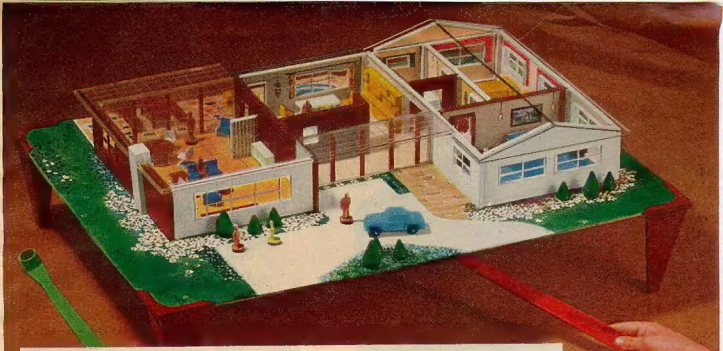
Simply move wall panels to enlarge a room, put cushions on benches or in chairs, combine chair base with table top to have a coffee table . . it's all up to you. Furniture is accurately scaled, beautifully styled. Included are floors, paintings, sculpture, lamps, even towels for the bathroom . . all in House and Garden coordinated colors. Every homemaker, be she six or sixty, will enjoy letting her imagination run free to create her dream rooms. A gift to delight the entire family.

5-piece Doll Family

$1.33

This happy family is designed to live in the beautiful rooms on this and facing page. Mother, father, brother, sister and dog are in correct scale for rooms and furniture. Colorful plastic. From British Crown Colony of Hong Kong. Shipping wt. 3 oz.

49 N1476. Box $1.33



Move family of 5 dolls from room to room as you watch through clear plastic roof

Magnetic House $3.97

Over 100 pieces

Point a Magic-Mover wand, and the magnetized doll-family glides into motion. Modern 5-room house with over 40 pieces of furniture and accessories can be arranged many ways. 15 walls, 2 removable roofs, trees, shrubs. Also 5 dolls and a snappy little car. 20x26-inch sturdy Masonite Presdwood base with 4 legs. Partly assembled.

79 N 1465C—Shipping weight 6 lbs.....$3.97

$3.99

Unfold this Ranch House, and there are all the people

When a youngster's finished playing with the six delightful rooms full of plastic "Italian Provincial" furniture . . this house closes up like a suitcase. Easy to tuck away. So complete, with 48 pieces of furniture and 7 doll figures. Nursery has a baby and everything a baby needs. Living room, dining room, bedroom, kitchen and bath fully equipped. House is chipboard. Open: 10x20x22 in.

79 N 1466L—Shipping wt. 3 lbs.....$3.99

Make your own dolls with EMENEE'S FORMEX "7" Doll Casting Set

$5.44

Melt Formex "7" compound in pan on Dyna-Cast thermal unit . . pour into plastic molds . . cool in tank. Now take out: Mother, Dad, 2 children and their 2 pets. Paint included with set. Non-toxic natural-color compound is re-usable (order extra compound on page 98). Thermal unit, 6x4 in., heats with electric bulb (included).

79 N 1464C—Wt. 6 lbs...Set $5.44

Extra Mold Kits.

49 N 1467—School Room (2 students, desk and teacher)

49N1468—3 Dolls of other countries

Shipping weight 1 pound....Kit 94c

Table Lamps light up her doll house

Set 99c

Shining success in any doll room. Only 2½ in. high, but they really work on 3 batteries (included). Plastic. 3 bulbs.

49N1426—Wt. 6 oz. . Set 99c

You can really pose these Bendable Dolls

Set $1.89

Bend these 5 Twistoys into almost any position, and they'll stay put. 2½ to 5 in. high, in plastic. From Hong Kong.

49N1404—Wt. 8 oz. Set $1.89

Smith-Corona

PRECISION-CRAFTED ELECTRIC PORTABLE

789N12729—Smith Corona Electric. Automatic Repeat Action! Extra pressure on the space bar or hyphen-underline key will cause automatic action until the key is released. Touch Selector: Choose the exact touch preferred. Impression Control Dial: Increases or decreases the force with which the type bar hits the paper. Key-Set Tabulator: Accurate way to type figures, dates, closing and indent paragraphs. Page Gage: Indicates the amount of paper at the bottom of the page. Carrying case included. Available in Gray only, and in Pica or Elite type. Specify type.

Retail **$169.50**

office-size keyboard

Same height as an office typewriter keyboard . . . same width . . . same depth. Keys are same size . . . same spacing as those on office typewriters. Assures you of office typewriter performance with the convenience and economy of a portable.

page gage

Accurately indicates the exact amount of paper remaining at the bottom of the page. An exclusive Smith-Corona feature that takes the guesswork out of page-end typing.

quickset margins

Easiest system on any portable! Set in an instant without moving the carriage.

Remington

office machines

ADDING MACHINE

ADDING MACHINE With Direct Subtraction

844N8438—Remington Adding Machine. A low cost heavy duty hand operated adding machine, with direct subtracting and single stroke answers, speed your figure work. Jam-proof keyboard; automatic jump totals and subtotals; and self correcting keyboard. List 6, totals 7 columns.

Retail **$106.07**

ELECTRIC ADDING MACHINE

856N12849—A fully electric adding machine. 115 Volts AC-DC. Ten key keyboard with add bar, subtract bar, sub total, repeat, total, and correction. Column capacity 7 listing (99,999.99). 3 totaling (999,999.99). Attractively styled compact styrene beige case. Includes Instruction Book, Dust Cover, Roll of Tape and Ribbon. Size 14" long, 7" high, and 9" wide. Shipping weight 24 lbs.

Retail **$159.37**

CASH REGISTER

CASH REGISTER

845N13766—Remington Cash Register. A hand operated bookkeeping cash register and an adding machine. Self-balancing, this versatile machine subtracts paid-outs, your cash in drawer always balances with total on the tape; locked-in totals and subtotals; one-key, five-way lock; tamper-proof tape; nine designation keys. Size: 18¾" long, 13⅛" wide, 10⅝" high. Ring-up $999.99. Total $9,999.99.

Retail **$199.50**

ELECTRIC PORTABLE ADDING MACHINE

855N6834—This truly compact electric adding machine combines business-machine performance with light-weight portability. It has a 10-key keyboard. Lists 8 columns (999,999.99), totals 9 (9,999,999.99). Durable "cycolac" molded case. Transparent paper knife with serrated edge, conveniently located thumb platen roller. Built-in interlocks provide greatest accuracy in machine operation. Weight 9 lbs., size of base 6"x10".

Retail **$84.75**

ELECTRIC ADDING MACHINE

MODEL 100

WORLD'S FIRST
ELECTRIC PORTABLE ADDING MACHINE

MODEL 8

SMITH-CORONA

PORTABLE TYPEWRITERS

ALL METAL TRIMLINE CARRYING CASE INCLUDED

GRAY

BLUE

Guaranteed by Good Housekeeping

2 YEAR Warranty

The SCM Corporation warrants the Smith-Corona portable typewriter to be free from defective material or workmanship. If any part proves defective within two years from the date of purchase, SCM will repair or replace the defective part without charge. Return the SCM typewriter, postage prepaid, to the SCM Service Station nearest you. **WARRANTED 2 YEARS** Without charge, SCM will repair or replace any part found defective within two years from the date of purchase. If any part proves defective in the first five years, the customer will pay the cost of shipping the new part or the cost of shipping the SCM typewriter to the SCM Service Station. The warranty is in lieu of all other warranties, express or implied. It does not cover normal wear, rubber parts or damage caused by improper handling, misuse and it extends only to the original purchaser. IMPORTANT: This warranty must be registered by mailing the enclosed card within 10 days of the date of purchase.

SCM CORPORATION, U.S.A.

MADE IN U.S.A.

The All-New STERLING

BONUS FEATURES IN A FAMOUS PORTABLE

GALAXIE

WORLD'S FASTEST MANUAL PORTABLE

EXCLUSIVE FEATURES

STERLING

- Office-Size Keyboard
- Quick-Set Margins
- Interchangeable Platen
- Touch Selector
- Page Gage
- Locked Type Bars
- All Steel Frame and Jacket
- Shipping Weight — 21 lbs.

GALAXIE

- Office-Size Keyboard
- Quick-Set Margins
- Key-Set Tabulator
- Touch Selector
- Interchangeable Platen
- Forward-Glide Top Cover
- Page Gage
- Erasure Table
- Shipping Weight — 22 lbs.

CORSAIR

- Office-Size Keyboard
- Error Control
- Two-Color Ribbon
- Graduated Paper Bail
- Touch Selector
- Unified Base & Case
- Shipping Weight — 12 lbs.

88 CHARACTER KEYBOARD KEY-SET TABULATOR KEYBOARD CONTROLLED

BLUE

GREEN

Has **all** the extras — features, styling, performance, durability — for the finest in an **economical** family portable. New engineering advancements, improved touch for easier, more enjoyable typing. Specify Pica or Elite type and color choice (include alternate color selection).

729N7659—Sterling Typewriter. Available in Gray, Green, or Blue, in Pica or Elite type. **Specify color and type.** Retail **$110.60**

PLUS Special Value at $3.95 with purchase of **any** Smith-Corona Portable . . . A New 10-Day Touch Typing Course.

- Educator Approved Course of Study
- Five 7" Long Playing Vinyl Records
- Pressed by Columbia Records
- Handsome library style slipcase with Deluxe Portfolio
- Easel type, flip-over instruction book

Offer may be withdrawn at any time without notice.

Has lightning-fast response for effortless typing. Fits **everyone's** speed and rhythm. New concept in modern design. **Exclusive** piano-key action. All-steel frame and jacket. Mar-proof finish. Specify Pica or Elite type and color choice (include alternate color selection).

GRAY GREEN

823N9437—Galaxie Typewriter. Available in Blue, Green, or Gray, in Pica or Elite type. **Specify color and type.** Retail **$123.10**

Corsair

TAN

BLUE

Most complete **low-priced** portable ever. Has Pre-Set Tabulation, Quick-Set Margins, and Page Gage, plus more than a dozen other features found on big office machines. Trim missile-age design and Cycolac body give it modern look and super-strength. Specify Pica or Elite type and color choice.

854N5025—Corsair Typewriter. Available in Tan or Blue, Pica or Elite type. **Specify color and type.** Retail **$79.35**

ROYAL®

PORTABLE TYPEWRITERS
First in quality-
First in performance

Safari™

808N9494—Safari Typewriter — Available in Antique Gold, Pottery Blue, Regimental Red, Pewter Grey, in Pica or Elite Type. Specify color and type. Retail **$136.69**

With more exclusive automatic features, the Safari is the easiest portable on earth to use. And because it's a Royal, you know it combines a light and lively typing touch with a ruggedness of construction that promises peak performance, year after year after year.

PEWTER GRAY

REGIMENTAL RED

POTTERY BLUE

ANTIQUE GOLD

In 12 ways the most able portable money can buy! *Paper goes in straight without coaxing — thanks to the Royal Roll 'n' Ready paper feed. ***Find the center of the paper** at a glance with Magic® Meter. ***Set margins easy as wishing** with Magic® Margin. ***Do columns of numbers or words** or paragraph indentations by pressing Magic® Column Set. ***Set the touch light or heavy** — to suit personal preference — with Touch Control®. ***Change ribbons in 10 seconds.** With Twin-Pak® ribbon cartridge your fingers never touch the ribbon itself. ☐ **Full-size office keyboard** — 88 characters. ☐ **Finger-tip control panel** — all controls out front. ☐ **A big eraser table** for mending your errors. ☐ Type between lines (360°, H_2O) and get back where you started with the Line Finder. ☐ **Clearly better results** — the type bar speeds up as it hits the paper to achieve an etched look. ☐ **Rugged, all-metal structural design** with a steel frame and rib cage to protect working parts. ☐ Choice of Standard Pica or Standard Elite type. ☐ Shipping weight 22 lbs.

INCLUDES DELUXE, HIGH-FASHION CARRYING CASE WITH SLANT-AWAY HANDLE.

*Exclusive Royal features

This is Standard Elite type

This is Standard Pica type

Famous Imports

Feature for Feature . . . greatest dollar value available!

MADE IN JAPAN

Valiant by BROTHER

Beautifully Styled . . . Compact . . . Precision Crafted Portable

B51N4290—The Valiant has many features of more expensive models, including: standard 44 keyboard; two color ribbon; margin stops; space selector; shift lock; ribbon reverse; card holder; stencil position; backspace key; quick set margin; margin release; full size carriage return lever; touch selector. Complete with carrying case. Pica type only. Retail **$69.95**

Rocket by HERMES

MADE IN SWITZERLAND

802N4641—"Rocket" Perfect for students, travelers, etc. Features include: jointed line space lever; line space selector; left-hand margin; end-of-page indicator; carriage release lever; three-position ribbon control lever; variable for writing on ruled lines; margin release and jammed type bar release key; shift lock. Complete with carrying case. Pica or Elite type. Specify. **$63.00**

New York—Bennett Brothers, Inc.—Chicago

HAMPDEN

SINCE 1878

All Movement Parts GUARANTEED FOR LIFE

*The movement parts of every watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Hampden Watch Co. with $1.00 handling charge.

Beautiful gift box Shipping Weight ½ lb. Copyright 1963, C. W. C

A

A SEA POWER. AUTOMATIC. Winds itself with the normal movement of your wrist. A thin WATERPROOF** wonder watch! Yellow gold flashed top, steel back. Sweep second hand, luminous dial. Matching 'rainbow gold' 1/20th 10K gold filled adjustable expansion band. 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.*

6859W2833—White dial $56.75
6860W2833—Black dial $56.75

B

B COMMANDER. 17 Jewel AUTOMATIC. Handsome, rugged all steel case. WATERPROOF.** Luminous dial, sweep second. Shock-resistant movement GUARANTEED FOR LIFE.* Unbreakable mainspring and crystal. Matching all steel link and expansion band.

6861W2833 .....$56.75

C D

C HELMSMAN. WATERPROOF** watch for the man on the go. Calendar window shows date. 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Unbreakable mainspring, luminous dial, sweep second hand. Matching expansion band adjusts to fit.

Yellow gold flashed top.
6862W2267 .....$45.50
Chrome plated top.
6863W2173 .....$43.50

D SKINDIVER. Tested WATERPROOF** to 600 feet. All stainless steel case has movable bezel to indicate elapsed time. Special waterproof strap. Self winding 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.* CALENDAR has magnifying loupe over date. Radium dial, sweep second hand, unbreakable crystal.

6864W4600 .....$92.50

E G H J

E PRINCESSS. An irresistible bracelet watch with 10K rolled gold plate case, stainless steel back. 1/20th 10K gold filled bracelet. 25 Jewel shock-resistant, dust-protected movement is GUARANTEED FOR LIFE.*

Yellow
6865W2827 .....$56.75
White
6866W2827 .....$56.75

G ELAINE. Delicate and dainty. 10K rolled gold plate case with stainless steel back. Matching 1/20th 10K gold filled expansion band. 21 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Unbreakable mainspring.

Yellow
6867W1967 .....$39.50
White
6868W1967 .....$39.50

H NANCY. Smart, modern 25 Jewel watch in solid 14K gold case with raised crystal. Shock-resistant movement GUARANTEED FOR LIFE.* Matching 1/20th 10K gold filled expansion band adjusts to fit wrist.

Yellow
6869W3500 .....$70.50
White
6870W3500 .....$70.50

J ALTA. Three diamonds grace the solid 14K white gold case. So dainty it goes through a ring. Faceted crystal. 25 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Unbreakable mainspring. Luxurious 1/20th 10K gold filled Florentine bracelet.

6871W4560 .....$91.50

Prices Are Suggested Only and May Vary in Different Trading Areas

HAMPDEN

SINCE 1878

All Movement Parts GUARANTEED FOR LIFE

*The movement parts of every conventional watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Hampden Watch Co. with $1.00 handling charge

A THE ONE TEN. Self-winding 110 Jewel shock-resistant movement is GUARANTEED FOR LIFE.* Automatic calendar and it's WATERPROOF!** Luminous dial, sweep second hand. Yellow gold flashed, steel back case. Matching 1/20th 10K gold filled expansion band

6826W3267 ..... $105.50

Steel clad top, steel back case with all steel expansion band.

6827W3267 ..... $105.50

B ELECTROMATIC. The accurate split second impulse timepiece. No winding ever! Tiny power cell provides power for over a year. Yellow gold flashed case with stainless steel back is Water-resistant.** Luminous dial, sweep second hand. Shock-resistant movement. Matching 1/20th 10K gold filled expansion band adjusts to fit. Special Electric Watch Guarantee.

6830W3467 ..... $109.50

C TROJAN. 21 Jewel executive dress watch encased in square yellow 10K rolled gold plate case has stainless steel back. Dust-protected, shock-resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE.* Dial has raised gilt figures and markers, sweep second hand. Matching 1/20th 10K gold filled expansion band

6829W2640 ..... $52.95

D CLASSIC. AUTOMATIC self winding WATERPROOF** Chrome plated top with stainless steel back. All stainless steel Clint-O-Flex expansion band can be tied in a knot. 17 Jewel shock-resistant movement is GUARANTEED FOR LIFE.* No break crystal. Luminous dial

White dial

6830W2327 ..... $50.75

Black dial

6831W2327 ..... $50.75

E AQUA-MAID. Tiniest self-winding watch made for women. 25 Jewel shock-resistant movement. GUARANTEED FOR LIFE.* Yellow gold flashed top, steel back WATERPROOF.** Matching, tie it in a knot, Clint-O-Flex expansion band.

6832W3893 ..... $77.95

With chrome plated top.

6833W3800 ..... $76.50

G MERMAID. The world's smallest WATERPROOF** watch! A sport or nurses watch. Unbreakable mainspring. Luminous dial. 17 Jewel shock resistant movement is GUARANTEED FOR LIFE.* Matching adjustable bracelet.

Yellow gold flashed top

6834W2907 ..... $58.50

All stainless steel.

6835W2907 ..... $58.50

H KATHY. 17 Jewel oval beauty. Gold flashed case with steel back. Matching 1/20th 10K gold filled adjustable expansion band. Raised crystal. Unbreakable mainspring, shock-resistant GUARANTEED FOR LIFE.*

Yellow

6836W1853 ..... $37.50

White

6837W1853 ..... $37.50

J SWIRL. Unique design sets off this 10K rolled gold plate, steel back case. 17 Jewels. GUARANTEED FOR LIFE.* Unbreakable mainspring. Adjustable snake bracelet.

6838W2360—Yellow $47.50

6839W2360—White $47.50

K DREAM. 6 superb diamonds blaze on 10K rolled gold plate case. 1/20th 10K gold filled adjustable expansion band. 21 Jewel movement GUARANTEED FOR LIFE.*

6840W4067—White $81.50

6841W4067—Yellow $81.50

Every watch comes with a stunning presentation box.

**WATERPROOF: Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact.

Shipping Weight ½ lb.

Copyright 1963, C.W. Co.

Prices Are Suggested Only and May Vary in Different Trading Areas

HAMPDEN

SINCE 1878

All Movement Parts
GUARANTEED FOR LIFE

*The movement parts of every watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Hampden Watch Co. with $1.00 handling charge

Beautiful Gift Box

A ELINOR. Gracefully feminine pendant watch. Yellow gold-flashed case on multiple chain necklace. Easy to read dial has full arabic figures and small second hand. 17 Jewel shock-resistant movement with unbreakable mainspring. GUARANTEED FOR LIFE.* A delightful addition to your jewelry collection.
6842W2360 ..... $47.50

B SEA WOLF. 17 Jewel WATERPROOF.** Handsome chrome plated top, stainless steel back case for everyday rugged wear. Luminous dial, sweep second hand, unbreakable crystal All stainless steel expansion band Shock-resistant movement is GUARANTEED FOR LIFE.*
6843W1533 ..... $30.75
As above with all STAINLESS STEEL case.
6844W1940 ..... $38.95

C 20TH CENTURY. Split second accuracy. 21 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Water resistant.** Unbreakable mainspring and crystal. Luminous dial, sweep second hand. Yellow gold flashed case with steel back. Matching 1/20th 10K gold filled expansion band with newest rainbow color.
6845W2173 ..... $43.50
Chrome plated top. All steel band.
6846W1887 ..... $37.75

D SANTA FE TRANSPORTATION WATCH. A favorite respected for its accuracy. Heavy duty yellow gold flashed timepiece with heavy black numerals, minute divisions, small second hand. 21 Jewel shock-resistant movement GUARANTEED FOR LIFE.* No break mainspring. Sturdy leather fob.
6847W2773 ..... $55.50
Chrome plated case.
6848W2267 ..... $45.50

E DIANE. Two blazing diamonds accent the beauty of this tear drop case 10K rolled gold plate, stainless steel back. 21 Jewel shock-resistant movement GUARANTEED FOR LIFE.* 1/20th 10K gold filled expansion band
6849W2833—White $56.75
6850W2833—Yellow $56.75

G MELISSA. Florentine swirl highlights this ultra-modern bracelet watch Gold flashed top, steel back. 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.*
6851W2867—Yellow $57.50
6852W2867—White $57.50

H MARIE. 17 Jewel shock-resistant movement is GUARANTEED FOR LIFE.* Unbreakable mainspring. Gold flashed case with steel back. Easy to read numerals. Matching 1/20th 10K gold filled expansion band
Yellow
6853W1567 ..... $31.50
White
6854W1567 ..... $31.50

J JOYCE. Nurse's watch. 10K rolled gold plate case, stainless steel back. Sweep second hand. 1/20th 10K gold filled expansion bracelet. 17 Jewel movement GUARANTEED FOR LIFE.*
Yellow
6855W2293 ..... $45.95
White
6856W2293 ..... $45.95

K JUDITH. Water-resistant.** For career girls, nurses. Classic case, stainless steel back. Luminous dial and sweep second hand. 17 Jewel movement GUARANTEED FOR LIFE.* Full expansion band
Yellow gold flashed top.
6857W2107 ..... $42.50
Chrome plated top.
6858W1940 ..... $38.95

**WATERPROOF: Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact.

HAMPDEN

SINCE 1878

Every watch comes with stunning presentation box.

All Movement Parts GUARANTEED FOR LIFE

*The movement parts of every watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Hampden Watch Co. with $1.00 handling charge.

A DIAMOND PRINCE. 6 diamonds flash on elegant grey dial 25 Jewel, AUTOMATIC, movement is GUARANTEED FOR LIFE.* Sweep second hand All steel WATERPROOF** case. Adjustable expansion band

6872W5267 ..... **$105.50**
Yellow gold flashed case, steel back, 1 20th 10 K gold filled adjustable expansion band.
6873W5267 ..... **$105.50**

B SEA FLIGHT. 17 Jewel thin WATERPROOF** Handsome yellow gold flashed case, steel back Sweep second hand, luminous dial Unbreakable mainspring, shock-resistant movement GUARANTEED FOR LIFE.* 1/20th 10K g.f. adjustable expansion band.

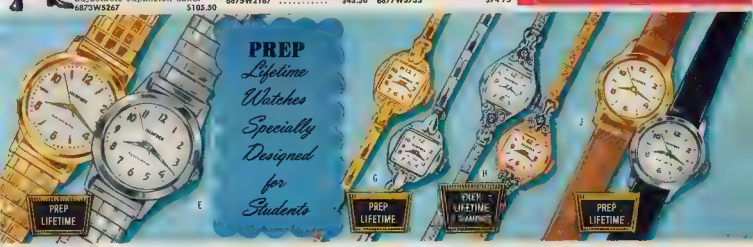
White dial
6874W2167 ..... **$43.50**
Black dial
6875W2167 ..... **$43.50**

C BLACK BEAUTY. 25 Jewel self winding AUTOMATIC shock-resistant movement GUARANTEED FOR LIFE.* No winding ever! Yellow gold flashed, steel back case. Sweep second hand 1/20th 10K gold filled expansion band.

Black dial
6876W3733 ..... **$74.75**
White dial
6877W3733 ..... **$74.75**

D ROYAL MARINE. Our exclusive design in the continental manner Smart, handsome WATERPROOF** with accurate 17 Jewel shock-resistant movement. GUARANTEED FOR LIFE.* ALL STAINLESS STEEL CASE with unbreakable crystal Unbreakable mainspring Raised markers, numerals. Matching all stainless steel expansion band. An ideal gift.

White dial
6878W1940 ..... **$38.95**
Black dial
6879W1940 ..... **$38.95**



PREP
Lifetime Watches Specially Designed for Students

E ENSIGN. Chrome plated top, stainless steel back 7 Jewel shock-resistant movement is GUARANTEED FOR LIFE.* Sweep second hand. Water-resistant. Expansion band adjusts to fit wrist.

6880W1267 ..... **$25.50**
Yellow gold flashed top.
6881W1353 ..... **$27.50**

G JEANNE. Shock-resistant, dust protected 7 Jewel movement GUARANTEED FOR LIFE.* Unbreakable mainspring Gold flashed top, steel back case, raised crystal. Matching adjustable expansion bracelet.

Yellow
6882W1473 ..... **$29.50**
White
6883W1473 ..... **$29.50**

H JANICE. 2 sparkling diamonds in gold flashed top steel back case Matching diamond cut expansion bracelet adjusts to fit wrist. Raised figure dial. 7 Jewel shock-resistant movement is GUARANTEED FOR LIFE.*

White
6884W1767 ..... **$35.50**
Yellow
6885W1767 ..... **$35.50**

J MARTHA. Water-resistant! Raised figure luminous dial, sweep second hand. 7 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Sturdy leather strap.

Chrome plated top, steel back.
6886W1493 ..... **$29.95**
Yellow gold flashed, steel back.
6887W1573 ..... **$31.50**

NATIONALLY ADVERTISED

ALVIN *Sterling*

FINEST QUALITY STERLING
DESIGNED, MANUFACTURED
AND GUARANTEED BY
THE GORHAM MFG. COMPANY

30-PIECE SERVICE

Six place settings consisting of one each of Knife, Fork, Teaspoon, Cream Soup Spoon and Salad Fork per setting

40-PIECE SERVICE

Eight place settings consisting of one each of Knife, Fork, Teaspoon, Cream Soup Spoon and Salad Fork per setting.

52-PIECE SERVICE

Eight place settings consisting of one each of Knife, Fork, Teaspoon, Cream Soup Spoon, Salad Fork and Butter Spreader per setting. Plus four extra service pieces, two Table or Serving Spoons, one each of Butter Knife and Sugar Spoon.

76-PIECE SERVICE

Twelve place settings consisting of one each of Knife, Fork, Teaspoon, Cream Soup Spoon, Salad Fork and Butter Spreader per setting. Plus four extra service pieces: two Table or Serving Spoons, one each of Butter Knife and Sugar Spoon.

CHATEAU ROSE, FRENCH SCROLL, SOUTHERN CHARM, BRIDAL BOUQUET, STAR BLOSSOM, ROSECREST, SPRING BUD, PIROUETTE*, ETERNAL ROSE*

*Pirouette and Eternal Rose available in popular Place Size only.
All other patterns available in Luncheon or Dinner Size.

Please Specify Pattern Choice When Ordering

	Mfr's. Sugg. Retail
675K13080—30 Pc. Set Luncheon Knives and Forks	$218.16
676K14400—36 Pc. Set Dinner Knives and Forks	240.00
677K13090—30 Pc. Set Place Knvs. & Fks. Pirouette only	218.16
695K11128—30 Pc. Set Place Knvs. & Fks. Eternal Rose only	185.46
678K17453—46 Pc. Set Luncheon Knives and Forks	290.88
679K19200—40 Pc. Set Dinner Knives and Forks	320.00
680K17453—40 Pc. Set Place Knvs. & Fks. Pirouette only	290.88
696K14858—40 Pc. Set Place Knvs. & Fks. Eternal Rose only	247.28
681K23042—52 Pc. Set Luncheon Knives and Forks	384.03
682K24789—52 Pc. Set Dinner Knives and Forks	413.15
683K23042—52 Pc. Set Place Knvs. & Fks. Pirouette only	384.03
697K19387—52 Pc. Set Place Knvs. & Fks. Eternal Rose only	323.09
684K33187—76 Pc. Set Luncheon Knives and Forks	553.11
685K35807—76 Pc. Set Dinner Knives and Forks	596.79
686K33187—76 Pc. Set Place Knvs. & Fks. Pirouette only	553.11
698K27842—76 Pc. Set Place Knvs. & Fks. Eternal Rose only	464.00

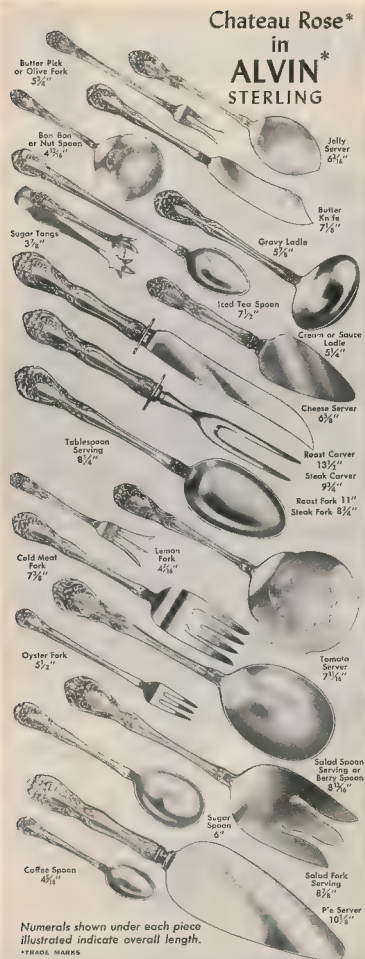
PRINCE EUGENE PATTERN EXTRA HEAVY WEIGHT

	Mfr's. Sugg. Retail
687K15628—36 Pc. Set Luncheon Knives and Forks	$260.46
688K16855—36 Pc. Set Dinner Knives and Forks	280.92
689K20837—46 Pc. Set Luncheon Knives and Forks	347.28
690K22474—46 Pc. Set Dinner Knives and Forks	374.56
691K26536—52 Pc. Set Luncheon Knives and Forks	442.27
692K28173—52 Pc. Set Dinner Knives and Forks	469.55
693K35428—76 Pc. Set Luncheon Knives and Forks	640.47
694K40885—76 Pc. Set Dinner Knives and Forks	681.39

New Eternal Rose

Pirouette

Retail Prices are Suggested Only and may Vary in Different Trading Areas



Numerals shown under each piece illustrated indicate overall length.

*TRADE MARKS

Sterling Flatware

The mark of a good hostess—elegant table settings in quiet, good taste—so easily attained with Alvin's *Chateau Rose* pattern in Solid Sterling Silver 925/1000 fine. The graceful symmetry of line, balance and proportion all contribute to perfect table harmony. Engraving imparts individuality to any silver service. For engraving chart see Trade Information.

Bennett Brothers are direct Factory Distributors of Alvin Sterling Flatware at Direct Factory Prices

Chateau Rose Steak Set

4393K4360—An 8 piece set—4 individual steak knives have hollow ground, mirror finished stainless steel blades, forks have mirror finished stainless steel tines. Hollow handles of Sterling Silver. An exquisite gift suggestion that will afford charm and elegance to any serving occasion Available in all Alvin patterns, except eternal rose. **Sugg. Retail $72.72**

Matching Serving Pieces

The value of any complete Sterling Service is considerably enhanced by matching serving pieces. This assures continuity of pattern for all your serving needs when entertaining.

CHATEAU ROSE

OPEN STOCK—FANCY PIECES—PER DOZEN

		Mfr's. Sugg. Retail
4329K2616	—Coffee Spoons	Dozen $ 43.68
4331K5076	—Iced Tea Spoons	Dozen 84.60
4333K3924	—Oyster Forks	Dozen 65.40
4390K6540	—Steak Knives	Dozen 109.08
4391K6540	—Steak Forks	Dozen 109.08

Sterling flatware is subject to 10% Federal Excise Tax.

OPEN STOCK—FANCY PIECES—EACH

		Mfr's. Sugg. Retail
4352K859	—Tablespoon	Each $14.32
4358K859	—Cold Meat Fork	Each 14.32
4346K859	—Gravy Ladle	Each 14.32
4377K545	Butter Knife	Each 9.09
4351K488	—Sugar Spoon	Each 8.14
4364K545	—Sugar Tongs	Each 9.09
4392K1460	—2-Pc. Steak Set	Each 24.32
4388K2728	—2-Pc. Carving Set	Each 45.46
4389K4082	3-Pc. Carving Set	Each 68.19
4372K859	—Pie Server	Each 14.32
4356K355	—Butter Pick or Olive Fork	Each 5.91
4345K488	—Cream or Sauce Ladle	Each 8.14
4370K488	—Jelly Server	Each 8.14
4359K1295	Salad Fork, Serving	Each 21.59
4350K1295	Salad or Berry Spoon	Each 21.59
4344K355	—Bon Bon or Nut Spoon	Each 5.91
4361K355	—Lemon Fork	Each 5.91
4375K1077	—Tomato Server	Each 17.95
4367K488	Cheese Server	Each 8.14
4394K805	Cake Separator (not shown)	Each 13.41
4395K859	—Pierced Tablespoon (not shown)	Each 14.32

★ **NOTICE**—All prices quoted in this catalog are either the Manufacturer's or Bennett's Suggested Retail prices and **do not include the Federal Excise Tax.** They are not the prices at which Bennett Brothers sell. See Trade Information.

Sterling Flatware is Subject to the 10% Federal Excise Tax

FINEST QUALITY STERLING SILVER

ALVIN STERLING

Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY

*Chateau Rose**

SOLID STERLING SILVER

The romantic beauty of yesteryear becomes the fashion of today. The revival of elegance in home decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian to add zest to the ensemble.

"Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have lived in the past . . . "Chateau Rose" will live in the future, to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish.

**Trade Marks*

CHATEAU ROSE Pattern By ALVIN . . . Solid Sterling Silver . . . 925/1000 Fine

CHATEAU ROSE OPEN STOCK—STAPLE PIECES

		Mfr's Sugg Retail
4305K376B—Teaspoons	Dozen	$ 62.76
4321K5724—Luncheon Knives	Dozen	95.40
4314K6216—Luncheon Forks	Dozen	103.68
4325K6216—Dinner Knives	Dozen	103.68
4317K8340—Dinner Forks	Dozen	139.08
4330K5232—Cream Soup Spoons	Doz n	87.24
4309K5724—Dessert Spoons	Dozen	95.40
4339K4260—Butter Spreaders	Dozen	70.92
4340K4260—H.H. Butter Spreaders	Dozen	70.92
4337K5232—Individual Salad Forks	Dozen	87.24

A Practical Service Set of Chateau Rose is ideal as a gift for the bride or an anniversary occasion. Always useful and enduring.

The Place Setting Plan

COMPOSITION OF A PLACE SETTING:

- **Knife—Dinner or Luncheon Size**
- **Fork—Dinner or Luncheon Size**
- **Teaspoon**
- **Cream Soup Spoon—(Not Illustrated)**
- **Individual Salad Fork**
- **Individual Butter Spreader—(Not Illustrated)**

SINGLE PLACE SETTINGS—6 PIECES

	Mfr's. Sugg. Retail
116K2536—Luncheon Size	$42.27
119K2755—Dinner Size	45.91

SINGLE PLACE SETTINGS—5 PIECES

(Composition Same as Above Less Butter Spreader)

	Mfr's. Sugg Retail
294K2182—Luncheon Size	$36.30
295K2400—Dinner Size	40.00

FINEST QUALITY STERLING SILVER

ALVIN STERLING

Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY

French Scroll*

SOLID STERLING SILVER

A flourishing prelude to the styles of tomorrow

The fantasy of scrolls from the LOUIS XV and LOUIS XVI periods . . . richly and delicately moulded into a series of sweeping graceful curves, unbroken, yet carved to reflect beautifully the scintillating high-lights created by its soft undulating surfaces . . . gives life to this lovely pattern.

Here, in ALVIN'S newest pattern in sterling . . . FRENCH SCROLL . . . is a style developed in keeping with the present-day demand for modernized sterling patterns from the classical period that prevailed during the reign of the Kings LOUIS, in the years 1700 to 1800. Soft Butler Finish.

*Trade Marks

The Place Setting Plan

COMPOSITION OF A PLACE SETTING

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon—(Not Illustrated)
- Individual Salad Fork
- Individual Butter Spreader—(Not Illustrated)

Single Place Settings—6 Pieces

	Mfr's. Sugg. Retail
389K2536—Luncheon Size	$42.27
388K2735—Dinner Size	45.91

Single Place Settings—6 Pieces
(Composition Same as Above Less Butter Spreader)

	Mfr's. Sugg. Retail
301K2182—Luncheon Size	$36.36
300K2400—Dinner Size	40.00

OPEN STOCK—STAPLE PIECES—PER DOZEN

	Mfr's. Sugg. Retail
8003K3768—Teaspoons ..... Dozen	$82.76
6021K5724—Luncheon Knives ..... Dozen	95.40
6014K6216—Luncheon Forks ..... Dozen	103.68
6025K6216—Dinner Knives ..... Dozen	103.68
6017K8340—Dinner Forks ..... Dozen	139.08
6030K9232—Cream Soup Spoons . Dozen	87.24
6009K5724—Dessert Spoons ..... Dozen	95.40

OPEN STOCK—FANCY PIECES—PER DOZEN

	Mfr's. Sugg. Retail
6039K4260—Butter Spreaders .. Dozen	$70.92
6040K4260—Butter Spreaders H H Dozen	70.92
6037K9232—Indiv. Salad Forks .. Dozen	87.24
6029K2616—Coffee Spoons ..... Dozen	43.68
6031K3076—Iced Tea Spoons. ... Dozen	84.60
6033K3924—Oyster Forks ..... Dozen	65.40
6090K6540—Steak Knives ..... Dozen	109.08
6091K6540—Steak Forks .. .. Dozen	109.08

OPEN STOCK—FANCY PIECES—EACH

	Mfr's. Sugg. Retail
6052K859—Tablespoons .. ... Each	$14.32
6058K859—Cold Meat Fork ... . Each	14.32
6046K859—Gravy Ladle ..... Each	14.32
6077K545—Butter Knife ..... Each	9.09
6051K488—Sugar Spoon .. .. . Each	8.14
6064K545—Sugar Tong .. .. . Each	9.09
6092K1460—2 Pc. Steak Set ..... Each	24.32
6088K2728—2 Pc. Carving Set . . Each	45.46
6089K4092—1 Pc. Carving Set. . Each	68.19
6072K859—Pie Server ..... Each	14.32
6056K355—Butter Pick, Olive Fork Each	5.91
6045K488—Cream or Sauce Ladle. Each	8.14
6070K488—Jelly Server .. .. Each	8.14
6059K1295—Salad Fork, Serving . Each	21.59
6050K1295—Salad or Berry Spoon. Each	21.59
6044K355—Bon Bon or Nut Spoon. Each	5.91
6061K355—Lemon Fork .. ... Each	5.91
6075K1077—Tomato Server ..... Each	17.95
6067K488—Cheese Server ..... Each	8.14
6094K805—Cake Separator ..... Each	13.41
6095K859—Pierced Tablespoon .. Each	14.32

Prices Do Not Include 10% Federal Excise Tax

FINEST QUALITY STERLING SILVER

ALVIN STERLING

Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY

*Prince Eugene**

SOLID STERLING SILVER

An authentic interpretation of the late 17th and early 18th century French Renaissance. A fashion created for the lavish use of Kings LOUIS XIII and LOUIS XIV and in high favor today as an ultimate in decorative beauty.

PRINCE EUGENE, for whom this exquisite pattern was named, was born in Paris in 1663, and spent much time in lovely Vienna, then the seat of continental culture. When Vienna was threatened by the Turks, it was PRINCE EUGENE of Savoy who was its defender—and his successes gained for him the everlasting gratitude of the people.

PRINCE EUGENE is a heavy-weight, complete open-stock pattern . . . furnished in beautiful soft Butler finish. All Blades are Mirror-Finish, Stainless Steel. Illustrated . . . Luncheon Knife and Fork, Teaspoon and Salad Fork . . . actual size

*Trade Marks

The Place Setting Plan

COMPOSITION OF A PLACE SETTING:

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon—(Not Illustrated)
- Individual Salad Fork
- Individual Butter Spreader — (Not Illustrated)

Single Place Setting—6 Pieces

	Mfr's. Sugg. Retail
126K2973—Luncheon Size	$49.55
125K3178—Dinner Size	52.96

Single Place Setting—5 Pieces

(Composition Same as Above Less Butter Spreader)

	Mfr's. Sugg. Retail
284K2605—Luncheon Size	$43.41
283K2809—Dinner Size	46.82

EXTRA HEAVY WEIGHT

OPEN STOCK—STAPLE PIECES

	Mfr's. Sugg. Retail
5503K4908—Teaspoons	Dozen $ 81.84
5521K6708—Luncheon Knives	Dozen 111.84
5514K7524—Luncheon Forks	Dozen 125.40
5525K7200—Dinner Knives	Dozen 120.00
5517K9492—Dinner Forks	Dozen 158.16
5530K5724—Cream Soup Spoons	Dozen 95.40
5509K6384—Dessert Spoons	Dozen 106.32
5539K4416—Butter Spreaders	Dozen 73.68
5540K4416—Butter Spreaders HH	Dozen 73.68
5537K6384—Indiv. Salad Forks	Dozen 106.32

OPEN STOCK—FANCY PIECES—PER DOZEN

	Mfr's. Sugg. Retail
5529K3108—Coffee Spoons	Dozen $ 51.84
5531K3724—Ice Tea Spoons	Dozen 95.40
5533K4080—Oyster Forks	Dozen 70.92
5590K7200—Steak Knives	Dozen 120.00
5591K7200—Steak Forks	Dozen 120.00

OPEN STOCK—FANCY PIECES—EACH

		Each
5552K859	Tablespoon	$14.32
5558K859	Cold Meat Fork	14.32
5516K859	Gravy Ladle	14.32
5577K545	Butter Knife	9.09
5531K988	Sugar Spoon	8.14
5564K545	Sugar Tong	9.09
5582K1400	2 Pc. Steak Set	24.32
5588K2788	3 Pc. Carving Set	45.46
5589K4092	3 Pc. Carving Set	68.16
5572K859	Pie Server	14.32
5556K555	Butter Pick/Olive Fork	5.91
5545K988	Cream or Sauce Ladle	8.14
5570K188	Jelly Server	8.14
5559K1295	Salad or Berry Spoon, Sterling	21.59
5550K1295	Salad or Berry Spoon	21.59
5564K355	Bon Bon or Nut Spoon	5.91
5561K555	Lemon Fork	5.91
5575K1077	Tomato Server	17.95
5567K488	Cheese Server	8.14
5594K805	Cake Separator	13.41
5595K859	Iced Tea Tablespoon	14.32

Sterling Flatware Is Subject to the 10% Federal Excise Tax

FINEST QUALITY STERLING SILVER

ALVIN STERLING

Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY

Pirouette

SOLID STERLING SILVER

A symphony of beauty is reflected in this lovely new pattern in Alvin Sterling. Delicate flowers blend gracefully with soft-flowing, fluted scrolls, to mold a design of enduring loveliness and traditional beauty.

Pirouette is a distinctively new pattern, reflecting the radiance and romance of the Renaissance which so properly belongs with the decor of today and tomorrow.

It is a pattern that will always lend charm to your table. Brilliant finish

The Place Setting Plan

COMPOSITION OF A PLACE SETTING

Place Knife • Place Fork • Teaspoon
Place Spoon (Not illustrated)
Individual Salad Fork
Indiv. Butter Spreader H.H (Not illustrated)
Single Place Setting—6 Pieces

	Mfr's. Sugg. Retail
661K2536—Place Size	$42.27

Single Place Setting—5 Pieces
(Composition same as above less butter spreader)

	Mfr's Sugg. Retail
662K2182—Place Size	$36.36

OPEN STOCK—STAPLE PIECES

	Mfr's. Sugg. Retail
6903K3768 Teaspoons	Dozen $ 62.76
6921K5724—Place Knives	Dozen 95.40
6934K6216—Place Forks	Dozen 103.68
6937K5232—Indiv. Salad Forks	Dozen 87.61
6930K5232 Place Spoons	Dozen 87.24
6940K4260—Butter Spreaders H.H.	Dozen 70.92

OPEN STOCK—FANCY PIECES

	Mfr's. Sugg. Retail
6933K3924—Oyster Forks	Dozen $65.40
6929K2616—Coffee Spoons	Dozen 43.68
6931K3076 Iced Tea Spoons	Dozen 84.60
6990K6540—Steak Knives	Dozen 100.08
6991K6540—Steak Forks	Dozen 100.08
6944K353 —Bon Bon or Nut Spoon	Each 5.91
6977K545 Butter Knife	Each 9.09
6956K353 —Butter Pick/Olive Fork	Each 5.91
6992K1460—2 Pc Steak Set	Each 24.32
6988K1772—2 Pc Small Carving Set	Each 29.54

OPEN STOCK—FANCY PIECES

	Mfr's. Sugg. Retail
6958K859 —Cold Meat Fork	Each $14.32
6967K488 Cheese Server	Each 8.14
6945K488 —Cream or Sauce Ladle	Each 8.14
6948K859 Gravy Ladle	Each 14.32
6970K488 Jelly Server	Each 8.14
6961K355 —Lemon Fork	Each 5.91
6972K859 —Pie Server	Each 14.32
6939K1295 Salad Fork Serving	Each 21.39
6950K1295—Salad or Berry Spoon	Each 21.39
6951K488 —Sugar Spoon	Each 8.14
6964K545 —Sugar Tongs	Each 9.09
6952K859 —Tablespoon	Each 14.32
6975K1077—Tomato Server	Each 17.95
6994K805 Cake Separator	Each 13.41
6993K859 —Pierced Tablespoon	Each 14.32

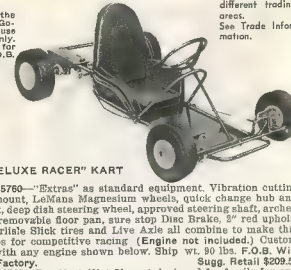
ALL AMERICAN GO KARTS . . . for fun or racing!

Retail prices are suggested only and may vary in different trading areas. See Trade Information.

For fun and thrills it's the Live Axle, All-American Go-Kart! Recommended for use on private property only. Karts are not intended for use on public ways. F.O.B. Wisconsin Factory.

THE LIVE AXLE "SUPER" KART

4007TF18016—"Super" Kart meets all racing specifications. This winning beauty has the Astroseat, the most comfortable kart seat in the world. Finished in beautiful Candy Apple red. Features friction-free Live Axle drive. Arc welded frame See Level gas tank, just a quick look to see how much fuel remains. Bolt on floor pan, safety feature. Brakes are internal expanding automotive type for increased safe operation. LeMans three spoke steering wheel, rubber coated to insure a sure, safe grip. Light-weight 4" LeMans magnesium racing wheels are standard equipment. 10" slick tires in front and 11" slick tires in rear. Weight less engine 83 lbs. **(Engine not included)** Custom power selection of engines for this Kart listed below. **F.O.B. Wisconsin Factory. Sugg. Retail $239.50**



"DELUXE RACER" KART

4008TF15760—"Extras" as standard equipment. Vibration cutting Swing mount, LeMans Magnesium wheels, quick change hub and sprocket, deep dish steering wheel, approved steering shaft, arched pedals, removable floor pan, sure stop Disc Brake, 2" red upholstery, Carlisle Slick tires and Live Axle all combine to make this kart tops for competitive racing **(Engine not included.)** Custom power with any engine shown below. Ship wt. 90 lbs. **F.O.B. Wisconsin Factory. Sugg. Retail $209.50**

4009TF12548—**Fun Kart (Not Shown)** designed for family fun and weekend racing. Magnesium wheels, Rib Tires, Deep dish steering wheel, Candy Apple red finish. All plated rods and thick foam upholstery, Red Naugahyde Complete with 2½ H.P. Clinton engine Ship wt. 90 lbs. **F.O.B. Wisconsin Factory. Sugg. Retail $159.45**

HELMETS-GOGGLES

4010TF1098 — LeMans Racing Helmet, sturdy white fiberglass neck flap, durable snap chin strap. Lace rubber inner. Small, Medium or Large. **Specify. LeMans Sport Goggles, aviation** safety type with detachable lens Ship. wt 4 lbs **Sugg. Retail $14.45**

CLUTCHES

4011TF1501 — Fairbanks Morse Push-Start Clutch. Rugged heavy duty 4¾" fully automatic racing clutch automatically engages when you operate the starter. Special push-start feature locks in clutch when you push the kart to start engine. Ship. wt. 2 lbs. **Sugg Retail $18.95**

FAMOUS MAKE ENGINES

Custom power for the Super Kart and the Deluxe Racer shown above. Ship. wt. 25 lbs. F.O.B. Wisconsin Factory.

4012TF7519—McCulloch MC-8 Engine only. **Sugg Retail $99.95**

4013TF12032—McCulloch MC-40 Engine only. **Sugg. Retail $159.95**

4014TF13537—McCulloch MC-70 Engine only. **Sugg. Retail $179.95**

4015TF7485—West Bend 610 Engine only. **Sugg. Retail $99.50**

4016TF8238—West Bend 650 Engine only. **Sugg. Retail $109.50**

4017TF1128—**Drive Mounting for the above engines.** Includes mount, chain, chain guard, throttle hook up, bolts, nuts, etc. **Specify engine. Sugg. Retail $15.00**

4018TF598—**Engine Muffler** for all popular engines. Cuts noise. **Specify engine make. Sugg. Retail $7.95**

Recommended for Use On Private Property

MARK IV MOTORIZED RACER

3858TF8980—Berbro Mark IV Motorized Racer completely assembled Body: Tubular steel spot welded baked Black enamel finish Metal seat back and fire wall. Seat pad. Front wheels spring suspended Foot brake and gas pedal. 2½ H.P.; 2 cycle engine; recoil starter Automatic clutch driving a pulley attached to con rear wheel 8 x 1.75 tires. Wheels: 75 lb load each; rear 1,000 lb tensile strength, ball bearing mounted; front mounted on gradol Carries 300 lbs. running weight. L. 57", H 29", W. 24" wheel base 40", trend 23¾". Max. speed 20 miles per hour. 2¾" ground clearance Ship. wt. 70 lbs. **F.O.B. Rhode Island Factory. Sugg. Retail $129.00**

PEDAL AND CHAIN DRIVEN CARS

ALL AMERICAN ASSEMBLED SPORT BIKE

4019TF12774—Powered by a Lauson 2½ H P 4 cycle engine for greater power on or off the road up hills on the trail, for work or play. Big 5 inch internal expanding brake. Heavy duty frame construction. Fenders front and rear Extra wide handle bars. Flip-up foot pegs. Kick stand. Sealed bearings Ball bearing fork. Large sized 12" front and rear tires. Brilliant Candy Apple red finish With light kit which contains head, tail, stop lights, battery box and wires. Ship. wt. 84 lbs. With engine. **F.O.B. Wisconsin Factory. Sugg. Retail $152.45**

4020TF14898—Same as above but includes telescoping front fork suspension for a smoother ride, sprung saddle for greater comfort. Candy Apple red, with light kit. The ultimate in ruggedness, dependability, looks and comfort. Ship. wt. 99 lbs. **F.O.B. Wisconsin Factory. Sugg. Retail $193.45**

JUNIOR RACER

4021TF1230—**Junior Racer.** Tubular frame with chain guard, nylon bearing rear axle holders. Frame Dimensions: 43½" long, 22" wide, 18" high. Chain driven. Single block rubber pedals. Tubular aero plane type steering wheel Large, "Bucket Type" metal seat Seat and chain guard finished in red enamel Wheels, steering wheel and chain guard trim finished in white enamel. Ship. wt. 27 lbs. **F.O.B. Massachusetts or Alabama Factory. Sugg. Retail $19.50**

EVANS

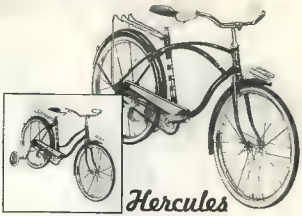
Deluxe Sky-Kar 880

3977TF2200 The only freewheeling chain-driven unit on the market. Heavy-duty racing frame with chrome trim, Airplane type steering wheel in shining chrome. Forward-Reverse-Neutral Racing Clutch. 7" front, 10" rear wheels Ball bearing crank, plated hub caps, oilite wheel bearings. Troublefree, heavy-duty racing brake. Seat adjusts to driver, designed to insure comfort. 1½" white sidewall tires. Finish Black and White with Chrome Trim. Packed in one carton, K. D. Ship. wt. 36 lbs. **F.O.B. Michigan Factory. Sugg. Retail $53.50**

20" DELUXE ROADMASTER SIDEWALK CONVERTIBLE BIKE

SIDEWALK BIKES AND TRIKES

A wonderful selection of sidewalk bikes and trikes which would delight any small fry. All feature excellent design, engineering, quality workmanship and built-in safety. Wheel goods are shipped from factories as listed.



3890TF2619 Converts easily from boys to girls model by simple adjustment of streamlined tank. Welded heavy duty tubular steel frame. Bicycle type coaster brake in rear wheel Semi pneumatic 1⅝", puncture proof whitewall tires Chrome plated, adjustable handle bar of ¾" steel tubing with white plastic grips Red and white padded saddle with coil springs, enameled red Rear luggage carrier Training outrigger—5" steel disc wheels with ⅝" rubber tires, adjustable and removable. Finished in Flamboyant Red with White trim. Ship. wt. 29 lbs. **F.O.B. Illinois Factory.** **Mfr's. Sugg. Retail $41.95**

20" JUVENILE DELUXE LIGHTWEIGHT BIKE

4001TF3244—Features battery fender light in chrome finish; deluxe chrome luggage carrier, 1.375" whitewall tires, deluxe trainer wheels with black tires, super streamlined chainguard, two-tone saddle, white pedals and rear reflector **Boys model in Flamboyant Ruby with White Trim. Girls model in Flamboyant Sky Blue with White Trim. Specify Model.** Size 20" x 1.375" Ship. wt. 40 lbs. **F.O.B. Pennsylvania Factory.** **Mfr's. Sugg. Retail $51.95**

16" HEDSTROM CONVERTIBLE SIDEWALK BIKE

3946TF2024—Cross bar converts for use as boys or girls bike. 16" wire wheels with coaster brake. Moulded Nylon bearing front wheel. 1¾" Semi-pneumatic white sidewall tires. Large, single coil spring saddle of white simulated leather with red trim, adjustable. White Vinyl, double block pedals. ¾" Tubular handlebar, adjustable chrome plated, red plastic grips and grip guards Aluminum finished 5" safety wheels with ⅝" tires. Finished in Flamboyant Red with white trim and Chromed Fenders. Ship. wt. approx. 33 lbs. **F.O.B. Mass. or Alabama Factory.** **Mfr's. Sugg. Retail $32.50**

16" HEDSTROM CONVERTIBLE SIDEWALK BIKE

4002TF2181—Easily converts from boy's to girl's bike. 16" Multi-Spoke wheels with coaster brake. Semi pneumatic white sidewall 1¾" tires. Chrome-plated handlebars with streamers, and red vinyl guard grips. Chain guard. Large double coil spring saddle, white simulated leather with red trim, chromed crash bar Pedals of white Vinyl 5" Aluminum finished safety wheels with oil-less bearings and ⅝" tires Chromed fenders. Chain guard and tank trim in white enamel Top frame, tank, luggage carrier, chain guard, front fork and head collars, finished in Red Flamboyant. Ship. wt. approx 35 lbs. **F.O.B. Mass. or Alabama Factory.** **Mfr's. Sugg. Retail $34.95**

FARMALL TRACTOR, TRAILER AND UMBRELLA

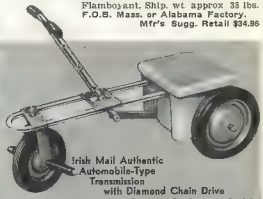
Recommended for 3 to 8 year olds. Dent-proof aluminum alloy cast body—fully assembled except for rear wheels. All ball bearing wheels. Bright Red baked enamel finish with White trim with matching Red umbrella Chain drive concealed for realistic look Ship wt 60 lbs. Ship. wt. of tractor only 43 lbs. **F O B. Iowa Factory.**

3847TF3363—Tractor, Trailer and Umbrella. **Mfr's. Sugg Retail $51.95**
3848TF2563—Tractor Only. Mfr's. Sugg. Retail $39.50

HEDSTROM VELOCIPEDES

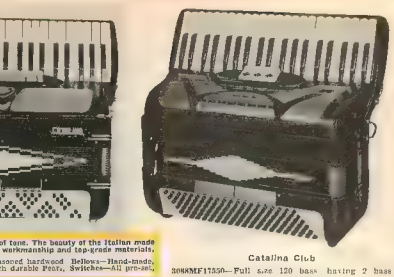
2" Tubular frame Two step Charlot style with triple bridge construction. Large double coil spring saddle of white simulated leather with red trim and chromed crash bar ¾" Tubular, chrome plated, adjustable handlebar Chromed electric light Chromed truss rod Semi-pneumatic tires with white sidewalls Flamboyant Blue finish with white trim F O.B. Mass. or Alabama Factory

Cat. No.	Size	Ship. Wt.	Retail
4003TF1341	10"	21 lbs.	$21.50
4004TF1461	13"	24 lbs.	23.50
4005TF1606	16"	29 lbs.	25.50
4006TF1831	20"	38 lbs.	29.50



Irish Mail Authentic Automobile-Type Transmission with Diamond Chain Drive

3715TF1525—An all time favorite for boys and girls alike from 3 to 10 years Not only a joy for the youngster to operate, but a genuine means of healthful exercise Single front wheel eliminates "foot pinch" hazard Ball-bearing wheels Firestone semi-pneumatic tires Rust-proof All-steel lusterized frame with a baked enamel Red finish Chromium plated handle with hand grips. Dimensions: 32" long, 13½" wide, 11" high. Shipping wt. 28 lbs. **F.O.B. Illinois Factory.** **Sugg. Retail $26.95**



Catalina Accordions

Accordions known for quality of tone. The beauty of the Italian made Catalina is matched by expert workmanship and top-grade materials.

Reeds—finest Swedish Blue steel. **Reed Blocks**—violin spruce laminated with seasoned hardwood. **Bellows**—Hand-made, preformed dried. **Body**—2-ply hardwood reinforced corner blocks covered in rich durable Pearl. **Switches**—All pre-set, sliders are sandwiched between aluminum shields to prevent binding.

Cata na Student

A real musical instrument in every detail. 25 keys, 12 basses, 2 treble and 4 bass reed sets. Extra large bellows. 12-½" keyboard. Includes case and padded adjustable shoulder straps. Ship. wt. 19½ lbs. Jet Black or White Pearl finish. Specify F.O.B. New York or Illinois.

20419MF5258 Student Accordion.
3041/3MF5260 3 or more **Sugg. Ret. $100.00**

Catalina Grand

2542MF21570—Multi-switch accordion. 120 bass, 3 treble and 5 bass reed sets. 7 treble and 2 bass automatic switches. 18½" keyboard. Complete with straps and case. Ship. wt. 28 lbs. Jet Black or Pearl. White. Specify F.O.B. Illinois or New York. Sugg. Retail **$450.00**

3056MF25470—Catalina Grand Electric Same as above but with one bass and one treble electric pick up for balanced amplification. Sugg. Retail $530.00

Catalina Club

2068MF17550—Full size 120 bass having 2 bass switches and 3 pre-set treble switches, 41 treble keys with 2 and 4 sets of quality reeds. 17½" keyboard. Complete with padded adjustable shoulder and bass hand straps and deluxe case. Ship. wt. 26½ lbs. Available in White Pearl or Black. Specify F.O.B. Illinois or N. Y.

Sugg. Retail **$360.00**

Hohner Button Accordions—Made in Germany

3 Row Button Accordion

18-fold bellows. 31 treble buttons, 12 bass buttons. 3 sets of treble reeds, 3 sets of bass reeds. Jet Black celluloid finish. Edges reinforced metal corner protectors. 7 x 12". Ship. wt. 13½ lbs. Key comb. G-C-F coils.

1614/G7683 3 Row Button Accordion
1614/3G7299 3 or more
Sugg. Retail **$130.00**

2 Row Button Accordion

16-fold bellows. 8 basses. Ebony finish. Metal corner guards. Reinforced edges. Leather cross strap bellows clasps and thumb straps. 8⅝"x11". Ship. wt. 8½ lbs. Key comb. G-C coils.

1615/G1118—2 Row Button Accordion
1615/3G1918—3 or more.
Sugg. Ret. **$70.00**

1 Row Button Accordion

14-fold bellows. Ebony and Gold design. Metal corner guards. 6"x11". 2 wooden stops controlling 2 sets finest steel reeds mounted on individual plates. 10 White button keys on closed keyboard. Key of C only. Ship wt. 6½ lbs.

1616/3G2248—1 Row Button Accordion.
1616/3G2248—3 or more. Sugg. Retail **$40.00**

Catalina Special

1687MF14600—Small in size and easy to handle. 120 bass, 41 treble keys. 2 sets treble, 4 bass Swedish steel reeds. Two finger-tip tone control switches. 17½" keyboard. Ship. wt. 29 lbs. Complete with straps and luggage case. Available in Pearl White or Black. Specify F.O.B. Illinois or New York.

Sugg. Retail **$299.50**

Red Pearl Concertina

2875MF2191 Alum. reeds, steel reeds, 12 bellows, 40 bass [illegible] Ship. wt. [illegible] lbs. Key comb. F.O.B. Illinois.
Sugg. Retail $57.50

2880MF1721—Mahogany Concertina [illegible] Opens [illegible] Ship. wt. [illegible]
Sugg. Retail $80.00

3012MF9340—Large Red Pearl Concertina [illegible] reeds. 16 bellows. Made in Italy. Opens to 23¾". Ship. wt. 9 lbs.
Sugg. Retail $67.50

Harmonicas by Hohner

Made in Germany

Hohner "Chromonica"

Chromatic Harmonica, 4¾" long. Suppose full tones, sharps and flats. Get so fond in regular sizes chromonicas. 40 perfectly tuned reeds with wind saving valves for greater volume of tone. Heavy convex nickel-plated covers. Key of C.

1619GT19—"Chromonica."
1619/3GG11—3 or More
Sugg. Retail **$10.00**

Hohner "Echo" Harmonica

Large double sided Tremolo Harmonica 6½" long. In two different keys with 48 double holes. 96 reeds. Finely nickel-plated covers in attractively etched design C-G key comb.

1620GG03—"Echo" Harmonica.
1620/3GG13—2 or more
Sugg. Retail **$8.50**

"Echo" Harmonica

Double sided Harmonica 4½" long. In two different keys having 32 double holes and 64 perfectly tuned reeds. Finely nickel-plated covers in attractively etched design. C-G key Combination.

1621GG12—"Echo" Harmonica
1621/3GG40—2 or more
Sugg. Retail **$6.00**

Hohner "Chrometta 1"

Chromatic Harmonica 4½" long. 32 reeds equipped with wind saving valves. Two chromatic Octave range. 8 holes, slightly oversized. Streamlined synthetic comb, guaranteed moisture proof, nickel-plated covers. Key of "C" only.

1625G335—Chrometta 1"
1625/3G18—2 or More
Sugg. Retail **$5.00**

ROOMS-IN-MINIATURE

Finely furnished individual rooms for use as doll house, collector's item or interior decorator's model. A lifetime interest for all.

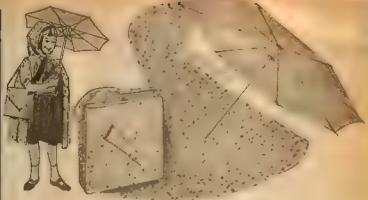
Living Room-in-miniature

Bedroom-in-miniature

Each exquisite room-in-miniature has handcrafted wood furniture from Japan, upholstered in decorator fabrics, meticulously made with many movable parts . drawers that actually open, sliding cabinet doors and even an extending dining table. Accessories include framed reproductions of paintings from the Metropolitan Museum of Art, real flowers dried for permanence and wonderful little lamps, dishes and vases.

There's even the luxury of wall to wall carpeting. Walls with vertical supports have adjustable brackets with reversible wall panels. Clear plastic ceiling and front wall gives picture-window visibility and protects room from dust, removes for easy access. Room, furniture, accessories scaled ½ inch to 1 foot. Rooms each measure 10¾x5¾x7 inches.

49 N 1477—Living Room. Shipping weight 2 pounds..... $3.99
49 N 1478—Dining Room. Shipping weight 2 pounds..... 3.99
49 N 1479—Bedroom. Shipping weight 2 pounds..... 3.99



Rainy Day Outfit to keep her dry . . 3-pc. Set $4.99

Lunch box, 17½-inch umbrella and hooded cape, all of white vinyl with gay and colorful design. Lunch box is 10x10x3½ inches . . has a shoulder strap for easy toting and space for a vacuum bottle. Umbrella fits in carrying case on box.
49 N 1017—Wt. 3 lbs. . Set $4.99

2-pc. Luggage Set $5.99

Styled with the grown-up look. White and red vinyl, sturdy veneer frame. Nickel-plated trim, stitched binding and plastic handles. Lined. Large case: 13¾x5½x12¼ in. Small case: 12¾x5x10½ in. Shpg. wt. 3 lbs.
49 N 1029E.....Set $5.99

2-pc. Fashion Set $8.99

Molded fiber and veneer covered with smart white or blue vinyl. Quilted vinyl linings. 17-in. weekender with key locks. 12 in. tear-drop case has full length zipper closure. Shpg. wt. 6 lbs.
49 N 1029CE White set $8.99
49 N 1022CE—Blue set... 8.99

Ballet Box $1.99

Ballerinas in lovely colors pose on this black vinyl patent ballet box. Measures 10x10½ in., has full length carry strap and separate compartments for costumes and shoes. Shipping weight 2 lbs.
49 N 1004E. $1.99

Barbie Case $1.99

Barbie and Midge decorate this handsome hatbox of black vinyl. Measures 10x10½x3½ in., has all-around zipper, carrying handle and waterproof inner liner. Ideal for overnight visits.
49 N 1031E—Wt. 1 lb. . .$1.99

Case and Umbrella $2.99

If she runs into rain on her trip, an umbrella is handy, contained at the side of this 12-inch red plaid fabric case. Has zipper closure. 21-in. metal-ribbed umbrella. Price includes 15c Federal Excise Tax.
49 N 1033E—Shipping wt. 2 lbs.....$2.99

Catalog numbers with "E" include 10% Fed. Excise Tax unless otherwise stated

Lovable Dolls

PUPPETRINA
The Big New Action Doll

(A) **KISS ME** . . . Raise her arm and she will pucker up and give you a kiss. 17-inch vinyl and poly toddler, with moving eyes, rooted curly hair, movable arms and legs, dressed in pretty checked cotton dress. Weight 2 lbs.
60717350 . . . . . **Retail $5.00**

(B) **PATTI CAKE** . . . Cuddly infant! 20 inches. Squeeze her tummy and she gurgles and claps her hands. Cloth body, cotton stuffed, moving eyes, pixie hair, vinyl infant head and curved arms and legs. Dressed in red cotton suspender type dress. Weight 3½ lbs.
60721535 . . . . . **Retail $7.95**

(C) **PUPPETRINA** . . . Your fingers make her act and do all the things you want her to. Special pocket in back of doll for hand to be inserted for manipulation of doll's arms and head. Dressed in beautifully tailored sailor outfit. 22-inch, vinyl head and arms, poly legs, long rooted hair which can be fashioned, waterproof eyelashes, moving eyes. Weight 4 lbs.
60731997 . . . . . **Retail $14.95**

(D) **SUSAN AND HER BEAUTY PARLOR ENSEMBLE** . . . 15-inch vinyl and poly toddler, fully jointed, with moving eyes. Has two acetate wigs, which can be interchanged, striped cotton dress, slacks and blouse, coverall beauty apron. Weight 2½ lbs.
60747397 . . . . . **Retail $5.95**

(E) **FASHION WIGS** . . . for little ladies . . . fits girls 5 to 14 years of age. Rooted acetate hair, elastic headband. Can be combed, sprayed, or waved like real hair. Specify color: brunette, blonde or platinum. Weight 1½ lbs
60757265 . . . . . **Retail $3.95**

(F) **MUSICAL BABY** . . . 12-inch soft body, cotton stuffed, vinyl head, curved arms and legs, moving eyes, rooted hair, flannel body with cotton dress. Head rotates and body moves, while music plays. Music box enclosed in back of doll. Weight 2 lbs.
60761350 . . . . . **Retail $5.00**

(G) **BUNDLE OF JOY** . . . 20-inch vinyl/poly drink-wet doll with Wonder Feeding bottle, milk disappears—refills automatically. Moving eyes, rooted hair, dressed in cotton dress. Layette consists of: Flocked cotton dress, white fleece jacket, booties, diaper. Weight 3 lbs.
60771535 . . . . . **Retail $7.95**

SHION WIG For Little Ladies (E)

Fine Quality Handbags

525L2030—Lizzard Bag. An elegant bag of Lizzard with Alligator finish with a single top handle. Lizzard covered trims on top of frame. Leather lined with matching leather change purse and comb and shell backed mirror, each in individual pocket. **Size:** 9½"x7½"x3". **Colors: Black or Brown. Specify Color.** .. ..
Sugg. Retail $25.95

478L3150 — Genuine Alligator. A beautiful bag with single top handle pouch with finely polished imported frame. Leather lining—three pockets—one with comb, one with shell backed mirror and third with matching change purse. **Size:** 9½"x7½"x3½" **Colors: Brown or Black. Specify color.**
Sugg. Retail $39.95

479L4410—Genuine Alligator Bag. Satchel type bag with luggage handle. Imported frame. Leather lined—three pockets with zipper compartment fitted with comb, shell backed mirror and change purse. **Size:** 9½"x7"x4". **Colors: Brown or Black. Specify Color.**
Sugg. Retail $67.95

480L3990—Genuine Brazilian Alligator. Single top handle pouch with finely polished imported frame. Leather lined. Has zipper compartment and three pockets. Fitted with comb, shell backed mirror and change purse. **Size:** 9"x9"x3". **Colors: Black or Brown. Specify Color. Sugg. Retail $49.95**

Elegant Handbags by Greta

520L3990—Finest Calf Bag. An elegant bag of finest calf, beautifully leather lined. Has leather handle, gold trim, leather coin purse on gold chain, mirror and comb in compartments, one zipper compartment. **Size:** 13"x7½"x3". **Colors: Black, Brown, or Navy. Specify Color:**
Sugg. Retail $49.95

521L2205 — Beautiful Calf Bag. A beautiful satchel bag with single top handle of finest calf—exquisitely tailored. Scalloped decorative tab on front. Faille lined, one plain and one zippered pocket. Faille coin purse, comb and mirror included. **Size:** 8½"x8"x3". **Colors: Black, Brown, Navy. Specify Color desired.**
Sugg. Retail $28.95

522L4690—Elegant Calf Bag. A single handled, leather lined highly polished calf bag with unusual imported Italian jewelers frame of gold and Florentine jeweled gold lock. One zipper and two plain pockets. Leather coin purse on chain, mirror and comb included **Size:** 10"x8"x3" **Colors: Black, Brown, Navy. Specify Color Choice.**
Sugg. Retail $59.95

523L2730—Finest Calf or Saffian Leather Satchel. This beautiful satchel with double handle is trimmed with applique of leather—the continuation of the handle. Faille lined Two inside and one zipper pockets. Faille change purse, comb and mirror. Florentine clasp **Size:** 14"x6½"x3". **State Color choice: Black Saffian Leather with Black Patent trim or Bone Calf.**
Sugg. Retail $35.95

"Holiday" Fitted Handbags

Beautiful "Holiday" Handbags—original and unusual designs and modern styling All handbags contain a leather coin purse with key chain attached, zipper-topped cosmetic bag, a leather-backed mirror and a built-in eyeglass case attached to the back wall of the all-leather lining

524L2835—Elegant Polished Calf. This bag of tailored elegance features a gold "Rosette" lock on frame. Stitchless construction. Faille change purse, comb and mirror. Size: 11"x11"x3" Colors. Black, Brown, Navy. Specify Color Choice.
Sugg Retail $39.95

426L2835 — Polished Calf. A rectangular form with wristote panier handle—stitchless construction. Accessories as listed above Beautiful in Black, Brown or Navy Specify color. Size: 7½"x15"x4"
Sugg Retail $39.95

452L2835—Calf Bag. Featured on this bag is the elegant Jeweler's frame with staggered tooth design set into classic shape Accessories as listed above. In Black, Brown, or Navy. Specify color. Size. 14¼"x10¾"
Sugg. Retail $39.95

488L2835—Popular Panier Handbag in Polished Calf. Stitchless construction. Accessories as listed above Beautiful in Black, Brown or Navy. Specify color. Size: 12"x7"x3".
Sugg Retail $39.95

"Holiday" Handbags also may be had in Black Patent leather or Black non-scuff Beaver Calf or White or Bone Calf on Special Order at Same Price. Allow two weeks

Handbags are Subject to 10% Federal Excise Tax

Fine Quality Handbags

528L.17500—Finest Alligator Satchel Bag. An Elegant handbag of Lustrous Domestic Alligator—a truly treasured possession. Leather lined, four inside pockets and one zippered pocket, leather coin purse and mirror Double handled and two outer compartments **Size:** 13"x8". **Colors: Black or Brown. Specify Color.** Sugg. Retail $225.00

211L.8050—Genuine Domestic Alligator. Custom styled Choice Domestic Alligator Skins used throughout Padded front and back welded decorations. Genuine full leather lining Four inside compartments including over-size zipper pocket. Leather coin purse and double-faced mirror Finest quality and workmanship **Brown or Black. Specify color. Size** 10½" x7½"x3". Sugg. Retail $110.00

502L.7850—Natural Ostrich Bag. Tailored Handbag similar to 211L.8050. Superbly tailored to please the most fastidious! Four inside compartments including zipper pocket. Leather coin purse and double-faced mirror **Natural Tan or White Specify color. Size:** 9"x7½"x3" Sugg. Retail $95.00

529L.13930—Genuine Domestic Alligator. Smartly tailored handbag of finest quality Domestic Alligator. Leather lined, three inside compartments, one zipper pocket and one large clasp pocket, mirror. Single handled. **Size:** 12½"x8". **Colors: Black or Brown. Specify Color.** Sugg. Retail $185.00

Treasured Possessions in Genuine Alligator

432L.8190—Genuine Brazilian Alligator. A beautiful bag with handle pouch . . . alligator puller in front . . . sides of front cover has puffing . . . four pockets . . . one zipper, one passport pocket, one comb, one mirror . . . comb, mirror, coin purse included. Genuine leather lining. **Colors: Brown or Black. Size:** 13⅛"x10¾"x3¾" **Specify color.** Sugg. Retail $110.00

530L.10500—Genuine Alligator Handbag. A Beautiful double handled handbag of genuine domestic alligator Leather lined, four inside pockets—one zippered pocket, leather coin purse and mirror. **Size:** 10"x9" **Colors: Black or Brown. Specify Color.** Sugg. Retail $135.00

474L.4900—Genuine Alligator Bag. Satchel type bag with double top handles. Imported frame. Leather lined with zipper compartment and three pockets. Fitted with comb, shell backed mirror and matching change purse. **Colors: Black or Brown. Size:** 6"x14"x3¼". **Specify color.** Sugg. Retail $65.00

475L.5950—Genuine Alligator. Large single top handle pouch with finely polished imported frame. Leather lined with zipper compartment and three pockets. Fitted with comb, shell backed mirror and matching change purse. **Size:** 11⅛"x9"x3". **Color: Brown** Sugg. Retail $75.00

Beautifully Styled Alligator Handbags

436L.4900—Genuine Brazilian Alligator. Large single top handle tailored pouch with vanity type frame and covered bar. Four pockets—one zipper, one purse, one comb, one mirror. Purse, comb and mirror included Genuine leather lining **Colors: Brown or Black. Size:** 11"x8¼"x3¼". **Specify color.** Sugg. Retail $65.00

437L.4410—Genuine Brazilian Alligator. Tailored type top handle pouch. Four pockets—one comb, one purse, one zipper, one mirror. Comb, purse, mirror included. Genuine leather lining. **Colors: Brown. Size:** 10¾"x9"x3". Sugg. Retail $57.95

525L.3150—Genuine Alligator Bag. A dressy alligator pouch with double handle, covered frame. Satchel shape Leather lined with comb, shell backed mirror, and matching leather purse, each in individual pocket. **Size:** 12"x7"x3". **Colors: Black or Brown. Specify Color.** Sugg. Retail $39.95

439L.3150—Genuine Brazilian Alligator. Single top handle modified east-west look pouch Alligator covered tubes on top of frame. Three pockets—one comb, one mirror, one purse. Comb, mirror, purse included Genuine leather lining. **Color: Brown Size:** 10"x7"x3" Sugg. Retail $39.95

527L.5950—Alligator Envelope Bag. The European look in a smartly designed envelope bag. Turn lock closing. Leather lined with matching change purse and comb and shell backed mirror, each in individual pockets. **Size:** 10¾"x7¼"x3". **Colors: Black or Brown. Specify Color. Ret. $75.00**

Handbags Are Subject to 10% Federal Excise Tax

Boontonware®

finest of all melamine dinnerware

HALLMARK

Heritage

A new and distinctive line of quality Melamine dinnerware by Boontonware. Timeless patterns, beautifully styled for Early American decor. Hidden strength guards beauty. Strategic Points reinforced with extra Melamine for ultimate break-resistance.

New Amsterdam 45-Pc. Service For Eight

A new pattern with the flavor of the Early Colonial days. **Stain-free**, 8 oz. mug-styled cups. Ample size rim-edged plates, extra-deep 16 oz. soup plates, 7-inch salad plates. Dinner Plates, Salad Plates, Saucers and Serving Platter are all patterned. Accessories are Sandalwood.

9612H3330 — Retail $49.95

Monticello 45-Pc. Service For Eight

A superb, new style. A colonial motif that will enhance any table setting. Extra rugged, molded of heavy duty melamine, strategic points are reinforced for ultimate break resistance. Colonial, mug-style 8 oz. cups. Extra deep 16 oz. soup plates, ample size, rimmed edge plates, 7-inch salad plates. Dinner plates, Salad Plates, Saucers and Serving Platter are all decorated. Accessories are Shell White.

9613H3330 — Retail $49.95

SOMERSET

Bamboo 45-Pc. Service For Eight

A pattern of quiet simplicity. Lustrous satin-smooth finish. Guaranteed against chipping, cracking, grazing or breaking. New **Stain-free** 8 oz. cups. Six inch dessert plate and 15 oz. soup bowl. Dinner Plates, Dessert Plates and Serving Platter are all decorated. Accessories are Shell White and Olive. Ship. wt. 13 lbs.

9614H1997 — Retail $29.95

Shadow Leaf 45-Pc. Service for Eight

Fashion fresh pattern with lovely, lasting decorator colors. Strategic points reinforced with extra melamine for ultimate break resistance. Dishwasher safe. All new **Stain-Free** 8 oz. cups. Ten inch Dinner Plates, six inch Dessert Plates and 12½" Serving Platter are all decorated. Accessories are Sandalwood and Shell White. Ship. wt. 13 lbs.

9495H1997 — Retail $29.95

Iris 45-Pc. Service For Eight

A bright and distinctive design, outstanding in everyway. Superbly break resistant, dishwasher safe. Ideal for families with children. Lustrous, satin-smooth finish. New **Stain-Free** 8 oz. cups. Ten inch Dinner Plates, six inch Dessert Plates and 12½" Serving Platter are all decorated. Accessories are Pink and Shell White. Ship. wt. 13 lbs.

9615H1997 — Retail $29.95

Set Composition
45-Pc. Service For Eight
Each Set Contains

- 8—Dinnerplates
- 8—Dessert (Sandwich) Plates
- 8—Saucers
- 8—Cups
- 8—Dessert Dishes
- 1—Serving Platter
- 1—Vegetable Serving Dish
- 1—3 Pc. Sugar & Creamer Set

Boontonware Special Ivy 45-Pc. Service For Eight

Each piece is made with the same special care as all other Boontonware. The lovely pattern and bright color lasts. They keep their satiny smooth finish. Dishwasher safe too. Hidden strength guards beauty. Strategic points reinforced with Melamine for ultimate break-resistance. Decorated Dinner Plates and Serving Platter. Olive Mist Dessert Plates. White cups and Bowls. Olive Mist Sugar and Creamer set with White top. Ship. wt. 11 lbs.

9502H1330 — Retail $19.95

Good Morning 45-Pc. Service For Eight

Designed for carefree living. A bright and cheerful pattern. Superbly break-resistant for use in the Patio as well as the dining table. Dishwasher safe. Beautiful and practical. Dinner Plates, Dessert Plates and Serving Platter are decorated. Accessories are Sandalwood and White.

9616H1663 — Retail $24.95

Tangerine Plaid 45-Pc. Service for Eight

New and attractively delightful pattern . . . for informal dining or outdoor fun. Dinner plates and platter decorated in basket weaved colors of tangerine, yellow sandalwood and olive mist. Accessories are tangerine. **Stain-Free** cups, break resistant and dishwasher safe.

9617H1663 — Retail $24.95

Prompt Shipments from Bennett's Stock

V-RROOM!™ Hear a real motor roar in this new Guide-Whip Racer by Mattel

$3.27

Looks and sounds just like the racers that roar around the track at Indianapolis. When the wheels turn, you hear the roar of the V-rroom unit. The faster it goes, the louder the noise. Use guide and whip-cord to spin car in circle, steer it in and out. Rev up racer . . friction motor speeds it along. High-impact plastic . . two-tone with numerals. 14 inches long. Instructions included.
49 N 5808C—Shipping weight 3 pounds. $3.27

6 levers in numb's seat control car's action

$9.89 without batteries

"Scootin Tootin" Button Hot Rod by Marx

Buttons operate doors, wipers, antenna, horn, headlights, motor, steering, forward motion. 14 in. long. Order 2 "D" batteries on facing page. Japan.
49 N 5694—Shipping weight 4 pounds. $9.89

$6.88 without batteries

Mr. Kelly's Car Wash by Remco

2 cars move through wash water, cleaning rollers, dryer, out back for wipe and wax job. 27-in. plastic. Sponges, towels, wax. Order 2 "D" batteries.
79 N 5718C—Shipping weight 4 pounds. . . . $6.88
79 N 4660—"D" Battery. Shpg. wt. each 4 oz. . . 2 for 32c; 4 for 60c

$1.94

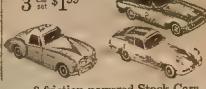
Friction Crash Racer

When it hits wall, hood, 2 front wheels, windshield spring off. Engine roars. Plastic and metal 12 in long. Reassemble. From Japan.
49 N 4221—Shpg. wt. 1 lb. $1.94

$1.94

6 Race Cars with friction motors

World-famous racers with drivers—Ferguson, Lola Climax, Cooper, Vanwall, Porsche, Cooper Formula I. Plastic, 6 in. long. From Hong Kong.
49 N 5793—Shpg. wt. 1 lb. 8 oz. . . . Set $1.94



3 Car set $1.99

3 friction-powered Stock Cars

Friction motor makes realistic roar. Set includes XKE Jaguar, Corvette, MGA. Steel bodies, rubber tires. 8 inches long. Made in Japan.
49 N 4276 Shpg. wt. 1 lb. 8 oz. . . Set $1.99

99c

Friction-motor Sting Ray

Rev 'er up and let 'er go. 8-in. plastic. Rubber wheels. Metallic colors on bumpers and hub caps. From Hong Kong.
49 N 5656—Shpg. wt. 8 oz. 99c

$1.99

Sears Dragster Racer

Give it a push and watch it speed down any drag strip. Friction-powered. Made of metal, rubber, plastic. 14 inches long. Made in Japan. Shipping weight 1 lb. 7 oz.
49 N 4206. . . . . $1.99

99c

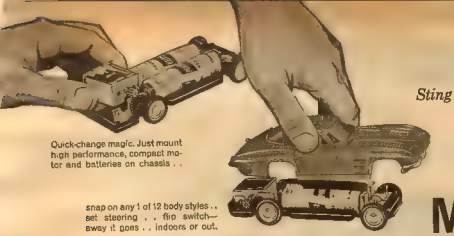
Turn-around Ford

Friction motor carries it straight ahead a few feet . . makes "U" turn and comes right back to you. Made of steel . . rubber tires. 8 inches long. Made in Japan.
49 N 4212—Shpg. wt. 9 oz. . 99c

$1.69

Hot Rod Jalopy

Heavy-duty steel dragster Free-wheeling oversized rear wheels, removable spare. Deep-tread whitewall tires. Red with simulated fabric custom top. 9 in. long.
49 N 5467—Wt. 1 lb. 3 oz. . $1.69



Quick-change magic. Just mount high performance, compact motor and batteries on chassis . .

snap on any 1 of 12 body styles . . set steering . . flip switch—away it goes . . indoors or out.

Sting Ray . . XK-E . . Impala . . T-Bird . . now race them ALL

It's terrific, it's

MOTORIFIC

by IDEAL

Accurate to the last detail. Each body, only 4½ inches long, will satisfy even the most discerning collector

Body, Chassis and Motor

$1.99 without batteries

Body only **77c**

Start your fleet of world-famous cars with any of these lustrous-colored models. All the plastic bodies have detailed chrome-color trim, clear windows and headlights. All bodies fit same chassis. Makes for many combinations.

Molded chassis has built-in drive gear, metal-plated parts, and 3-position torsion-bar steering. Set it for left or right, wide or tight circles, or straight away. Wheels sport white sidewall rubber tires and de luxe aluminum wheel covers. Order 2 "AA" batteries for each Body, Frame and Motor Set

1 49 N 2358M—Sting Ray Set. Wt. 8 oz. $1.99
49 N 2360—Body only. Shpg. wt. 3 oz. .77c

2 49 N 2356M—Continental Set. Wt. 8 oz. $1.99
49 N 2357 Body only. Shpg. wt. 3 oz. .77c

3 49 N 2363M Mercury Set. Wt. 8 oz. $1.99

4 49 N 2365M—Ford Truck Set. Wt. 8 oz. $1.99
49 N 2364—Body only. Shpg. wt. 3 oz. 77c

5 49 N 2371M—Ford Wagon Set. Wt. 8 oz. $1.99
49 N 2372—Body only. Shpg. wt. 3 oz. .77c

6 49N2373M—Grand Prix Set. Wt. 8 oz. .$1.99
49N2374—Body only. Shpg. wt. 3 oz. .77c

7 49 N 2354M—T Bird Set. Wt. 8 oz.. $1.99
49 N 2355—Body only. Shpg. wt. 3 oz. .77c

8 49 N 2361M Rolls Royce Set. Wt. 8 oz. $1.99
49 N 2362—Body only. Shpg. wt. 3 oz. 77c

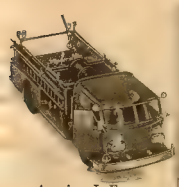
9 49 N 2367M—Imperial Set. Wt. 8 oz. $1.99
49 N 2368—Body only. Shpg. wt. 3 oz. .77c

10 49 N 2369M—Cadillac Set. Wt. 8 oz. $1.99
49 N 2370—Body only. Shpg. wt. 3 oz. 77c

11 49N2376M—Impala Set. Wt. 8 oz. . . .$1.99
49N2377—Body only. Shpg. wt. 3 oz. .77c

12 49N2378M—Jaguar XK E Set. Wt. 8 oz. $1.99
49N2379—Body only. Shpg. wt. 3 oz. .77c

49 N 4666M—"AA" Battery. Shipping weight each 1 oz. . . Each 16c; 4 for 60c



American LaFrance Fire Engine Kit

$2.66

An accurately detailed plastic model of a 900 Pumper by Aurora. 1/48 scale (¾ in. equals 1 ft.). Molded red, black and silver-color parts. 9½ in. long.
49 N 2257—Wt. 1 lb. $2.66

Re-create the DUESENBERG
Fun to build . . fun to show

$7.99

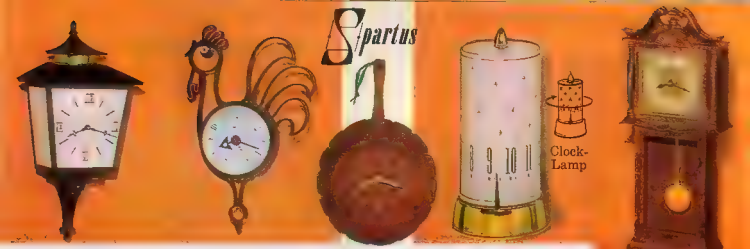
A real challenge for any hobbyist. 145 parts—34 in motor alone. Die-cast metal with chrome-color plastic accessories. Fold down windshield, operating steering. Wire wheels, flexible exhausts. 1 ft. long
49 N 1993—Shpg wt. 3 lbs. 8 oz. $7.99

Start . . stop . . control speed up to 15 feet away with a flashlight

$8.99 without batteries

11-inch Lightronic II Solar-powered Car

Just shine flashlight beam on solar cell to control plastic car. Can also be run on 2 "D" batteries, order below. Steer manually. Unassembled, tools included.
49 N 2222—Shipping weight 2 pounds . $8.99
49 N 4660—"D" Battery. Wt. ea. 4 oz. 2 for 32c; 4 for 60c



COACH LITE

2237N717—A graceful replica of the popular "Olde English" coach light. This electric clock-lamp combination adds charm and warmth to your living room, den, family room or entrance hall. Ebony case with frosted white dial. On/off switch for illumination. Coach Lite can also be used as a night light. Size: 7½" Wide x 14¾" High x 4⅝" Deep. Shipping Weight 3 lbs. **Retail $11.95**

ROOSTER

2345N477—Unique and attractive electric clock complements every decor from traditional to modern. Available with black case (simulated wrought iron) with red comb, or white case with red comb. Large, easy-to-read black hands and numerals with red sweep second hand. Crystal covered white dial. Specify color. Size: 14" High x 9⅓" Wide. Shpg wt. 2 lbs. **Retail $7.95**

WOODEN SKILLET

2346N609—Beautiful, hand cut polished wood case with polished brass hour markers and hands. Mounts flush to wall, electric clock ideal for kitchen, dinette, etc. Size. 13½" High x 8¾" Wide x 2 15/16". Deep. Shpg wt. 2 lbs. **Retail $10.95**

TIME-O-LITE

2028N777—A decorative combination of modern styled lamp and accurate electric timepiece. Shade revolves on a turntable indicating correct time. On/off switch for lamp. Gold finished base and trim with contrasting white shade and black numerals. Size Base 5 11/16" dia., Shade 4⅛" dia. Overall Ht. 10⅝" **Retail $12.95**

TARRYTOWN

2348N810—A charming miniature of the ever popular grandfather clock. Rich new Spartawood-grained satin walnut finish. Complete with swinging pendulum. Complements Traditional, Contemporary or Early American decor. This electric clock can be used as table, mantle or wall clock. Size 18½" High x 7" Wide x 3½" Deep. Shpg. wt. 3 lbs. **Retail $13.50**

Tempo. Suitable for modern or contemporary decor. Accordion pleated dial with metallized gold finish. Rich walnut wood grain finished background. Bright gold tips. Size 16½" tip to tip. Dial size: 8" in dia. Shpg wt. 4 lbs. Sconces—12½" High x 8½" Wide. Shpg wt. 4 lbs.

2349N717—Electric . . . . . **Retail $11.95**
2350N1135—Cordless Electric . . . . . **Retail $18.95**
2351N477 Sconces (Pair) . . . . . **Retail $ 7.95**

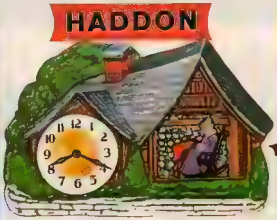
FLORN

- 2-Bell Alarm
- 30-Hour Movement
- Luminous Dial

FLORN JUNIOR ALARM CLOCK

1952N325—A highly styled 2 bell junior alarm clock. 30-hour movement, luminous fancy dials and finished in all polished brass case. Size: 2½" diameter, 3½" high. **Retail $4.95**

HADDON



2212N897—**Home Sweet Home.** Little lady rocks continuously and the fireplace flickers, creating fond memories and a warm feeling for all to treasure. Early American house is authentically finished. 7¼" High, 11⅜" Wide. Shpg. wt. 3 lbs. **Retail $14.95**

◀ "SEE THRU" MYSTERY DIAL CLOCKS

Vision. With illuminated See-Thru Mystery dial and 24K gold plated metal case. Golden hands 8¾" by 7¾". Shpg wt. 4 lbs. Gift packaged.
2115N1377 Elec. Hidden Lt. Switch **Retail $22.95**
1973N1197—Elec. No Light **Retail $19.95**
Visionette. Same as above except for size and raised time markers on rim. 7½" High, 6¼" Wide, 4¼" Deep. Shpg wt. 4 lbs.
2215N1017 Electric **Retail $16.95**

Americana Supreme. Colonial Grandfather design in Haddonwood, superbly finished in Fruitwood. Authentic multi-colored dial and brass accessories. 12" wide by 29" high. Shpg. wt. 8 lbs.
1974N1797—8/Day **Retail $29.95**
1975N1960—Cordless Electric **Retail $32.50**
Sconces. Same as above. Brass candle holders. 7" wide by 12" high. Shpg wt. 4 lbs.
1976N777 Candles not included **Retail $12.95 Pr.**

Retail Prices Do Not Include 10% Federal Excise Tax

Pull remote-control stick . . plane zooms up.
Push, and it power-dives . . bomb drops out

RCAF BANSHEE RAIDER

$11.66 without accessory kit and battery

Ideal for backyard "bombing" missions. Authentic stick control makes you the pilot. You'll enjoy taking control of Wen-Mac's RCAF Banshee, powered by the famous, easy-starting Hot Shot .049 engine. Rugged polypropolene construction. Comes with Rotomatic starter, dive breaks, bomb that drops, 2-seat cockpit, authentic rivet detail. Wingspan, 22 inches. Fuselage length, 19 inches.

(Starter battery, fuel and accessory kit are not included. Order from listing at bottom of the page.)

Plane is guided to target location with remote control. Aluminum post, "joystick" and flight lines included.

79 N 2239CM—Shipping weight 4 pounds . . $11.66

Plane only. Includes hand control with flight lines.

79 N 2240CM—Shipping weight 3 pounds $7.99

They're jet-propelled

Fill fuel chamber with propellant, and whoosh—they blast off and race away! Sturdy plastic with shock-absorbing nosecone

$3.99

$3.99

Tru-Jet Plane

Climbs up to 50 feet, gliding as far as 600 feet before landing. Two wings, one 12 inch for racing, one 14 inch for duration flights. Propelled by harmless gas (enough for 80 to 150 flights included). No fire, heat or liquids. Tough, colorful plastic, with decals. Shpg. wt. 1 lb. 12 oz.

49 N 2037. . . . . $3.99

Tru-Jet Racer

Gas-pressurizing motor chamber is quickly filled under pushbutton control with powerful but non-flammable gas. Enough for 80 to 150 speed-runs included. Rugged, colorful plastic car is 14½ inches long, has 3 cushion-tired wheels. Wt. 1 lb. 12 oz.

49 N 2087. . . . . $3.99

49 N 2038—Extra fuel, 2 chambers. Wt. 1 lb.. $1.97

$5.99 without accessory kit and battery

$8.99

Powerful F4U Marine Fighter with aluminum-color airframe

Wen-Mac calls this one of the hottest flying ready-to-fly plastic planes they make! Hot Shot .049 engine. Wingspan, 13¾ in. Fuselage length, 11½ in. (Order starter battery below . accessory kit at bottom of page.)

49 N 2235CM Shpg. wt. 2 lbs. $5.99

49 N 2259M Battery. Wt. 1 lb 4 oz. 99c

P-63 King Cobra is a fighter . . fires 2 rockets . . ejects 'chute

Aluminum metallized plastic with authentic rivet detail. Super-powered engine, removable cowl, tinted canopy. Wingspan, 22½ in. Fuselage length, 21 in. Has hand control with flight lines. (Order starter battery and accessory kit at bottom of page.)

79 N 2237CM - Shpg. wt. 4 lbs. $8.99

$8.88 without accessory kit and battery

$2.99 without accessory kit and battery

Plane, Go-Kart Accessories

For Wen-Mac planes, go-kart.

1 **Starter Battery.** 1½ volt.
79 N 2259M—Wt. 1 lb. 4 oz. . . . 99c

2 **Accessory Kit.** ½-pint premium racing fuel, spout, engine wrench, battery wire with attached clip.
49 N 2250—Shpg. wt. 12 oz. $1.29

2 **Extra Fuel.** ½ pint. Shpg wt. 12 oz.
49 N 2143 . . Can 57c

Jr. Go-Kart with "gas" engine

Shoots down the track like a lightning flash! 16-inch fuel-propelled speedster has .049 Wen-Mac automatic starter engine, steel frame, plastic seat, pedals and steering wheel; aluminum floorboard; rubber tires; neoprene belt drive. Race in circular or straightaway course. Tether control lines included.

Order starter battery above (49N2259M) and accessory kit at left.

49 N 2212M—Shpg. wt. 3 lbs. 8 oz. . . $8.88

Rugged Condor Helicopter

Soars up to 50 feet high. Can be assembled in 3 minutes. Automatically adjusting hub gives proper pitch angle to insure high ceilings and avoid tumble landings. Whirls into flight at the pull of a cord—no battery needed. Propeller span, 18 inches. Plastic, crafted in West Germany.

49 N 2080—Shpg. wt. 6 oz. $2.99

ELECTRIC MOLD MASTER BY KUNNER

Find out how exciting it is to create your own plastic toys . . use this injection-molding machine to form an entire road building company or a combat group in action. All HO scale. Each set comes with 9 different molds

Road Builder Set can make more than 50 realistic action pieces

$8.99

Mold movable, operating trucks, tractors, road graders, bulldozers, many more. Melting process thermostatically controlled. 3¼-in. high Mold Master is UL listed, 110–120 v, 60-c AC. Re-usable plastic, metal parts, adhesive, paints.
79 N 2260C—Shipping weight 6 pounds.....$8.99

Road Builder Kit. Molds, plastic, metal parts as above. Without Mold Master.
49 N 2019 Shipping weight 3 pounds.....$4.67

Extra Plastic and Metal Parts for Road Builder Sets. 4 bags of plastic (red, yellow, orange, blue) plus metal axles, wires, etc., to make vehicles.
49 N 2258—Shipping weight 1 pound 8 ounces.....Box $1.67

You mold your own army, even pistols, with this Combat Group Set

$8.99

Use famous toymakers' injection molding method to produce missile launchers, tanks, jeeps, 3 pistols that shoot short-range plastic bullets. Make different combinations each time with re-usable plastic in 4 colors. Exterior of Mold Master stays cool while plastic melts. Also get metal parts, paints, adhesives. UL approved for 110–120 v. 60-c AC.
79 N 2017C—Shipping weight 6 pounds.....$8.99

Extra Plastic and Metal Parts for Combat Set. 4 bags of plastic (green, yellow, gray, red) plus metal gun barrels, triggers, springs, axles, etc.
49 N 2018—Shipping weight 1 pound 8 ounces . . Box $1.67

Electric Metal Casting Set

You're the toymaker
Mold 2¼-in. soldiers

$4.99

These metal men really become your army . . you create them as well as put them "into action." The 3-figure metal mold makes a sharpshooter, bazooka-man, and bayoneteer. Electric stove melts 18 pigs of casting metal (enough to form 6 figures.)

Set also includes ladle, candle and cord set, instructions. UL listed, 110–120 v, 60 c AC.
49 N 6375—Wt. 3 lbs. . .$4.99

Extra 72 pigs of Casting Metal. Shipping wt. 2 lbs. 8 oz.
49 N 2205 . . . . . .$2.99

Extra Casting Molds

Make more things with your metal casting set. Each mold makes 3 items. Molds are heavy steel.

1 **Civil War Cannon.** 3½ inches, from 3-pc. mold. Actually rolls.
49 N 2169—Wt. 1 lb. 8 oz. . . $2.59

2 **Medics in action.** Wounded soldier, stretcher, bearer. 2¼-3 in.
49 N 2218—Wt. 1 lb. 8 oz. . .$2.59

3 **Tank Defense Squad.** Rocket launcher, rifleman, machine gunner. ¾, 1¾ in.
49 N 2211—Wt. 1 lb. 8 oz. . .$2.59

4 **Knights of the Round Table.** 3 gallant knights, 2¼ inches.
49 N 2215—Wt. 1 lb. 8 oz. . . .$2.59

5 **World War II Machine Gunner.** Also 2 riflemen. 2¼ in.
49 N 2158—Wt. 1 lb. 8 oz. . . $2.59

KitchenAid®

4826E11449—Family Size Mixer.
4826/3E11008—Three or more.

Large heavy-duty all-purpose food mixer which does a matchless job with unsurpassed ease. Has Universal Type Motor capable of developing ½ H.P. on heavy loads. Ten definite speeds; zinc die castings; baked on White enamel. Equipped with one 5-qt. Stainless Steel Mixing Bowl, one Wire Loop Whip, one combination Flat Beater—Pastry Knife. Uses all attachments listed on this page except 231E386 Juice Extractor and 425E971 bowl. Ship. wt. 37 lbs. **Retail $169.50**

Sail through heavy tasks as easily as light ones with the PLANETARY ACTION of KITCHENAID Mixers and Attachments They efficiently mix, whip, blend, stir, fold, or beat with the same superior true-to-recipe results demanded by world-famous chefs of America's renowned clubs, hotels, and restaurants. Even a beginner will obtain professional results easily and quickly with the KITCHENAID.

4781E8203—DELUXE FOOD MIXER
4781/3E7859—THREE OR MORE

This mixer becomes a complete kitchen servant with the special attachments listed on this page—operating on the horizontal power shaft with power to per form light or heavy tasks Self-lubricated motor (⅓ H.P.), ten definite speeds, governor controlled intermediate speeds White enameled base, 4½ qt. Stainless steel Mixing Bowl Wire Loop Whip and Flat Beater are furnished with this mixer. Shipping weight approximately 31 lbs. **Retail $124.50**

4413E5128—Standard Electric Food Mixer.
4413/3E4838—Three or more.

Ideal for the average family will handle as little as one egg or a bowlful of whipped potatoes. Attractive—finished in durable baked White enamel—easy to clean! Equipped with 4-qt. stationary Pyrex bowl, one all purpose beater. KitchenAid motors have reserve power for heavy loads and attachments Mixer has full power on all 10 definite speeds and intermediate speeds. If desired Has up-front convenient mixing guide for greater satisfaction—eliminates guesswork. Shipping wt. 26 lbs **Retail $74.50**

PLANETARY ACTION BEATERS

Exclusive with KITCHENAID home food mixers, eliminates the necessity of turning the bowl and assures far better results The beater travels around the bowl in one direction while turning on its own axis in opposite direction. Diagram above illustrated the path of the beater in just one complete trip around the bowl.

All KitchenAid Mixers can be obtained for 220-Volt Operation on special order at the same prices as the AC models.
Mark order plainly.

KITCHENAID SPECIAL ATTACHMENTS FOR EASIER FOOD PREPARATION

SILVER BUFFER

4787E487—Polish silver harmlessly without scrubbing and rubbing. Black mane hair brush, same tyne as used by jewelers. **Retail $7.50**

KNIFE SHARPENER

2319E276—Gives knives a keen, sharp cutting edge. Cone on front sharpens scissors **Retail $4.25**

FOOD CHOPPER

4788E876—Finest steel cutters chop meats, vegetables, nuts and dates Ideal for making spreads and meat loaves. **Retail $13.50**

METAL BOWL

4923E971 Gleaming stainless bowl with lightweight beauty For 4413E5128 mixer only. Four quart size. **Retail $12.95**

ICE CREAM FREEZER

Freezes delicious ice cream ices, sherbets, etc., without hand cranking Capacity two quarts; freezing time about 15 minutes. Attaches directly to Mixer

4828E1619—For Standard and Deluxe Mixers. **Retail $24.95**

3362E1814—For Family Size Mixer. **Retail $27.95**

VEGETABLE SLICER

4783E2463—Slices potatoes, carrots, cabbage and other foods. Adjustable knives **Retail $37.95**

FRUIT JUICE EXTRACTOR

2321E386—Takes the fuss and bother out of preparing fresh fruit juice Thoroughly extracts and strains juice of seeds and pulp. **Retail $5.95**

VEGETABLE SLICER

4785E1165 Shreds or slices vegetables and fruits Interchangeable cones create a variety of meal delicacies. **Retail $17.95**

CAN OPENER

2317E451—No spilling—no cut fingers. Can is held firmly without help from operator. **Retail $6.95**

KitchenAid Is Distinguished by the Completeness of Its Performance

DELUXE MIXETTE

WOODTONE MIXETTE

MIXETTE SET

POPULAR MIXETTE

HAMILTON BEACH®

GUARANTEED 5 YEARS

Guarantee provides free repair and parts excepting cord set, bowls and damage due to misuse, when returned to one of our authorized service stations listed on product guarantee certificate.

Mixette Portable Mixers . . . Powerful . . . Lightweight

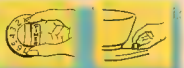
545E1691—Deluxe Mixette
545/3E1482—Three or more Retail **$21.95**
New portable mixer featuring a hand-contoured non-slip handle, greater mixing power and large no-splash beaters. Fingertip 3-speed control and beater ejector. Stands on end or hangs on wall. Available in White, Yellow, Pink or Turquoise with chrome top. Specify color. 120 V. AC-DC U.L. approved Ship wt. 4 lbs.

474E1229—Woodtone Mixette
474/3E1144—Three or more Retail **$16.95**
Powerful and light mixer styled in "Woodtone" and white with chrome trim. Fingertip 3-speed switch, positive beater ejector, easy-grip handle. 115 V. AC-DC. U.L. approved Ship wt. 3.1 lbs.

473E1374—Mixette Set
473/3E1279—Three or more Retail **$18.95**
Same as 474E1229—gift packaged with special drink mixer attachment. Ship wt. 5 lbs.

546E997—Popular Mixette
Retail **$14.95**
Powerful mixer with three-speed fingertip control and beater ejector. White with charcoal handle and trim. 115 V. AC-DC. U.L. approved Ship. wt. 3.1 lbs.

CHROME MIXER



Exclusive Mix-Timer

Exclusive Bowl-Control

NAME PLATE

Full Size Mixers

Chrome Mixer

The mixer that rings a chime when mixing is done. Gleaming chrome finish with two stainless steel bowls. Fingertip controls with safety lock, lets you select any one of 10 speeds for every mixing job. Chrome plated heavy duty beaters. Recipe book included. Guaranteed 5 years. Governor-controlled motor. 115 volts, 120 watts, AC only. U.L. approved. Ship wt. 15.8 lbs.

3862E4897—Chrome Mixer.
3862/3E4547—
Three or more Retail **$69.95**

Enamel Mixer

Food Mixer in white baked enamel finish and two pyrex bowls. Similar in features to the 3862E4897 chrome mixer.

3861E3847—White Mixer
3861/3E3572—
Three or more Retail **$54.95**

WESTINGHOUSE

◀ Deluxe Portable Mixer

The Westinghouse Portable Mixer gives you extra power to mix the heaviest doughs. The powerful motor is controlled by a three-speed switch on top of the handle. Mixing guide for quick and easy reference. Mixer sets on heel rest, when not in use. Comes with drawer storage tray and drink blendor attachment. 100 watts, 115 volts, AC only. Removable 6 ft. cord. Ship. wt. 3½ lbs. Specify White, Pink, Yellow, Aqua.

383E1397—Portable Mixer
383/4E1347—Four or more Retail **$19.95**

Convertible "Hand-N-Stand" Mixer ▶

Westinghouse Hand-N-Stand Mixer has a powerful motor with 3-speed control. May be removed from stand and used as hand mixer. Beaters eject at a touch of the thumb. Drink blendor attachment and two bowls, 3½ and 1½ quart capacity included. Removable 6 ft. cord. Shipping wt. 11 lbs. White only.

473E2097—Hand-N-Stand Mixer
473/4E2024—Four or more Retail **$29.95**

Disney's favorite foursome

ANY ONE $1.79

Donald Duck, Pluto, Minnie Mouse and Mickey Mouse. So cuddly and cheerful at bedtime, for playtime. Rayon plush with vinyl faces, cotton filling. Colorfully detailed. From Japan. Each 13 in. tall.
49 N 4110—Donald 49 N 4111—Pluto
49 N 4109 Minnie 49 N 4108—Mickey
Shipping weight each 10 oz. . .Each $1.79

Zippy squeaks like real chimp

$5.79

And he looks just like one, too. Curly rayon plush body is cotton filled. Face, ears, hands and shoes are sturdy vinyl that wiks clean with a damp cloth. Dressed for playtime, this lovable chimp is 16 inches tall. Shpg. wt. 1 lb. 12 oz.
49 N 4088 . .$5.79

Fluffy Cat. Pet him, he's real white fur, a thick, soft coat that is pleasant to touch. A wonderful bed decoration for tots, teenagers. 18 in. long. Stuffed with cotton.
49 N 4007E—Wt. 1 lb. 4 oz. $4.89

Basket with 12-in. cat, two 5-in. kittens. Snuggled together in decorated reed basket Cotton filled. White fur.
49 N 4362E—Shpg. wt. 2 lbs. . $5.89

NOTE: Catalog numbers ending in "E" include 10% Federal Excise Tax.

Tune in on the fun with MAGILLA GORILLA and his TV PALS

Here they are . . all the fun loving rollicking characters from the television show that skyrocketed to success. Magilla Gorilla and his pals . . accurately reproduced in short-pile rayon plush, with cotton felt trim and accessories. Start a collection of these funny, friendly characters . . they're good companions . . lots of fun to play with.

1 **Punkin Puss.** There he stands with a happy smile and a floppy hat waiting for the fun to begin . . and with this group, it won't take long. Shredded excelsior filling for shape retention. 12 inches tall.
49 N 4075—Wt. 10 oz.$1 88

2 **Mushmouse.** The mouse that runs the "mostest" in the hill country. He sports a tall felt hat, wouldn't make a move without it. Colorfully dressed; shredded excelsior stuffed for shape retention. 12 inches tall
49 N 4076—Wt. 10 oz. . . .$1.88

3 **Droop-A-Long Coyote.** He's the slowest gun in the whole wide West but his best friend Ricochet Rabbit couldn't do without him. Shredded excelsior filling for shape retention. 12 in. tall.
49 N 4074—Wt. 10 oz. . . .$1.88

4 **Ricochet Rabbit.** He's the sheriff and responsible for keeping law and order, and his vinyl face shows his happy confidence. Cotton stuffed, he's 21 inches tall to tip of his ears.
49 N 4073—Wt. 2 lbs. $4.66

5 **Magilla Gorilla.** Here he is, the star of the show, the pet shop comic. Colorfully clad in his famous droopy trousers, long suspenders and jaunty bowler hat. He has a cheerful vinyl face, a cotton stuffed body. 19½ inches tall.
49 N 4072—Wt. 3 lbs. $4.66

Lying Tiger $4.89

He looks so fierce but he's really friendly . and he's looking forward to guarding the bed or joining in the playtime of some lucky youngster. Fine quality delustered, tiger-striped rayon plush. Green plastic eyes; felt backing. Plastic "jewels" in ribbon collar. Cotton stuffed. 17 inches long
49 N 4066C—Shipping weight 3 lbs. $4.89

Lazy Lion $6.59

This king of beasts believes in taking it easy . . plop him on a bed, on the playroom floor, anywhere at all and he's ready to relax. He's soft and cuddly, too, makes a lovable pet. Fine quality rayon plush, cotton stuffed. Acrylic pile mane and tail. Gold color with brown. 22 in. long.
49 N 4068C—Shipping weight 3 lbs. $6.59

Charge!

Raise the plastic saber . . fire authentic cavalry guns $5.98

Become a 'Horse Soldier' of the Old West. You pack a 26-inch cap firing carbine . a 9¼-inch cap pistol that shoots 8 soft bullets . . and a 26-inch plastic saber with scabbard. Plastic cavalry hat, canteen, belt with cartridge case, scabbard hanger and holster. Wear a real cotton bandana, too

79 N 2605C—Shipping weight 4 pounds.....$5.98

$4.99

You're ready for any outlaw with this 4-weapon

Western Marshal Outfit

Fight it out with guns blazing. Use rifle for long range duels . fast-draw pistols for shootouts . bowie knife for hand-to-hand combat All look real 32¼-inch rifle has a strong steel barrel, nickel-plated working parts, walnut colored plastic stock. Rifle and repeating pistols fire roll caps. Knife flexible plastic. Leather holsters have rich dark saddle brown finish, belt fits 23 to 29-inch waist Includes silver-color Marshal's badge to pin on your shirt

79 N 2812C—Shipping wt. 4 lbs. . $4.99

Miniature Sets for tiny tots

$1.99

Rifle and Double Holster Set. 27-inch "flip-action" rifle in plastic and metal; two 6-inch pistols. Leather holsters, adjustable belt. Rifle shoots roll caps, pistol single caps.

79 N 2753C—Shipping weight 2 pounds.....$1.99

99c $1.77

Double Holster Set. Two 5¾ in. cast metal cap pistols. Black leather holsters with silver color steerheads. Adjustable belt fits waists 18 to 24 inches.

49 N 263J—Wt. 8 oz. 99c

Roy Rogers Double Holster Set. Looks like big brother's. Guns are 6½ in. long, fire single-shot caps Top grain leather holsters. Adjustable belt fits 16 to 21-in. waists.

49N2736—Wt 11 oz. $1.77

$5.32

Mattel's "Shootin' Shell" Buffalo Hunter Set

Lever-action 26-inch Winchester rifle ejects shell . . single or rapid fires. 9-inch Fanner pistol. Plastic and metal, both shoot caps or shells. Flexible knife with leather scabbard, holster and belt. Fits 25 to 34-inch waists. Your ammunition is 9 cartridges, 30 bullet noses.

79 N 2661C—Shipping weight 3 pounds. $5.32

$3.87

Mattel's Winchester Frontier Set

Gear up for wide-open spaces "Shootin' Shell" 26-inch rifle has lever action, shell ejection . . single or rapid fire. 10¾-inch Fanner-50 pistol. Plastic and metal, both shoot caps. Dura-Hide® plastic holster, belt fit up to 28-inch waist. 2 cartridges, 6 bullet noses.

79 N 2644C—Shipping weight 3 pounds. . ... Set $3.87

Guns and Clothes Rack with real western look

$3.29

Helps junior keep his bunkhouse tidy. 6 horseshoe hooks for guns, holsters, pants, shirts and hats. Bright metal conchos, leather thongs. Solid pine, clear lacquer finish. 20x20 inches. Attaches to wall or closet door, hardware incl. Unassembled

79 N 2734C -Wt. 4 lbs.,$3.29

NOTE: *Caps are not included with any cap-firing toy.*

$2.99

3-gun Texas Ranger Set

Lever-action "Flip Rifle" has 50-shot rapid fire trigger action, too High-impact plastic with working parts of rugged die-cast metal. 27 in. long Two 50-shot automatic repeater guns of sturdy metal Leather double holsters and belt that fits 20 to 25 in. waists.

79 N 2632C—Shipping weight 3 pounds. . . . . Set $2.99

It's really accurate.
Rifle shoots bullets of light . .
Electronic moving bull's-eye lights up
and rings bell when you hit it

Electronic Rifle Range

Become a real marksman with this action-packed target set. 35-inch plastic rifle shoots at the speed of light with precision accuracy. Adjustable telescopic-like sight lets you really zero in. Target with photo-electric cell, 16x20 in. high. Includes 4 different wild animal heads that can be snapped on target. Score cards. Target uses 6 "D" batteries, rifle uses one 9-volt battery . order both below.

79 N 2638LM—Shipping weight 9 pounds.....$14.88

Heavy duty 9-volt Battery. Shipping wt. 5 oz.
79 N 2670M.....Each $1.49

"D" Battery. Shipping weight each 4 ounces.
79 N 4660.....2 for 32c; 4 for 60c

Spring-action motor keeps bull's-eye in motion, and acts as a scoring "timer".

$14.88
without batteries

MARX DETECTIVE SET has "Chopper" tommy gun that goes "RAA-TAT-TAT" as muzzle recoils . . cap-firing .38 pistol that shoots soft plastic bullets. Official-looking wallet and badge

$3.77

You're fully armed to capture every crook in town. Bolt-action tommy gun chatters like a real machine gun, barrel recoils. Sturdy plastic and metal, 19 inches long. Snub-nose metal pistol has revolving cylinder just like a real gun . . fires caps and soft bullets at the same time. With 16 play bullets.

Ship pistol into black plastic shoulder holster. If suspects have any questions, show wallet with credentials.

49 N 2639 —Shpg. wt. 3 lbs... .....$3.77

Electronic Pistol Range **$10.99** without batteries

Replica of .45 automatic target pistol shoots "bullets" of light. 16x13-inch high target . . as you score bullseye, word HIT lights up, bell rings. Plastic pistol uses one 9-volt battery, target uses 6 "D" batteries sold separately below.

49 N 2718CM—Shpg. wt. 4 lbs.....$10.99

9-volt Battery. Shipping weight 4 ounces.
49 N 6417M.....Each 35c

"D" Battery. Shipping weight each 4 oz.
49 N 4660.....2 for 32c; 4 for 60c

Fast, repeating rifle shoots plastic balls **$2.99**

Repeating action pumps 6 balls from 14-in. barrel. Includes 6 plastic-keg targets. Black stock. Shoulder strap. 28 inches over-all.

79 N 2640C Shipping wt. 2 lbs.....$2.99

Tommy Gun ejects shells as it is fired **$1.99**

Now, capture underworld mugs with realistically detailed gun. Full-back bolt lever controls firing action . . shoot once or continuously. Red recoiling muzzle. Plastic, 19 in. long. 8 play shells included.

49 N 2641—Shpg. wt. 1 lb. 6 oz.....$1.99

Remco's Hamilton's Invaders Grenade Pistol, Helmet Set **$3.66**

Protect against outer-space invaders with cap-firing pistol . . shoots 2 plastic grenades, too. Metallic blue helmet has built-in shaded goggles. One size fits any youngster. Caps not included.

49 N 2624—Shipping wt. 2 lbs...Set $3.66

Exercise Your Way to Better Health

Aids Circulation
Conditions
Your Body

BEACON HOME ROWER

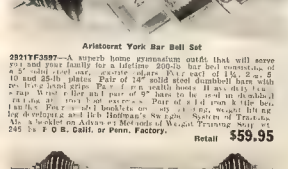
3933A780—Row your way to a slim silhouette and a healthy, attractive body. A direct approach to slimming and figure control. Helps trim inches from waist, hips and thighs. Gentle, pleasant motion will tighten and tirm the muscles in chest and arms and unwanted fat will disappear. Stimulates circulation and improves posture. It can be adjusted for men, women and even children. Steel coil, tension springs will give years of use. Frame is made of Chrome plated steel. **Mailable.** Ship. wt. 9 lbs.

Mfr's Sugg. Retail **$12.98**

Aristocrat York Bar Bell Set

2921F3597—A superb home gymnasium outfit that will serve you and your family for a lifetime. 200-lb. bar bell consists of a 5' solid steel bar, knurled chrome plated. Pair each of 1¼, 2½, 5, 10 and 25-lb. plates. Pair of 14" solid steel dumbbell bars with pr. Deep knurl grips. Pair of 6 width bows. Heavy duty Ankle Strap Wrist Roller and pair of 9" bars to be used in dumbbell fashion at wrists for exercise. Pair of solid iron ankle bars. Includes Four special booklets on sets of exercises, weight lifting for dumbbells and club Holtman's Sports Systems of Training. Also booklet on Advanced Methods of Weight Training Sets. 245 lbs. **F.O.B. Calif. or Penn. Factory.**

Retail **$59.95**



York 160 lb. Aristocrat Combination Set

2994TF2797—A deluxe barbell-dumbbell-swingbell set with Hold-Lite wrenchless collars and chrome-plated revolving sleeves. Hammerhead revolving sleeves for the dumbbells make them a pleasure to use. Includes 5 lb. bar, four each of 1¼, 2½, 5, 10 and 12½ lb. plates. Dumbbell-swingbell bars and three complete York centers. Ship wt. 165 lbs **F.O.B. Calif. or Penn. Factory**

Retail **$41.95**

2992TF1997—110-lb. Aristocrat Combination Set. York Barbell-dumbbell-swingbell combination. Includes 5 ft. knurled machined and polished bar, extra heavy duty Lock-Hold Wrench Collars, four each of 1¼, 2½, 5 and 10 lb. plates, dumbbell-swingbell bars and four complete York centers. Ship. wt. 115 lbs. **F.O.B. Calif. or Penn. Factory.**

Mfr's. Sugg. Retail **$29.95**

COLUMBIA CYCLE EXERCISER

5574TF4718—Super sturdy exercise Roadmaster, a pleasant fun way to vibrant health and safe weight control. Tubular steel construction, enamel finish. Features **Terra Trimmer**, speedometer, timer and tension adjuster for easy or hard pedaling. Adjustable saddle and handlebar. Rubber tips protect floor. Ship. wt. 45 lbs. **F.O.B. Massachusetts Factory.**

Retail **$59.95**

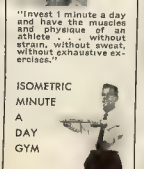
3978TF3168—Standard model similar to above without Terra Trimmer, speedometer and timer. Ship. wt. 35 lbs. **F.O.B. Massachusetts Factory.**

Retail **$39.88**

SALON CYCLE

3934A780—A wonderful, firming leg exerciser. Provides all the benefits of cycling effortlessly and silently in the privacy of your home. Completely chrome plated with comfortable bicycle seat and plastic hand grips. Self-lubricating nylon bushing in pedal assembly. **Mailable.** Ship. wt. 7 lbs.

Mfr's. Sugg. Retail **$12.98**



MICKEY MANTLE SAYS

"Invest 1 minute a day and have the muscles and physique of an athlete . . . without strain, without sweat, without exhaustive exercises."

ISOMETRIC MINUTE A DAY GYM

3936A780—**Isometric Gym.** Isometric contractions, an exciting secret weapon of top flight coaches and athletes. This revolutionary concept takes the tedious, exhausting and grueling routine out of body building. Set contains lifetime enamel plated steel Mickey A Day Gym with 1900 lb. test cable, 4ft. strong, corner mounted and large simple step well chart. **Mailable** Ship. wt. 3 lbs.

Mfr's. Sugg. Retail $12.98

BEACON HEALTH CYCLER

3935A840—Conditions, tones and rejuvenates the entire "Middle Area" of the body without stress or strain. The Health Cycler sets up help eliminate bulges and sags in this most important body area. The exercise can be performed while seated or in a prone position. Made of triple chrome plated 1" steel tubing. **Mailable,** Ship. wt. 6 lbs.

Mfr's. Sugg. Retail **$8.98**

Volt Six-Way Bar Bel Set

3938A780—A complete home gym in one convenient package. Six different combinations build stamina and provide exercise for the entire body. Set includes extra heavy five-spring chest pull. Saf-Tee handles, pair of plated foot stirrups, pair of hand grips, two wooden bars, attachments for rowing machine, wall pull. Everything the athlete needs to keep in top condition all year around. Ship. wt. 9 lbs. **Mailable.**

Mfr's. Sugg. Retail **$12.00**

Wilson SUPERBLY DESIGNED LADIES' CLUBS

ENDORSED BY *Patty Berg*

The Dean of Women's golf and head of Wilson's Women's Advisory Staff, Patty is the all-time leading money winner, among the ladies, in the history of the game. Holds women's 18 hole World Record of 64. Has won more amateur and professional tournaments (83) than any other woman. Voted A. P. Woman Athlete of Year in '38, '43, and '55. Three time winner of Vare trophy '53, '55, and '58. Always a favorite with the fans, Golf's First Lady has given more clinics than any other person in the world. In 1962, Patty became first woman professional to conduct clinics and exhibitions in Japan.

ENDORSED BY *Mickey Wright*

Unquestionably the greatest woman golfer in the game today Mickey continues to rewrite the record books. Has compiled more than $115,000 in prize money during her eight years as a professional. Won 10 official tournaments in both 1961 and 1962. Also leading money winner in each of those seasons. Career victories total 39 through '62. Winner of Vare trophy 60, 61, 62. Holds all time scoring average for one year—73.25 for 87 competitive rounds in 1960. Member Wilson Advisory Staff.

PATTY BERG CUP DEFENDER

Left hand available on special order.

IRONS—Superbly balanced, brightly stamped irons with sand blasted face. Even weight distribution of the blade develops accuracy and power. Chrome plated Aer-Flo shaft. Fine Calfskin Reminder grip. All sets contain Wilson golf balls.

4028A4234—6 Iron Set with 8 Snead Golf Balls. 3-5-7-8-9 and Putter. Ship. wt. 8 lbs.
Mfr's. Sugg. Retail $57.90

4029A3628—5 Iron Set with 6 Walker Cup Balls. 3-5-7-9 and Putter. Ship. wt. 8 lbs.
Mfr's. Sugg. Retail $48.25

WOODS—Strata-Bloc construction. Keystone fiber face insert. Chrome plated Aer-Flo shaft. Reminder grip of calfskin. All sets contain Wilson golf balls.

4030A3175—3 Wood Set with 6 Walker Cup Balls. 1-3-4.
Mfr's. Sugg. Retail $43.50

4031A2117—2 Wood Set with 3 Snead Golf Balls. 1-3.
Mfr's. Sugg. Retail $29.00

PATTY BERG IMPERIAL

IRONS—Chrome plated blades Dynamic-balanced for power and consistent accuracy. Sand blasted face and back flange. Ladies Head-Speed shaft and calfskin reminder grip. Unexcelled ladies' irons. All sets contain Wilson golf balls. Right Hand only.

4032A11172—8 Iron Set with 12 Hot-Hi Balls. 3 thru 9 and pitching wedge.
Mfr's. Sugg. Retail $154.00

4033A8379—6 Iron Set with 12 Snead balls. 3-5-7-8-9 and putter.
Mfr's. Sugg. Retail $115.50

WOODS Strata-Bloc construction. Flaring cycolon face insert. Dynamic-Balanced sole plate. Light sparkling chrome plated Head-Speed shaft. Reminder grip of calfskin. All sets contain Wilson golf balls. Right Hand only.

4034A7791—4 Wood Set with 12 Snead Balls. 1-3-4-5.
Mfr's. Sugg. Retail $106.00

4035A8846—3 Wood Set with 12 Walker Cup Balls. 1-3-4.
Mfr's. Sugg. Retail $79.50

MICKEY WRIGHT CHAMP

IRONS—Chrome plated Foweramic blades Sand blasted face, straight line scoring. Speed-Flo shaft, Calfskin reminder grip. All sets contain Wilson golf balls. Right Hand only.

4036A8526—8 Iron Set with 12 Snead golf balls 3 thru 9 and Pitching Wedge.
Mfr's Sugg Retail $117.00

4037A5331—5 Iron Set with 6 Hot-Hi Balls. 3-5-7-9-P.
Mfr's. Sugg. Retail $75.25

WOODS—Strata-Bloc construction. Keystone Cycolon face insert. Chrome plated Speed-Flo shaft. Calfskin reminder grip. All sets contain Wilson golf balls. Carefully balanced heads. Right Hand only.

4038A6174—4 Wood Set with 12 Walker Cup balls. 1-2-3-4.
Mfr's. Sugg. Retail $84.00

4039A4631—3 Wood Set with 6 Snead Balls. 1-3-4.
Mfr's. Sugg. Retail $63.00

The adjustable

ALL-IN-ONE Golf Club

JUST DIAL YOUR SHOT
PUTTER-DRIVER
3-5-7-9 IRONS

Designed for Every Shot in the Game

No bags to carry—carts to pull—or caddies to pay! Designed for every shot in your game—from drives off the tee, to fairway shots, to putting on the green. You'll get extra yardage, shoot more accurately because you have only one club to become accustomed to. It's actually a full set of matched clubs all in 1! Club has famous Golf Pride Non-Slip Grip handle. Chrome step-down shaft and Stainless Steel head. Simply dial head to club position and lock. Complete with genuine leather head cover.

1633A1845—Right Hand. . . . . Sugg. Retail $37.45
2337A1845—Left Hand . . . . . Sugg. Retail $37.45

A Water-Hole Necessity

2-in-1 Retrievall

2703A487—Compact ball scoop with exclusive flip-open feature. Converts into a sensational pick-up rake. Retrieves balls from any hazard. Made of rustproof high strength aluminum alloy. Folds and fits easily in your golf bag. Telescope shaft allows up to 12 ft. reach. Mfr's. Sugg. Retail $7.00

PUTTERS WITH THE ALL GLASS FIBER WONDERSHAFT® FROM SHAKESPEARE

3827A1218 — Square heel, leather band putter. Textured sole prevents drag on short strokes. Chrome plated, non-glare satin finished head, right hand only, end shafted with tan or black Fiber "Wondershaft." Brown Golf Pride Informer all weather, non-slip grip. For that sure touch around the green.
Mfr's. Sugg. Retail $17.95

3629A1212 — Rocker Head Putter. Solid brass Rocker type head, double-faced in satin finish with contrasting trim. Can be used right or left handed. Has the light tan all new tan glass fiber "Wondershaft" Non-slip Golf Pride Informer grip. Rocker sole fits all types of terrain.
Retail $17.95

You get a total of 44 players . . paint them to make 4 different teams

National League Electric Football $11.66

Players run, block, tackle . . even receive passes

Set up your formations . . then watch these 3-dimensional players run off exciting plays on big 36x21-in. field. Vibrating coil in field keeps men in action. Spectacular kicker-passer actually throws and boots magnetic football.

Big center grandstand with workable scoreboards at each end. Set includes pennants, goal posts, 3 magnetic footballs, 3-man yardage marker, instructions and NFL plays. Paints and brush so you can paint players to make 4 different teams or offensive and defensive platoons. Hardboard field, steel frame. Cord, coil operate on 110–120-volt, 60-cy. AC. UL listed.
79 N 322L—Shipping weight 13 lbs. $11.66

Call the plays . . end-run, off-tackle, forward pass or a "trick play." Your opponent tries to stop your advance

Pro Football by EMENEE

$9.33 sa. ret. ad. price

Exciting battery-powered game lets you call your own plays . opponent tries to select right defense. Your "quarterbacking" makes football move along playing field . . and score

Set includes flashing automatic penalty indicator, first down marker, scoreboard and down indicator. Plastic frame. 26x10-in. Order 2 "D" batteries, above right on opposite page
79 N 116C—Shipping weight 5 lbs. . . . $9.33

NFL Electric Football Games

Big 36x21-inch gridiron

$9.88

Here's all the rugged action of real football. Watch your 2 teams of 3-dimensional players fight it out . 6 substitutes; the rest are "first-string." Magnetic ball. Separate kicker-passer.

Grandstand with 2 workable scoreboards, 4 pennants. Goal posts, 3-man yardage marker. NFL plays, instruction sheet. Steel-framed hardboard. 110–120 volt 60-cycle AC. UL listed.
79 N 328L—Shpg. wt. 11 lbs. $9.88

29x15-inch NFL gridiron

$5.44

Put your football know-how into action with these 2 teams of 3-dimensional players. Separate kicker-passer. Each team also has 2 substitutes.

Grandstand with scoreboard, 2 pennants. Goal posts, magnetic ball, yardage marker. NFL plays, instructions. Hardboard field, steel frame. 110-120-volt 60-cy. AC. UL listed.
79 N 331C—Shpg wt. 6 lbs. .$5.44

$2.99

Jr. League Magnetic Baseball

True to-life game situations spelled out on playing field. Plays determined by where magnetic ball stops. Remote pitching, batting plus unique "out out" feature let little ball players improve their skills. 1 to 2 players. 19x19-in. Steel-framed hardboard.
79 N 321C—Shipping weight 4 lbs...$2.99

Foto-Electric Football $5.88

Quarterback your own team. Lighted gridiron shows every play in motion . . all the action, suspense of top pro games.

"Hall of Fame" set includes offensive and defensive play cards, dials for kicks and runs, scoreboard. 19x14x5-in. box. Laminated cardboard. Play-Viewer operates on 110–120 v., 60-cy. AC. UL listed
49 N 114C—Shipping wt. 4 lbs. $5.88

Big enough to actually move dirt and gravel

Big Power Digger $4.99

Scoops up full load . . dumps automatically

Rugged, detailed scale-model digger scoops up dirt in sturdy bucket. Swing boom around to spot for unloading . raise boom to trip release. Positive winch control for boom. Crane cab pivots on platform. Wide sure grip tracks. Steel 27x7x18 inches high. Baked enamel finish.
49 N 5499 Shpg. wt. 6 lbs. . $4.99

Hydraulic Dumper $4.99

Lifts heavy load when latch is released

All steel rear dumper with powerful hydraulic action. Durable cylinder designed to push down easily, yet strong enough to lift "heaping" load of wet sand. Connection to cab has permanent pivot. Welded steel construction with baked enamel finish. 22x6x13 in. high.
79 N 5539C Shpg. wt. 5 lbs. . $4.99

V-RROOM!
Roar of a powerful motor
1 $7.99 without batteries
2 $8.99 without batteries

1 **Mattel's Dump Truck.** Motor idles . . races . . roars - as you operate controls. 19 inch truck vibrates as it runs forward, backward and in a circle. Dump bed raises and unloads. Sturdy plastic. Order 4 "D" batteries below.
49 N 5806C—Shipping wt. 7 lbs. $7.99
"D" Battery—Shpg. wt. of two 8 oz.
49 N 4660 . . . . . 2 for 32c; 4 for 60c

2 **Mattel's Skiploader.** Scoop, carry and dump load while V-rroom! unit roars. Handle controls. Sound lever on body. Plastic and metal, 27 in. Order 2 "D" batteries at right.
79 N 5810C—Shipping weight 7 lbs. . $8.99

ZA-ZOOOM
THE SOUND OF POWER BY MARX
Sounds like real truck motor
$6.66 without batteries

Marx Dump Truck. Performs many different functions from three separate switches. Rugged high-impact plastic truck works with or without realistic motor sound. Steel chassis rides on six heavy tires. 21x9x10 inches high. Order 4 "D" batteries below.
79 N 5419C—Shipping weight 8 pounds. $6.66
"D" Battery. Shipping weight of two, 8 ounces.
79 N 4660 . . . . . 2 for 32c; 4 for 60c

YOU'LL FIND ALL THE BEST FEATURES OF OUR OFFICE TYPEWRITER ON THE SENSATIONAL NEW

FLEETWING* PORTABLE by Remington

EASIER TO USE, DOES MORE JOBS THAN ANY OTHER PORTABLE TYPEWRITER . . . The Fleetwing Portable produces sharp, crisp printwork, has a swift feather-light action and the *dependability* that has made Remington the first name in typewriters! Just look at these performance-proven features: patented simplified ribbon changer; exclusive larger size, sure-grip paper cylinder; 3-position paper bail; synchronized scales for margin setting, centering paper and locating writing line; visible margins; personal touch regulator; 1-2-3 line space selector; variable line spacer; end-of-page indicator . . . doubles as a paper support; two-color ribbon and stencil control lever; left and right shift keys and shift locks; paper release lever and automatic paper feed. Shipping wgt. 26 lbs. Specify Pica or Elite type and your choice of color: Pearl Gray, Sapphire Blue or Jade Green.

This is distinctive ELITE type.

This is distinctive PICA type

Exclusive 11-inch carriage takes letterheads, school notebook paper, large-size envelopes . . . all big typing jobs!

Exclusive MIRACLE TAB instantly sets, clears columns and indents from the keyboard . . . in single-key operation!

Standard four-row 44-key, 88-character keyboard . . . exactly identical to the keyboard of an office typewriter!

843N9868—Fleetwing.
Available in Pearl Gray, Sapphire Blue, or Jade Green in Pica or Elite type Specify color and type Retail $137.43

Handsome protective carrying case and the Remington COLOR-KEY Touch Typing Course included at no extra cost.

REMINGTON MONARCH* PORTABLE America's most compact Portable Typewriter . . . perfect for letters, reports, recipes and schoolwork! The Monarch Portable is truly a superb value because it includes all the essential features usually found on higher-priced "deluxe" portables. Look! Key-set tabulator; variable line spacer; two-color ribbon and stencil control lever; personal touch regulator . . . adjusts the "touch" to your personal preference; 42-key keyboard; single, double, triple and half-line space selector; synchronized scales on paper table, paper bail and writing line; erasure table to simplify corrections; left and right shift keys and paper release lever. Includes deluxe contour-style carrying case. Shipping Wgt. 21 lbs. Specify Pica or Elite type and your choice of color: Pearl Gray, Sapphire Blue or Jade Green.

836N8966—Monarch.
Available in Pearl Gray, Sapphire Blue, or Jade Green in Pica or Elite type Specify color and type. Retail $95.26

REMINGTON HOLIDAY* PORTABLE Here's a rugged, quality-built Portable that offers advanced design, smooth, dependable performance and a *low, low economy price!* The Holiday Portable is housed in miracle CYCOLAC (an amazing product that's also used in space-age crash helmets, telephones and household appliances) . . . won't scuff, scratch or fade ever! What's more, the Holiday Portable includes all these important typewriter features: standard 42-key, 84-character keyboard; single and double line space selector; visible margins; margin release key; paper table scale; positive-action backspace key; left and right shift keys; two-position paper bail; paper release lever and a wide, 9½-inch paper capacity. Shipping Wgt. 14 lbs. Specify Pica type, Sapphire Blue color only.

CYCOLAC T M BORG WARNER CORP

TRADEMARK

849N4810—Holiday.
Available in Sapphire Blue and Pica Type. Retail $58.48

Quality Silverplate Since **1865**

WM. ROGERS & SON

Made by The International Silver Company

Exceptionally beautiful patterns created by the world's most famous silverware designers . . . moderately priced. Knives have seamless hollow handles and new forged blades. Extra plating at point of greatest wear on the most used spoons and forks. Fully guaranteed by The International Silver Company . . . world's largest manufacturer of fine silverplate.

HOLLOW HANDLE PLACE KNIVES WITH FORGED BLADES

A Feature found only on the finest tableware . . . the hollow handle knife has greater dimension and perfect balance

50 Piece Service for 8

8 each, Place Forks, Place Knives, Salad Forks, Service Spoons, 16 Teaspoons 1 each, Butter Knife, Sugar Spoon.

(Without Chest)	Mfr's. Sugg Retail
3712RE2397—Gaiety	$39.95
3714RE2397—Sea Spray	39.95
3715RE2397—Victorian Rose	39.95

(Same as above, With Chest	Mfr's. Sugg. Retail
3716RE2897 Gaiety	$49.95
3717RE2897—Sea Spray	49.95
3718RE2897—Victorian Rose	49.95

63 Piece Service for 8

8 each, Place Forks, Place Knives, Salad Forks, Service Spoons, Iced Drink Spoons, 16 Teaspoons, 2 Tablespoons, 1 each, Butter Knife, Cold Meat Fork Gravy Ladle, Pierced Tablespoon Sugar Spoon

(Without Chest)	Mfr's. Sugg Retail
3719RE2997—Gaiety	$49.95
3720RE2997—Sea Spray	49.95
3721RE2997—Victorian Rose	49.95

(Same as above, With Drawer Chest.)	Mfr's. Sugg Retail
3722RE4197—Gaiety	$69.95
3723RE4197—Sea Spray	69.95
3724RE4197—Victorian Rose	69.95

91 Piece Service for 12

12 each, Place Forks, Place Knives, Salad Forks, Service Spoons Iced Drink Spoons, 24 Teaspoons, 1 each, Butter Knife, Cold Meat Fork, Gravy Ladle, Pierced Tablespoon, Sugar Spoon, 2 Tablespoons.

(Without Chest)	Mfr's. Sugg Retail
3725RE4797—Gaiety	$79.95
3726RE4797—Sea Spray	79.95
3727RE4797—Victorian Rose	79.95

(Same as above, With Drawer Chest.)	Mfr's. Sugg Retail
3728RE5397—Gaiety	$89.95
3729RE5397—Sea Spray	89.95
3730RE5397—Victorian Rose	89.95

VICTORIAN ROSE

Deep carved traditional motifs offer delightful contrast to a smooth lustrous finish bringing warm hospitality to any table.

SEA SPRAY

Fashioned with modern simplicity flowing lines and graceful curves punch capture the majestic beauty of sweeping waves for ever changing highlights.

CHEST

Smart functional lines and smooth plain surfaces are fashioned with the striking simplicity of modern design Storage area covered with tarnish-resistant duvetyn Mahogany finish

DRAWER CHEST

Styled in the contemporary manner with graceful lines and proportions Roomy storage section and drawer tailored with tarnish-resistant duvetyn. Mahogany finish

GAIETY

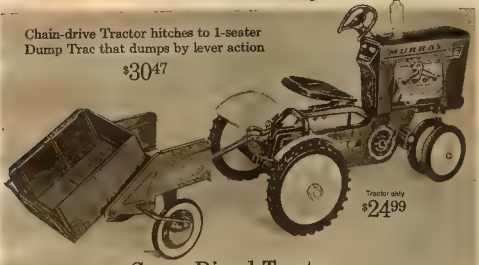
New Pattern by Wm. Rogers & Son

An enchanting modern floral pattern blending contemporary simplicity with deft touches of traditional ornament. Rhythmic lines capture movement of waves swirling gently around gleaming panels to merge in a carved rose and scroll motif poised at the tip of the handle.

Tractor hitches to Trail Trac . . has tail gate that opens

Chain-drive Tractor hitches to 1-seater Dump Trac that dumps by lever action

$30.47



Tractor only $24.99

Super Diesel Tractor

Has authentically-styled engine block and dual front wheels
Makes real motor sounds when you shift the gears

Tractor. Full ball bearings. 38x24x27 in. high. 8-in. front, 12-in. rear wheels. Plastic fenders, adjustable seat. Semi-pneumatic tires, tractor treads on rear tires. Realistic detailing includes dual spark plugs, ignition wires, exhaust pipe. Red with aluminum and white trim. Unassembled.
79 N 8938L Shipping weight 40 pounds..... $24.99

Dump Trac. Steel seat, dump box. Red with white trim. 33x15 in. Unassembled.
79 N 8917C—Shpg. wt. 16 lbs $8.88

Tractor and Dump Trac. Unassembled. *Save $3.40. Separately $33.87.*
79N8940L2-Shpg. wt. 56 lbs $30.47

Sounds like a real Tractor . .

Shift gear to get motor sound from chain-drive

Tractor and Trail Trac $23.73 Tractor only $19.99

Tractor. Steel chassis with plastic exhausts, "plugs." Adjustable seat, hitch, step plate Full ball bearings. 8-inch front, 10-inch rear semi-pneumatic tires 37x25 in. high. Red, white. Unassembled
79 N 8934L—Shpg. wt. 34 lbs. . $19.99

Trail Trac Trailer. 12x6x11 in. wide 8-inch wheels Red, white. Unassembled.
79 N 8929C—Shpg. wt. 11 lbs. . . $6.44

Tractor and Trail Trac Trailer. Unassembled *Save $2.70. Separately, $26.43*
79 N 8939L2—Shpg wt. 45 lbs. $23.73

Chain-drive 4-wheel Ranch Trac Tractor and Trailer

$21.28

Tractor only $17.99

Ranch Trac Tractor. Sturdy steel hood. Spring-mounted seat adjusts. 9¾-in. rear, 7½-in. front wheels Yellow with black, white, silver-color trim. Unassembled 37x28x19 inches wide.
79 N 8941L—Shipping weight 29 pounds.... $17.99

Trailer. Steel. Fits all tractors. 23x19 in. wide. Red with white trim.
79 N 8946C—Unassembled. Shipping weight 11 pounds $5.66

Ranch Trac Tractor and Trailer. Unassembled. *Save $2.37. Separately $23 65*
79 N 8948L2—Shipping weight 40 pounds. $21.28

Chain drive Tractor, Trailer

Tractor and Trailer $18.99 Tractor only $14.88

Tractor. Universal steering joint for full 360° turn. 8-inch front, 10-inch rear wheels Adjustable bucket seat. trailer hitch. Orange with black trim Unassembled. 37 inches long. 26 inches high
79 N 8949L—Shipping weight 26 pounds $14.88

Trailer. Hauls rider or parcels Steel, 32x15 in. wide. 7½-inch wheels Unassembled.
79 N 8955C-Wt. 10 lbs. $5.77

Tractor and Trailer. Unassembled *Save $1 66 Separately $20 65* Shpg. wt 36 lbs
79 N 8950L2 $18 99

Put your child behind the wheel of a sleek sporty Pedal Car

Any model only $9.99

Sky Jet . . Sears steel Sports Car

1 Imagine your child's thrill as he flashes down the street in this bright orange auto trimmed in black. It's the fun-way to help a youngster develop sturdy leg muscles. Pedals adjust for convenience and comfort. Ball-bearing rear axle supports make pedaling easier. Knuckle-type steering adds ease to turning and handling. 35 inches long over-all, with sturdy, long-wearing 7½-in. rubber-tired wheels. Partly assembled.
79 N 8961L—Shipping weight 27 pounds.....$9.99

Compact steel Tee Bird

2 Sidewalk version of the famous sport car, distinctively designed for active young drivers. Smartly styled in Bahama blue with gleaming white trim. Nylon-bearing drive for easy handling. 2-position pedals adjust to accommodate children of different ages. Modern jet-type steering wheel. Durable 8-inch rubber molded tires roll smoothly. 15 inches wide, 33 inches long over-all. Partially assembled.
79 N 8952L—Shipping weight 24 pounds.....$9.99

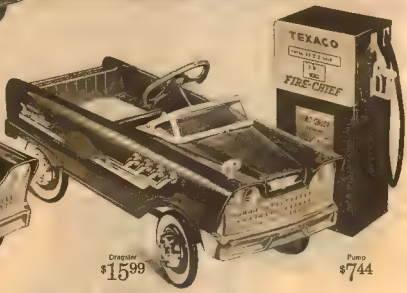
Lightweight polyethylene Sportster

3 Polyethylene makes it light and maneuverable . . it actually weighs less than 16 pounds . . so it's quick on the getaway. Easy for the youngest sports enthusiast to handle. And it's tough, too, built to withstand years of hard play. The bright red color is built right in. Has ball-bearing drive, 3-position adjustable pedals, sturdy rubber tires. Over-all size is 15 inches wide, 38 inches long. Partially assembled
79 N 8954L—Shipping weight 17 pounds.....$9.99

$13.98
without batteries

Gangway! Here comes the Fire Chief's Special Car with red flasher and big bell

Roar out in your fire engine red speedster, with the red flasher signaling for right-of-way, with your big bell clanging to warn other drivers. Ball-bearing drive, 5-position adjustable pedals, sturdy 8-inch rubber-tired wheels. Steel body; 17x36 inches long over-all. Partially assembled. Uses 2 "C" batteries; order below.
79 N 8903L—Shipping weight 27 pounds.....$13.98
*"C" Battery. Shipping weight each 2 ounces.
79 N 4668 .....2 for 32¢; 4 for 60¢



Dragster
$15.99

Pump
$7.44

Sears Dragster with chrome-plated plastic exhausts and hubcaps, fender-mounted bombsight reflectors

Turquoise with red and white trim. Molded rubber tires on 8-in. wheels. Smooth ball-bearing drive; 5-position pedals; jet-type steering wheel. Plastic ignition lock and key. 17x36 inches long. Partially assembled
79 N 8902L—Shipping weight 27 pounds.....$15.99

Fire Chief® Gas Pump. Colorful steel replica of Texaco pump. Crank turns, bell rings, "gallons" register. Hose has plastic clicker nozzle. 12x14x30 inches high. Unassembled.
79 N 8928G—Shipping weight 10 pounds.....$7.44
®Trademark of Texaco, Inc.

1650G6100—"Valencia" Guitar with Case. Natural Mahogany body of finest seasoned Honduras, Brazilian Rosewood fingerboard with Pearl positioned dots. Inlaid White side dots. Steel bar in neck. Hand finished Nickel-Silver frets. Black and White inlay around sound hole. Single unit tuning machines, ivoroid buttons. Steel strings. Satin finish in Natural Mahogany. Plastic pick guard. Approx. Size: 39" L x 14¼" w x 4¼" d. Ship wt. approx 18 lbs. **Sugg. Retail $135.00**

1651G10200—"Seville" Guitar with Case. Grand concert size. Imported select Bavarian spruce top. Black and White inlay around sound hole. Body edges Black shell bound. Mahogany back and sides. Neck of Peruvian Mahogany, reinforced with steel bar. Rosewood fingerboard and bridge. White Pearl position and side dots. Nickel Silver frets. Steel strings. Satin finish. Approx. Size 39" l x 14¼" w. x 4¼" d. Ship wt. approx. 18 lbs. **Sugg. Retail $170.00**

1652G5760—5-String Banjo w/case. Quality banjo provides great entertainment for individual and group folk singing. Great accompaniment for classic and popular folk songs. Laminated Maple rim and neck. Chrome plated metal hoop, twenty brackets. Pearl button pegs; plastic head. Ship. wt. approx. 12 lbs. **Sugg. Retail $96.00**

1894G2017—Thin Slimline Auditorium Size Guitar preferred by advancing players. Arch Top and Back. Birch construction with F—Holes in a Glossy Sunburst Dark Mahogany Lacquer finish. White striped edges celluloid pearlplate, on bracket Adjustable bridge. Approx. Size: 40½" L x 15¾" w. x 3¾" d. Approx. Ship. wt. 16 lbs. **Sugg. Retail $36.00**

1895G1467 "Economy" Baritone Uke. Birch construction. Hardwood fingerboard. Metal tuning pegs; nylon strings. Eight white stencilled position markers. 14 frets clear of body. White striped top soundhole. Dark Brown finish. Approx. Size: 29½" x 10" x 4⅛" d. Approx. Ship wt. 6 lbs.

Sugg. Retail $26.50

1806G1467 Baritone Uke. Same as above except Dark Brown Birch construction with a **Natural Blonde Top.** **Sugg. Retail $26.50**

1647G3945 Deluxe Ukulele with Case. Body and neck of Mahogany; Rosewood fingerboard; inlaid position dots; Black and White inlay around sound hole. **Body edges bound with ivoroid;** Ivory nut and brass saddle, non-slip tuning pegs; ivoroid buttons. **Dark Mahogany semi-gloss finish.** Approx. Size 21¼" L x 6⅝" w. x 2½" d. Ship. wt. approx. 7 lbs.

Sugg. Retail $65.75

1648G2445 — Quality Ukulele with Case. Hand crafted stand and size uke. Body and neck of selected Mahogany Rosewood fingerboard, inlaid position dots. Black and White inlay around sound hole; Ebony nut and bridge saddle, non-slip tuning pegs; ivoroid buttons. Semi-gloss Natural Mahogany finish. Approx. Size: 21¼" L x 6⅝" w. x 2½" d. Ship wt approx 7 lbs. **Sugg. Retail $40.75**

Body and neck of selected Honduras Mahogany. Three strips of Black, White and Black inlay around sound hole. Black fingerboard, three White position dots. Rosewood nut and bridge saddle. Non-slip tuning pegs; ivoroid buttons. Satin finish. Approx. Size: 21¼" L x 6⅝" w. x 2½" d. Ship. wt. approx. 7 lbs.

1649G1600—Standard Ukulele.
1649/3G1710—3 or more **Sugg. Retail $30.00**

Standard size, sturdily crafted Japanese uke with beautiful, Dark Wood Sunburst finish. White position dots. Nylon strings. Approx Size 20¾" L x 5⅝" w. x 2½" d. Approx. ship wt. 5 lbs.

1898G479 — Imported Ukulele.
1898/3G451—3 or More **Sugg. Retail $6.95**

"Supreme"
- 4-PICKUPS
- 6 SWITCHES
- V.BRATO

"Master"
- 3-PICKUPS
- 6 SWITCHES
- VIBRATO

"Super"
- 2-PICKUPS
- 4 SWITCHES

"Deluxe"
- SINGLE PICKUP
- TONE & VOLUME CONTROLS

SOLID BODY ELECTRIC GUITARS—F.O.B. ILLINOIS

(Size: 41½" x 14" x 1⅞".)

A select line of superbly crafted solid body guitars, designed to meet the needs of the student, amateur and professional. Truly a splendor in styling and performance. Quality constructed in Italy, the guitars feature: a reinforced shallow neck with adjustable truss rod; fully adjustable compensating bridge; high fidelity individually adjustable pickups; and tone and volume controls.

SUPREME" GUITAR
4-PCKUP, with CASE

2888MF16095—21 Nickel Plated Frets, 4 Magnetic Adjustable Pickups, 6 Automatic Tone Selectors, Tone and Volume Controls, Vibrato Arm control; Adjustable Bridge; Beautiful Fingerboard; Pick Guard. **Specify Color.** Ship. wt. Approx 20 lbs.
Sugg. Retail $265.00
2889MF14333 — 4-Pickup Guitar with Case. Similar to above guitar except, **less Vibrato. Specify Color.**
Sugg. Retail $277.50

' MASTER" GUITAR
3-P CKLP, with CASE

2890MF15687 21 Nickel Plated Frets, 3 Magnetic Adjustable Pickups; 6 Automatic Tone Selectors, Tone and Volume Controls, Vibrato Arm Control; Adjustable Bridge, Beautiful Fingerboard, Pick Guard. **Specify Color.** Ship. wt. Approx 19 lbs.
Sugg. Retail $249.00
2891MF13167 — 3-Pickup Guitar with Case. Similar to above guitar except, **less Vibrato. Specify Color.**
Sugg. Retail $209.00

Multiple pickup guitars also include fingertip push button automatic tone selectors for fast changes from solo to accompaniment, afford professional accomplishment to renditions. Available in beautiful, celluloid covered, simulated Pearl-like and Sparkle Tinsel finishes. **White Pearl or Red Pearl; Silver, Gold or Blue Sparkle Tinsel.** Complimentary trim. **Specify color.**

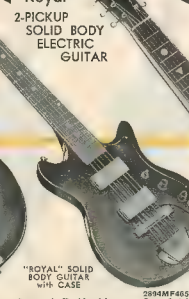
'SUPER GUITAR
2-PICKUP, with CASE

2892MF12285 21 Nickel Plated Frets; 2 Magnetic Adjustable Pickups; 4 Automatic Tone Selectors; Volume and Tone Controls, Adjustable Bridge; Beautiful Fingerboard, Pick Guard. **Specify Color.** Ship. wt. Approx 16½ lbs.
Sugg. Retail $165.00

DELUXE" GUITAR
SINGLE PICKUP, with CASE

2893MF10049—21 Nickel Plated Frets; 1 Magnetic Adjustable Pickup, Volume and Tone Controls Adjustable Bridge, Beautiful Fingerboard, Pick Guard. **Specify Color.** Ship. wt. Approx 18 lbs.
Sugg. Retail $159.50

"Zenith"
CUT-AWAY ELECTRIC GUITAR
- Super Sensitive Pickup
- Extra Thin Hollow Body
- Thin Neck with Adjustable Rod



"Royal"
2-PICKUP SOLID BODY ELECTRIC GUITAR

HAWAIIAN ELECTRIC GUITAR
6-STRING MODEL
- Streamlined Styling
- Tone Control
- Volume Control
- Melodic

' ZENITH" ELECTRIC GUITAR

1839G12473—Thin hollow cutaway fully arched body guitar with thin easy playing neck. Ivory celluloid bound edges, inlaid position markers. Neck has adjustable rod. Super-sensitive pickup with individual magnets for each string. Tone and volume control. Individual patent heads, heavy bar tailpiece; adjustable bridge. Beautiful Dark Brown, Gold Sunburst finish. Approx. Size 42" l. x 15½" w. x 1⅞" d. Ship. wt. Approx 19 lbs. **Sugg. Retail $189.00**

1839G2520—Case for above Guitar Approx. ship wt. 10 lbs.
Sugg. Retail $42.00

"ROYAL" SOLID BODY GUITAR with CASE

2895MF5431 Deluxe heavy design metal plate for adjustable arms for each string; 21 nickel plated frets, 3 way tonal switch, adjustable strings, rosewood fingerboard. **Expertly crafted in Japan.** Marvelous Dark Sunburst finish. Size 36" l. x 10½" w x 1⅞" d. Ship wt Approx 13 lbs **F.O.B. Illinois.**
Sugg. Retail $87.00

Satin neck. Double pickups; 21 nickel plated frets, 3 way tonal switch, adjustable strings, rosewood fingerboard. **Expertly crafted in Japan.** Marvelous Dark Sunburst finish. Size 36" l. x 10½" w x 1⅞" d. Ship wt Approx 13 lbs **F.O.B. Illinois.**
Sugg. Retail $87.00

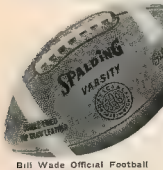
2894MF4651—HAWAIIAN ELECTRIC GUITAR with Case. 6 string Model finished in Jet Black Paint with Ivory color pick guard and cover plates. It is made Complete with hard steel flanged lined case with picks and steel. Approx size 31½" l. x 7½" w. x 3½" d Ship. wt Approx. 18 lbs **F.O.B Illinois Factory.**
Sugg. Retail $79.50

3837A1296—Spalding's "Roger Maris" Autograph Glove. Large size glove of Tan matt leather with solid, double-fold web now notched for added flex. New rolled-over rim at top of web provides safe, sure trapping action. **Retail $18.50**

4025A1098—Wilson's "Al Kaline" Pro Style Glove. Professional model of Al Kaline, with deep grooved pocket. Snap-Action palm among for superior glove control. Full leather lining, leather laced stress, and fingers. Deep adjustable wrist strap. Nylon thread used throughout. Sugg. Retail $17.50

3539A899—Spalding's "Roger Maris" Six-Finger Glove. New large size model introduced by the Yankee star. This glove has full sheepskin lining. Leather-laced heel, fingers and criss-cross trap lacing. Supple leather with all seams fully welted and split fingers. Sugg. Retail $12.45

4026A627—Wilson's "Bob Allison" Model. Large size glove of tanned leather for durability and flex. Large deep grooved web and big glove pocket. Snap-Action, leather palm lining, grease-fastened Leather laced through fingers. Wrist, reinforced lace, shock. Long-ear finger tip and wrist lining. All stitching of nylon thread. Sugg. Retail $19.00

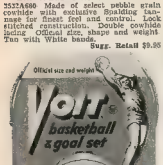


Bill Wade Official Football
3537A680—Made of select pebble grain cowhide with exclusive Spalding tannage for finest feel and control. Lock stitched construction. Double cowhide lacing. Official size, shape and weight. Tan with White bands. Sugg. Retail $9.95

Collegiate Football Kit
3400A743—Complete football uniform set. Contains a long wearing official football with water-proof, scuff proof rubber cover plus a bright yellow plastic kicking tee and handy inflating pump. The tee is the same design as that used in most professional, collegiate and high school games. Ship. wt. 3 lbs. Retail $19.50

Bart Starr Official Football
3878A668—For performance and durability at a low price you can't beat the Bart Starr football. Ball is finished in grain leather with leather laces, double lining and white stripe around each end. Complete with football kicking tee. Sugg. Retail $9.75

Hugh McElhenny Autograph Football
3402A656—This top performing model is designed by Wilson for long durable service. Made of full grain pebbled cowhide, triple lined for longer life, constructed to the same official special size and weight. It has a strong rubber valve bladder. Lined with genuine White leather and rawhide laces. Ball is Tan with two White stripes. Sugg. Retail $10.50

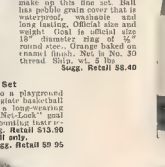


Collegiate Basketball Set
3533A896—Convert your backyard into a playground with this kit. Set contains official Collegiate basketball with a Nylon 50 carcass encased in a long-wearing rubber cover, plus sturdy ¾" steel "Net-Lock" goal and net. Rules for 3 great games and mounting instructions included. Ship. wt. 16 lbs. Sugg. Retail $13.90
3534A660—Official Collegiate basketball only. Sugg. Retail $9.95

MacGregor Basketball And Goal Set
3881A559—All weather basketball and the net hook goal make up this fine set. Ball has pebble grain cover that is waterproof, washable and long lasting. Official size and weight. Goal is official size 18" diameter rim of ⅝" round steel. Orange baked on enamel finish. Net is No. 30 thread. Ship. wt. 8 lbs. Sugg. Retail $8.40

Collegiate Tetherball Set
3535A1216—This set provides a complete game for backyard or beach. Tetherball is becoming one of the nation's fastest growing games as it provides for a variety of team games. Contains long wearing official tetherball with durable lining and stainless rubber cover, compact 10', 3-section pole; 8" ground sleeve, installation instructions and games rules. Ship. wt. 16½ lbs. Sugg. Retail $18.00

Scholastic, Indestructo Basketball
3136A549—Endorsed by Tom Gola. Official size and weight. This waterproof model is extremely durable. Red, Emblem and grooves to be an excellent playground pebbled. Perfect for one-on-one or two player games. Ball features a sturdy, durable lining and tough, tan rubber cover. Sugg. Retail $8.50



Collegiate, Indestructo Basketball
3247A784—A top Wilson model endorsed by Jerry West. Has a fine reinforced carcass, with durable, tan pebbled rubber cover in official size and weight. Sugg. Retail $12.50

Jerry Lucas Personal Basketball
4027A806—Personally approved by Jerry Lucas. This model covered basketball is built by Spalding exclusive with all these features. New valve construction and tough tan Pebbled cover with deep pebbling, deep black cross channels and a. Official size and weight. Ideal for backyard and playground use. Sugg. Retail $12.45

FINE DOLLS

SPECIFY 2ND CHOICE IF POSSIBLE

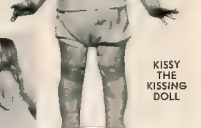
20" Crying Thumbelina

58T4T1333 20" Tall. This cuddly, lifelike baby doll cries. Wind up the key in her back and she will not only wiggle realistically, but she will also cry like a baby. Pick her up and she stops crying. The most natural baby doll ever designed. Cloth body and vinyl arms and legs. Ship wt. 5½ lbs.
Mfr's. Sugg. Retail $20.00

14" Tiny Thumbelina

58ST667 14" Tiny Thumbelina. Wind her up and she moves like a real baby. Cute baby's face, vinyl arms and legs, cuddly cloth body and fully rooted hair. Has six adorable separate outfits and accessories, just perfect for a little baby doll. Ship wt. 2½ lbs.
Sugg. Retail $10.00

Huggable Baby Doll. . . 24 inches. Soft vinyl head and floppy arms/legs! Moving eyes, rooted brown pixie hair, cloth-covered and cotton-stuffed body. Dressed in one-piece flannel shirt and diaper, and with adorable rayon pigment wrapper, streaming bow, stitched trimmed. Weight 2½ lbs.
58/2T397 ..... **Retail $5.95**



KISSY THE KISSING DOLL

Ideal's "Kissy"

Press her hands together, Kissy will pucker up and emit a kissing sound.

5698T1200—22½" Kissy with rooted saran hair and pretty baby dress. All vinyl body with sleeping eyes. When you press her hands together, she puckers up and gives her "mommy" a real kiss. She is a baby you can cuddle and love. An Ideal playmate. Ship. wt. 4 lbs. **Retail $16.00**

"TEAR-DROP" . . . 16-piece Layette and Carrying Case! 16 inches. Drinks, wets, cries tears! Washable vinyl/poly body; movable arms, legs; open/close eyes; rooted bobbed hair. With knitted cotton shirt and pants. Layette: Nylon parchment dress, lace trimmed, matching bonnet, shoes, socks; checked cotton sunsuit; printed flannel kimono, flannel blanket; booties; and equipment.
27/2T297 Weight 4 lbs. 4 oz. ..... **Retail $8.95**

"Baby Carrie Cries"

6078T857—Lay Carrie on her back and she starts to cry. Feed Carrie her bubbly bottle and she stops crying. Take Carrie's bottle away and she starts to cry. Most natural true to life baby doll made 30". fully jointed. Dressed in cute baby outfit with bubbly milk bottle. Carrie has infant hairdo and moving eyes. Ship. wt. 6 lbs.
Sugg. Retail $14.50

32" PRINCESS DOLL

5685T865—From Walt Disney's "Babes in Toyland" Movie. All vinyl she walks, turns head. Has rooted long pink hair and sleeping eyes with lashes. Dressed in lace pink and silver; nylon tulle and taffeta hat; terrina dress, leotards, ballerina slippers, and tutu. Ship. wt. 6 lbs. **Retail $12.98**

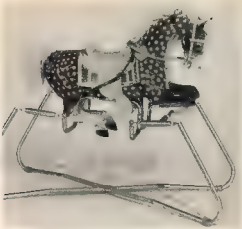
"Annette"—Fashion Doll and Her Six Outfits

6079T456—11½" Doll. Vinyl/poly slender mannequin type doll. Her legs and arms move to the best model poses; her rooted pony tail hair give a flip and flair. Wardrobe includes: striped jersey bathing suit, high heel shoes, slacks, blouse; artist ensemble, satin party dress, turban hat; taffeta skirt; plus many other accessories to make Annette the best dressed fashion model doll. Little miss make-believe will have hours of fun with her own fashion show. Ship. wt. 2 lbs. **Sugg. Retail $6.95**

Retail Prices are suggested only, and may vary in different trading areas. See Trade Information.

Bouncing Horses

STURDY AND SAFE RIDES FOR CHILDREN



"FLYING CLOUD" THE ARABIAN

5627TF2100—Horse of the Year! Body made of 90 layers of pure, natural latex of uniform thickness—no thin spots to wear out quickly. Dazzling dapple Grey; vivid blanket; canteen, crop, and lariat molded into body. Yellow saddle. White mane, and White tail. Sturdy tubular steel construction is chrome plated. Rubber floor protectors, plated springs fastened to plated "D" rings. A real beauty Sizes 42" l., 22½" w., 35¼" h. Ship. wt. 28 lbs. **F.O.B. Ohio Factory.** **Mfr's. Sugg. Retail $35.00**

"BEAUTY" THE KENTUCKY THOROBRED

5626TF1800—Palomino in Chestnut color with gay blanket; Brown saddle; bolster, gun, and canteen molded into body. Two post saddle support Frame and footrest: Steel tubing with chrome finish; rubber floor protectors, plated springs fastened to frame with plated "D" rings. Size: 42" l., 22½" w., 32½" h Ship wt 27 lbs. **F.O.B. Ohio Factory.**
Mfr's. Sugg. Retail $30.00

"SPEEDY" THE PALOMINO

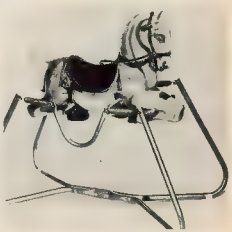
5628TF1500—Strong latex molded body; yet, never hardens in cold weather nor softens in summer. Light Chestnut color with White mane and tail. Canteen, lariat, exotic blanket molded into body. Brown saddle and reins. Red frame. Strong tubular steel construction, rubber floor protectors. Size: 41¾" l., 22½" w., 33¼" h Ship. wt. 25 lbs **F.O.B. Ohio Factory.**
Mfr's. Sugg. Retail $25.00

WONDER BOY PALOMINO

2560TF2245—The youngsters will delight in riding the range with this Wonder horse. Caught in mid-gallop Wonder Boy is molded in Palomino-color vinyl. Tooled look Western saddle, saddle horn, bridle and brand, topped off by the rollicking ride children love Copper base Dimensions: 41" long, 24" wide. Saddle height 26½" For children from ages 1 to 7 Ship. wt. approx. 32 lbs. **F.O.B. Tennessee Factory.**
Mfr's. Sugg. Retail $34.95

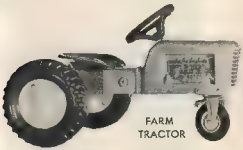
SHOO-FLY

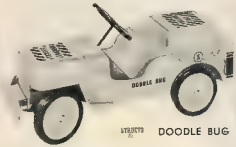
5944TF825 Baby will love the Shoo-Fly. Plenty of rocking fun in comfort for every tot from 6 months and up Horse shape in hard plastic with wood seat 20" high, 17½" wide, 32" long in charming nursery pastels Ship. wt 12 lbs. **F.O.B. Tennessee Factory. Mailable.**
Mfr's. Sugg. Retail $12.95



WONDER HORSE DELUXE

5945TF1798—Frolicsome Palomino with a bouncy personality that children will love. Standard of excellence in Palomino performance. Copper base, hard body. Palomino tan and white with reins. Saddle height 25", length 41", width 24½". For children ages 1 to 7. Ship wt 20 lbs. **F.O.B. Tennessee Factory. Mailable.**
Mfr's. Sugg. Retail $27.95





SIT AND RIDE VEHICLES FOR SMALL DRIVERS

5804T863—Giant Polysteel Farm Tractor. Improved, bigger poly Sit-n-Ride tractor offers hours of fun to the young farmer. Authentically detailed with 11" poly-pneumatic "No-Mar" tires, realistic steel bucket seat, trailer hitch, auto steering. Easy to assemble. Length 28", width 17¾", height 18". Ship. wt. 11 lbs. **Mailable.** Ages 1½ to 6. **Mfr's. Sugg. Retail $12.95**

RIDE-ER DOODLE BUG

5946T659—Extra-sturdy replica of vehicle used at air fields to guide aircraft to proper parking locations. Steers easily. Safe rubber bumper. Convenient, roomy hauling compartment in rear. Yellow finish with black design Sturdy steel construction L. 25 9/16", W. 10⅛", H. 12¾". Ship. wt 14 lbs. **Mailable.**
Mfr's. Sugg. Retail $9.88

RIDE-ER DUMP TRUCK

5947T432—Steering wheel actually steers Slide-in seat can be removed to convert truck to regular dump truck. Tailgate opens for dumping. A durable all steel toy with lots of play value Sturdy steel construction with red and white finish L. 20", W. 7 11/16", H. 10 3/16". Ship. wt. 8 lbs. **Mailable.** **Mfr's. Sugg. Retail $6.48**

Superior FAMILY ENJOYMENT the year 'round

Patented playing surface adjusters.

PROFESSIONAL SIZE FOLDING POOL TABLES

SLATE TOP

Thrill your family and friends with this magnificent professional folding pool table. Every detail is hand fitted and finished. Remove from carton and table is virtually ready for play.

Durable contoured formica rails. Deep Macassar Ebony sides and sturdy graceful legs with high styled individual 5½" cast metal leg levellers. Bed of table is composed of 3-matched pieces of slate milled to exact flatness within professional table tolerances and supported by heavy gauge steel braces. Other features include Decorator blue 100% wool billiard cloth. Professional rubber cushions. Forged aluminum pockets. Fully crated to insure good delivery. Units include regulation size 2¼" balls, cues, triangle, chalk, regulation overhead bead counters, rules and bridge stick.

Regulation 9' size. Height 31". Four 57" deluxe cues. Wt. 275 lbs. Carton dimensions 63" x 112" x 12".

Please check entry rules before ordering. Size 9' 7'

59501TF53333 Retail $800.00

Full size 8' Model. Height 31". Four 57" inlaid cues. Weight 600 lbs.

59511TF43333 Retail $650.00

2 YEAR MANUFACTURER'S GUARANTEE

Full Size 7' Model. Styled as Homeowner series, but with 3 piece matched slate bed. Two 57" cues with full size 2¼" balls. Fully crated to insure good delivery. Weight 500 lbs.

59521TF30000 Retail $450.00

PROFESSIONAL SIZE POOL TABLES

Strong, heavy pool tables styled after professional model tables at a moderate cost. Forged metal corner pockets. Stepped double wood sides in beautiful Macassar Ebony finish with white accents. Attractive burn-resistant formica rails. Thick ¾" sturdy steel braced Formium bed has built-in multi-point adjustments to assure level playing surface. Legs feature 5½" cast metal individual leg levellers which adjust to any floor. Decorator wool billiard cloth. Complete with 2¼" regulation balls, cues, triangle, chalk, scorer, and rules.

Regulation size 9' Model, Height 31". Carton dimensions 60" x 112" x 10". 2-57" cues. Wt. 325 lbs.

Please check entry rules before ordering. Size 9'

59531TF28333 Retail $425.00

Full size 8' Model. Height 31". Two 57" cues, regulation striped balls. Weight 285 lbs.

59541TF20000 Retail $300.00

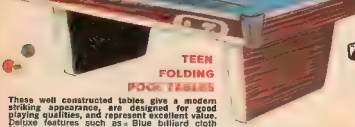
Extra sturdy models. Priced in the "budget" range these units have features usually found in only more expensive tables.

Decorator wool billiard cloth. Massive Macassar Ebony finished sides with white accents. Steel braced ¾" Formium bed is fully adjustable. Built-in multi-point adjusters insure maximum playing surface levelness. Legs feature 5½" cast metal individual leg levellers. Realistic molded pockets and rubber pocket liners. Attractive broad wood rails. Includes regulation size 2¼" fully striped balls, 2-52" cues, triangle, chalk, bead scorer, and rules.

59551TF15000—8' Model. Ht. 31". Wt. 210 lbs. Retail $225.00

59561TF13333—7' Model. Ht. 31". Wt. 180 lbs. Retail $200.00

FAMILY FOLDING POOL TABLES



TEEN FOLDING POOL TABLES

These well constructed tables give a modern striking appearance, are designed for good playing qualities, and represent excellent value. Deluxe features such as: Blue billiard cloth. Multi-braced ½" thick Formium playing surface with adjustable leveling mechanisms. Individual molded corners and pockets. Rubber cushions. Includes set of 2¼" regulation balls, 2-52" cues, triangle, chalk, scorer, leg levellers, rules.

59571TF15667 -9' Model. Ht. 31". Wt. 225 lbs. Retail $235.00

59581TF9333 -8' Model. Ht. 31". Wt. 175 lbs. Retail $140.00

59591TF7985 —7' Model. Ht. 31". Wt. 150 lbs. Retail $120.00

9-FOOT POOL TABLE

WILL GO INTO ANY HOME

will pass easily through hallways and stairways into any room. Table is shipped in two cartons. Easy to assemble. Complete with detailed instructions. Features include Blue wool billiard cloth. ¾" thick Formium playing surface with adjustable leveling devices. Sturdy panel legs. Includes set of 2¼" regulation balls, 2-57" cues, triangle, chalk, scorer, leg levellers, rules.

2 piece 9' Pool Table — Height 31". Weight 250 lbs. Retail $335.00

59601F22333

**Patent pending

F.O.B. New York Area or Chicago Warehouse No C.O.D.'s Allow 14 days for shipment

Giant 3-foot Tank

Swings turret a full 360° . . fires 5 soft plastic shells up to 20 feet

$3.99

Destroy enemy fortifications and supply lines, knock out all strategic defense systems with one blast from the 18-inch cannon. Win any battle almost single handedly at the wheel of the most powerful tank ever, a weapon designed to use nuclear warheads in ground fighting. Molded of tough, durable polyethylene for the roughest kind of combat duty. Authentic army color lends realism. 14 inches high, 13½ inches wide.
79 N 5456C—Shipping weight 6 pounds.....$3.99

Cap-firing Tank, 15 GIs

$4.88 without batteries

Fires caps automatically as it moves forward and backward. White star on front and sides. 8 inches long. Made of plastic and metal. Hand-painted soldiers in action positions. From Hong Kong. Order 2 "D" batteries below.
49 N 5664—Wt. 1 lb. 8 oz...$4.88

Remote-control Tank

$1.99 without batteries

Ready to move in and blast out any enemy position. You guide it with remote control. Moves forward, back, turret revolves. Makes gunfire noise. Plastic, olive-drab color, 6 in. long. Made in Hong Kong. Order 2 "D" batteries below.
49 N 5660—Wt. 1 lb. 6 oz...$1.99

Smoking German Tank

$2.97 with out batteries

Panzer tank moves in all directions. Gun swings left or right . . fires with a blinking light. Diesel exhaust smokes as it clanks along. Metal. 9½ inches long. From Japan. Order 2 "D" batteries below
49 N 4247—Wt. 2 lbs. 1 oz...$2.97

"D" Battery. Shpg. wt. each 4 oz.
49 N 5660. 2 for 32c; 4 for 60c

Big "Long Tom"

Cannon lobs plastic shells **$3.89**

Mobile, shell-shooting cannon for long-range fighting. Trails adjust to 17 in. wide. Barrel can be elevated to 11 inches. Shoots six 2-inch polyethylene shells. Spring power fires accurately. Durable plastic. 6 Marine figures. Cardboard gun emplacement.
49 N 5549—Shipping weight 3 lbs. 8 oz.. .....$3.89

Move mountains and rocks . . set up your defense lines

33-piece Military Construction Set

$8.98 without batteries

Gangway! Here come the army engineers. Switch controls forward or reverse on each vehicle. 8-inch dump truck automatically dumps, 7¾-inch cement mixer has mixer control, 7-inch bulldozer has blade-lifting control. Also includes 15 hand-painted soldiers, boulders, rocks, trees, coal and detour sign. Set made of high-impact, olive-drab plastic. From Hong Kong. Order 1 "D" battery (sold above left) for each vehicle.
49 N 5665—Shipping wt. 5 lbs. 4 oz. ....Set $8.98

Sears Exclusive Design . . .
Giant Steel TURNPIKE Trucks
with husky friction motors
that roar with power

$8.95

Off to the races with this sleek Transport that delivers 3 authentic Racing Cars to the "track"

Speedway Transport rolls along on heavy rubber tires . powered by a friction motor. Just a fraction under 2 feet long, this transport carries replicas of three famous racing cars, each about 9 inches long. The ramp lowers and out rolls a bright yellow Ferrari To compete in the "race" against the Ferrari, there are two model "Lotus" racers . . one red and one blue. Heavy steel body of the transport is spray painted for smoothness.
79 N 4269C—Shipping weight 7 pounds $8.95

$8.95

Auto Transport hauls 9 new-model Cars

Load them up the ramp and onto the transport . . "rev-up" the friction-powered engine . . and deliver them to dealers all over the country. Cars are 5½ in. long . . friction powered too. All steel, plastic trim Transport is 2 ft. long. Rubber wheels. Wrap-around windshield on detachable cab.
79 N 4281C – Shpg. wt. 7 lbs. $8.95

Livestock Truck has 8 stock pens, side and center gates, 4 loading ramps

$3.89

Truck carries 8 animals . . each in its own corral. Railings in center and on 1 side remove. Ramps store neatly behind truck cab. Separate corral. Pen, ramps, corral, and animals of molded plastic. 14 inch enameled steel truck Friction motor Detailed cab interior with dummy steering wheel Cab has wrap-around windshield sits between 2 diesel exhausts
49 N 4234—Shpg wt 3 lbs . . $3.89

Crane Truck swings boom

$3.97

Hand crank operates crane. Boom pivots. Friction motor. Wrap-around windshield on front and rear cabs Enameled steel, plastic trim. 14 inches long.
49 N 4231 Shipping weight 2 lbs. 11 oz.... $3.97

Cement Mixer revolves drum

$3.97

Just press lever . . hydraulic-type action slowly dumps the load of "cement." Cab sits between 2 diesel exhausts. Wrap-around windshield. Friction motor. Sturdy steel body, plastic trim. 14 in. long.
49 N 4233—Shpg. wt. 3 lbs 2 oz... $3.97

Either Construction Set

$9.99

Both sets really dig, grade, load, haul

Save $2.36 on 5-piece Army Engineer's Set

Realistic floor toys in heavy-gauge steel detailed interiors. (1) *12-inch Dump Truck.* Lever raises body; can be locked in dump position. (2) *12-inch Sand Loader,* crank operated. (3) *19-in. Road Grader,* scraper blade adjusts. (4) *11-inch Army Cub,* folding windshield. (5) *12-inch Bulldozer,* lever control

79 N 5541C 5 piece Set Shpg wt 13 lbs. *Separately $12.35* . . . Set $9.99

(1)	49 N 5479	Dump Truck Shipping weight 3 lbs. 6 oz.	1.99
(2)	49 N 5559	Sand Loader Shipping weight 2 lbs 3 oz.	1.89
(3)	49 N 5477	Road Grader Shipping weight 3 lbs 10 oz	3.99
(4)	49 N 5558	Army Cub Shipping weight 3 pounds	1.89
(5)	49 N 5471	Bulldozer Shipping weight 2 pounds	2.59

Save $3.89 on 4-piece Road Building Set

Action-packed toys made of heavy-gauge steel. (6) *18-inch Power Shovel* . . automatic scooping, bucket-release action. Crank controls raising, lowering, loading . . cab revolves. (7) *15-inch Hydraulic Dump Truck.* Lever operated action. (8) *17-inch Road Grader.* Adjust blade and steering (9) *15½-inch Hi-Lift Loader.* Digs, lifts, dumps.

79 N 5421L 4-piece Set Shpg. wt. 15 lbs. *Separately $13.88.* Set $9.99

(6)	49 N 5646	Power Shovel, Shipping weight 5 lbs. 3 oz.	4.97
(7)	49 N 5661	Dump Truck Shipping weight 3 lbs 3 oz	2.97
(8)	49 N 5614	Road Grader Shipping weight 3 lbs 8 oz.	2.97
(9)	49 N 5484	Hi-Lift Loader Shpg wt 3 lbs 12 oz	2.97

Rugged Power-Brute Bulldozer

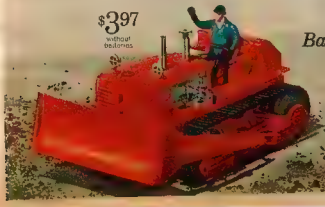
Single lever controls forward and backward motion. The blade raises and lowers automatically when dozer is in motion. Body is made of high-impact styrene 11 inches long. Finely detailed with silver color engine. Big sure-grip rubber treads climb over obstacles. Plastic driver. From Hong Kong. Order 2 "D" batteries.
49 N 5672—Shipping weight 2 lbs 8 oz $3.97

Powerful Junior Dump Truck

Levers control the forward, reverse and dump-body action of the truck. Made of sturdy plastic. 11½ in. long. Rubber-tire wheels front wheels can be turned. From Hong Kong. Order 2 "D" batteries below.
49 N 5668—Shipping weight 2 lbs. $3.97

"D" Batteries. Shipping weight each 4 ounces.
49 N 4660 . . . . . 2 for 32c; 4 for 60c

$3.97 without batteries



Battery-powered . . go forward and reverse

$3.97 without batteries

BRIGHTEN UP YOUR PROFITS WITH AMT LIGHTS THAT WORK!

Working headlights and tail lights on a 1/25th scale model car? That's right! On both hardtop and convertible models of the '64 Ford Galaxie 500 XL and the Chevy Impala S/S. Another first from AMT, of course. And we're light-headed if that doesn't make brilliant best-sellers out of all four of these 3-in-1 Advanced Customizing Kits! But working lights are just one of hundreds of new features in 1964 Customizing Kits

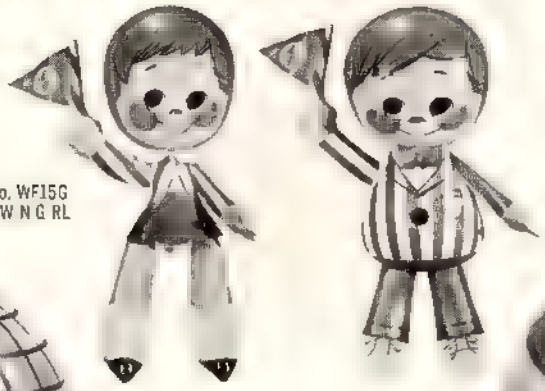
from AMT. Our team of five top customizers and 20 speed equipment experts have come up with custom and competition versions of 35 1964 convertibles and hardtops that will give millions of boys the urge to buy and build ... cash registers the urge to ring. That's the AMT formula. And it works! Most-outstanding features. Greatest-impact advertising. Highest-quality materials and manufacture. Adds up, doesn't it? To profit ... profit that's headed your way with every 1964 3-in-1 Customizing Kit from AMT.

BUILD WITH AMT...YOUR CUSTOMERS DO!

AMT CORPORATION — amt — Box 400, Troy, Michigan

Another ALVIMAR *Scoop!* *

EXCLUSIVE NEW YORK WORLD'S FAIR PLASTIC INFLATABLE TOYS



No. WF15G
TWIN GIRL

No. WF15B
TWIN BOY

UN SPHERE®
NEW YORK WORLD'S FAIR
No. WF12 No. WF24

No. WF 14
"SEE-THRU" BALL

***By Appointment:**
An Official Licensee:
New York World's Fair 1964-1965

No. WF88 TWIN BOY-GIRL PACKAGE

No. WF20
CLEAR TOP
SWIM RING

No. WF25
TWIN BOY-GIRL
ROLY POLY

You can always count on ALVIMAR for great, new traffic builders.

To meet the huge demand for items symbolizing the New York World's Fair theme, ALVIMAR has developed an all new line of colorful, plastic inflatables.

The timeliness of these inflatable toys . . . the identification to the world wide publicity of the Fair . . . the irresistible fun and play appeal to children, assure fast, steady, volume turnover.

Place your order today and start cashing in on the New York World's Fair, 1964-1965. Write for Catalog 'WF-1'.

DURING TOY FAIR
VISIT WITH US
HOTEL NEW YORKER
Room 729
ALSO AT
N. Y. SHOWROOM
200 FIFTH AVENUE
•
ROOM 662

ALVIMAR MFG. CO., INC.
1881 PARK AVENUE • NEW YORK, N.Y. 10035
New York Showroom: Harold Sales Co. • 200 Fifth Ave.

AMSCO
UNWRAPS THE UNBEATABLES FOR '64!

Now... Amsco adds a crying voice to the Magic Bottle that sold over 10,000,000! Every child will cry for it!

Cry Baby MAGIC BOTTLE

- Crying Comes From Bottle During "Feeding!"
- Crying Stops As Bottle "Empties!"
- Bottle Refills Itself—Like Magic!
- No Spill, No Mess—Non-Toxic!
- Right Size For All Baby Dolls!

A TV SPECIAL FROM AMSCO

No. 1400. CRY BABY MAGIC BOTTLE.
$1.00 Suggested Retail.
Indiv dual Card Size: 8⅞" x 3½" x 1¾".
Display Carton Size: 8⅞" x 14½" x 11½".
Packed: 2 dozen to Master Carton.
Weight: 10½ lbs.

from the wonderful world of

AMSCO INDUSTRIES, INC.
Hatboro, Pa.
New York Office & Showrooms:
Room 240, 200 Fifth Ave., New York 10
WAtkins 4-8700

The Dream Toy Of Rocket-Minded Youngsters!
TV-Backed For Stratospheric Sales!

ALPHA-1
ballistic missile

- Designed By Missile Engineers! Tested At Cape Canaveral!
- Includes Launching Platform, Rocket Fuel, Instruction Manual!
- Safety Tested! Non-Explosive! Harmless Chemical Fuel!
- Rugged High-Impact Plastic Construction!
- Full-Color, Action-Illustrated Package!

No. 1650. ALPHA-1 BALLISTIC MISSILE
$4.00 Suggested Retail
Individual Box Size: 12½" x 7⅞" x 3¾"
Packed: ½ doz. to Master Carton
Weight: 8 lbs.

No 1651. ALPHA 1 REFILL KIT.
50c Suggested Retail.
Individual Box Size. 2⅞" x 3" x 1¾"
Packed: 2 doz. in Display; 1 Display to Master Carton.
Weight: 7 lbs

from the wonderful world of AMSCO

Little Miss

REGINA
FLOOR POLISHER

- Whirls And Polishes—Just Like Mommy's!
- Replica Of Famous Regina Floor Polisher!
- Safety No-Mar Bumpers—Can't Scratch Furniture!
- Right Size For Little Housekeepers (boys like it, too!)
- Operates On 2 D-Cell Flashlight Batteries. (not included)

No. 1320. LITTLE MISS REGINA FLOOR POLISHER.
$10.00 Suggested Retail.
Each in colorful display package.
Size: 32" x 11" x 4¾".
Packed: 6 to Master Carton.
Weight: 20 lbs.

AMSCO INDUSTRIES, INC., Hatboro, Pa.
New York Office & Showrooms: Room 240
200 Fifth Ave., New York 10, N.Y. WAtkins 4-8700

- First Raceway With Entire-Family Appeal!
- Competitive Fun For 2 To 5 Players—Children And/Or Adults!
- Easy To Operate! No Batteries! Nothing To Wind!
- Complete With Starting Gate And Marbles!

AMSCO'S marble raceway

A TV SPECIAL FROM AMSCO

No. 1230. MARBLE RACEWAY.
$2.00 Suggested Retail.
Each in colorful display box.
Size: 6⅞" x 6⅜" x 6¾".
Packed: 1 doz. to Master Carton.
Weight: 10 lbs.

from the wonderful world of AMSCO

AMSCO'S

WONDER PERK™

**A Best-Seller in '63—
TV In '64 Will
Make Sales Soar!**

- Just Add Water—It Perks . . . Instantly!
- No Heat—No Batteries —No Winding!
- No Moving Parts—Works On Scientific Principle!
- Complete With Play Stove!
- Colorfully Packed In Window Display Box!

No. 1830 WONDER PERK.
$2.50 Suggested Retail
Individual Box Size:
9" x 3" x 14½".
Packed: 1 doz. to Master Carton.
Weight: 12 lbs.

A TV SPECIAL FROM AMSCO

AMSCO INDUSTRIES, INC., Hatboro, Pa.
New York Office & Showrooms: Room 240,
200 Fifth Ave., New York 10, N.Y. WAtkins 4-8700

AMSCO'S

WONDER CORN POPPER

- Simulates Action Of Real Corn Popper!
- Sounds Real— Crackles And "Pops!"
- No Batteries! No Heat! Nothing To Wind!
- Complete With Real Kernels And Popped Corn!
- Packed In Colorful Blister Shadow Box!

No. 1845 WONDER CORN POPPER
$2.50 Suggested Retail
Individual Box Size:
14½" x 9" x 4¼".
Packed: 1 doz. in Master Carton
Weight: 13 lbs.

from the wonderful world of AMSCO

AMSCO'S

WONDER STERILIZER™

New Idea In Doll Accessories For New Realism In Play!

- Just Add Water— Watch It "Boil!"
- Stops When Bottles Are "Sterilized!"
- No Batteries! No Heat! Nothing To Wind!
- Complete With 4 Dolly Nursing Bottles!
- Colorful New Pilfer-Proof Package!

No. 1567. WONDER STERILIZER.
$2.00 Suggested Retail.
Individual Box Size: 10¼" x 10¼" x 4⅞".
Packed: 1 doz. to Master Carton.
Weight: 12 lbs.

AMSCO INDUSTRIES, INC., Hatboro, Pa.
New York Office & Showrooms: Room 240,
200 Fifth Ave., New York 10, N.Y. WAtkins 4-8700

AMSCO'S

COMBAT AID STATION

A Great New Military Toy For The Junior Medical Corps!

- Features Amsco's "Magic Plasma Bottle"—Empties And Refills Itself Like Magic! Just Like A "Real" Transfusion!
- Life-Like Combat Wounds!
- Features Amsco's Sensational STOR-A-TRAY Packaging—Now Improved!
- Red Cross Armband, Bandage, Dog-Tag—A Complete "First-Aid" Station!
- Realistic Fracture Cast!

No. 1206. COMBAT AID STATION.
$2.00 Suggested Retail.
Individual Box Size: 13½" x 16" x 2½".
Packed: 1 doz. to Master Carton.
Weight: 15 lbs.

from the wonderful world of AMSCO

AMSCO INDUSTRIES, INC.
Hatboro, Pa.
New York Office & Showrooms:
Room 240, 200 Fifth Ave., New York 10
WAtkins 4-8700

Here, we introduce a new member of the family. She's Barbie's little sister Skipper, a delightful twelve-year-old doll, just as "clothes-conscious" as her teen-age sister. On this page, we show you four fashions, all included in McCall's Offers Skipper Doll Pattern 7480. Left: in the upper photograph: A sportive outfit [illegible] red pants with a red-and-white-check jacket and a fringed hat. Right: A blue print dress, with a high, braid-trimmed waist [illegible]

Left, in the lower photograph, Skipper wears a smart middy costume [illegible] jacket and [illegible] middy blouse. The big sailor hat [illegible] Right: Her outfit is a gay, green single-breasted reefer with a row of gleaming brass buttons [illegible] A set included in this pattern envelope [illegible] a charming bedtime ensemble consisting of a lace-trimmed peignoir and matching pajamas and a double-ruffled party dress. These patterns are precisely designed to fit the 9-inch Skipper doll.

AND SO WILL YOU . . . when you order Barr's newest, the most original and unique vinyl ball on the market—the Globe Embossed FunBall. It comes in bright shades of red, green and blue with a sharp and shiny embossed globe design. It's a world of fun . . . authentically scaled for learning . . . just the Ball to set your sales spinning! See it and other fast-moving balls and balloons designed to bring you a world of profit in Barr's new catalog.

Get full details from your distributor today!

Bar None . . . Barr's Best

The Barr Rubber Products Co.

SANDUSKY, OHIO

New York Office, 200 Fifth Avenue Bldg., New York 10, N. Y.

Here's the greatest way under the sun to display the Globe FunBall . . . and other Barr FunBalls . . . the brand new 5 Candystripe Display Takes only 8½ sq. ft. of floor space, complete with attention-getting signs and handy self-dispensing base . . . and yours *free* with 10¾", 10" or 9½" FunBall assortments

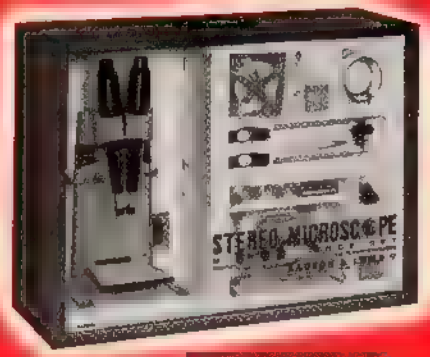
HERE'S HOT PROFIT NEWS FROM BAUSCH & LOMB...

NEW MICROSCOPE SETS AND MICROSCOPES

FEATURING

- SENSATIONAL NEW HIGH IMAGE QUALITY MICROSCOPES
- APPROVAL AND ADVANCE VOLUME SALES TO SCHOOLS
- DRAMATIC, FUNCTIONAL STYLING
- SELF-SELLING DISPLAY PACKAGING

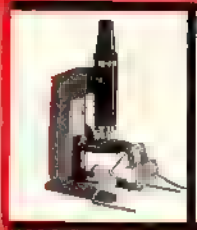
R1900 SET—Complete micro-science lab in a styrene and urethane case. Strikingly modern.

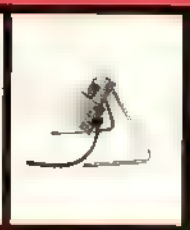


labs for three-dimensional viewing

R8900 SET—Like R1900 but with advanced

- Complete line . . . covers the full toy and hobby markets . . . suggested retail prices range from $18.00 to $120.00 . . . microscopes and sets for ages 6 to 60.
- Low sets give top profit and pricing flexibility.
- Sell steadily ALL YEAR as gift and hobby items . . . plus highest volume Christmas sales.
- Easy, profitable to handle . . . no breakage, no pilferage, no returns or service headaches.
- Self-service display packaged . . . the full-color "sales pitch" display boxes, and fact tags on the products do the selling job for you.
- Only microscopes in the toy and hobby markets that have official approval for elementary school science study . . . are now being used by thousands of students and teachers in schools all over U.S.A.
- World's first and only microscopes in the low price field with outstanding high image quality.
- Designed and made completely in U.S.A. by Bausch & Lomb, world-renowned leader in scientific instrument manufacture.





$7Z100 and $7Z200 Zoomscopes—25X 100X 50X-200X. Image in focus throughout magnification range.

SSM-15 Stereo Microscope—Binocular microscope for three-dimensional viewing.

R1900 and R8900 Microscopes. Approved results for beginning and advanced elementary science.

Rite-Lite Illuminator—Adjustable for transmitted and reflected illumination.

Self-Selling Display Boxes

Microscopes provide unmatched high image quality. Optics are achromatic ground and polished glass. Simple, easy operation, trouble-free under constant usage.

REPRESENTED NATIONALLY BY THESE WELL-KNOWN FIRMS:

Rae Ron Sales
14 121 Merchandise Mart
Chicago 54, Ill.

Lawrence R. Schmidt Co. Inc
200 Fifth Ave.
New York 10, N. Y.

Fred X. Brownstein Associates
799 South Highland
Memphis 11, Tenn.

Sidney L. Lee Company Inc
58 Second St.
San Francisco 5, Calif.

BAUSCH & LOMB

See THIS NEW LINE DISPLAYED AT ARCADE SUITE 102, 200 FIFTH AVE., NEW YORK, N. Y.

On the Selling Side....

A Profile

Milt Grey

ONE DAY last summer in the busy Beverly Hills, Calif., penthouse headquarters of Milt Grey Sales, a stunned and unbelieving staff heard Milt announce that he was taking a vacation.

He and his wife Rose would devote the next three months to touring Europe, combining their 30th wedding anniversary and the first vacation for Milt in his 35-year business career.

Milt's chances of staying away from his desk for any extended period were not good. His track record showed an unbroken six-day-a-week work schedule, with a few long weekends and many unfulfilled threats to take more time off

So, armed with the addresses of toy business friends and contacts, the dates of a few European Toy Fairs and the usual collection of tourist guide books, Milt and Rose Grey flew to New York, took a last fond look at 200 Fifth Avenue and boarded the boat. Five trans-Atlantic phone calls, six cables, and 30 days later, found Milt happily beaming behind his office desk. Rose was back with the children and grandchildren where she had wanted to stay in the first place. Business was "as usual."

President of a 26-man national marketing organization, which serves a group of frontrunning hobby and toy manufacturers, Mr. Grey is both enthusiastic and positive in his somewhat unorthodox approach to "working hard."

"Marketing in all its facets, particularly in the toy and hobby field, is a constant excitement and challenge," he says. "It's like a World Series every day in the week. Its problems keep me thinking, busy and alive."

In talking with this strapping, stimulating man one gets the impression that here is the modern-day example of the almost no longer-existent Puritan ethic exemplified in

(*Continued on page* 468)

ATTENTION!

All Toy Buyers
See These Two WINNERS

and our complete line of

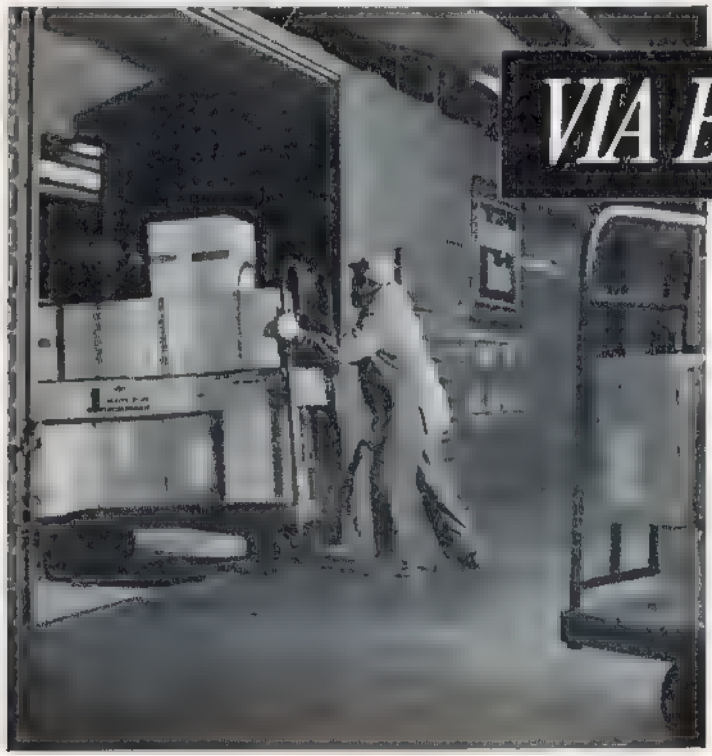
- Party Favors
- Hallowe'en Pumpkins, Hats, Favors
- Pre-School Toys
- Golf Sets
- Musical Toys, Bongo Drums, Maracases
- Baseball Sets
- Indoor-Outdoor Junior Athletic Toys
- Friction Powered Plastic Toys

Permanent New York Showroom
@
200 Fifth Avenue
Room 1411A

BEST PLASTICS CORP.
5620 First Avenue **Brooklyn 20, N. Y.**
HY 2-7360

Never out of style...

dependable transportation



VIA BURLINGTON

• Some things are always in style: Dependability. Efficiency. Economy. Friendly service. That's why you'll always get them when you ship via Burlington. So whatever you make or market or buy...specify Burlington service. You'll see why we say, "Transportation is our business—and business is just fine!"

Burlington Route

BURLINGTON LINES

Chicago, Burlington & Quincy Railroad
Colorado and Southern Railway
Fort Worth and Denver Railway

Whatever you **make** or **market...**

...moves more efficiently

VIA BURLINGTON

● From forest, field, or factory . . . Burlington speeds the products you buy and sell. Modern equipment, specialized for special needs. Massive diesel locomotives, with power a-plenty. Improved right-of-way and terminal facilities. Experienced, able manpower. These are a few good reasons why Burlington serves so many people so well. Call on us for your transportation needs!

Burlington Route

BURLINGTON LINES

Chicago, Burlington & Quincy Railroad
Colorado and Southern Railway
Fort Worth and Denver Railway

Whatever you **make** or **market...**

...moves more efficiently

VIA BURLINGTON

● From forest, field, or factory . . . Burlington speeds the products you buy and sell. Modern equipment, specialized for special needs. Massive diesel locomotives, with power a-plenty. Improved right-of-way and terminal facilities. Experienced, able manpower. These are a few good reasons why Burlington serves so many people so well. Call on us for your transportation needs!

Burlington Route

BURLINGTON LINES

Chicago, Burlington & Quincy Railroad
Colorado and Southern Railway
Fort Worth and Denver Railway

COME WEST!..

for Your BEST Vacation yet

Somewhere West there's a vacation spot for you...magnificent Colorado... Glacier Park...Pacific Northwest...California...Yellowstone Park... or Dude Ranches.

But, wherever you choose to go, your vacation will be more complete if you let the friendly Burlington folks help you. They are vacation-wise.

If you prefer a planned vacation, join one of the many escorted western tours via the Burlington. For independent travel, the Burlington offers ultra-fine service—including many trains with Vista-Domes—to the vacation spot of your choice.

Mail Coupon Today *for a colorful booklet describing the area of your choice...Colorado, Glacier Park, Yellowstone, California, or Pacific Northwest*

Burlington Route

Burlington Travel Headquarters
547 West Jackson Blvd., Dept. 807, Chicago, Illinois 60606
Please send free illustrated literature about a western vacation in...

_____

Print Name_____

Address_____

City_____ State_____

☐ **Check here for Escorted Tour information**

ANNOUNCING

the NEW NATIONAL PRO FOOTBALL HALL OF FAME GAME

MR. FUN
Cadaco

Creators of
- TRIPOLEY
- BAS•KET
- ALL•STAR BASEBALL
- ALL•AMERICAN FOOTBALL®

and other fast-selling games

"FOTO•ELECTRIC FOOTBALL"®

Selected by Experts to be the NATIONAL PRO FOOTBALL HALL OF FAME GAME, this outstanding edition of Foto•Electric Football® gives you hard hitting Football, as it is played by the Mighty Pros! Teen-age and Adult Football Buffs are going to want this great game, for they know that nowhere else can they find the realism, the strategy, the thrills of actual football. Newly designed Spectacular Playviewer shows every play in motion, with new plays to test the Football savvy of the most experienced players. It is the *Must* game for everyone who knows and appreciates good football. #233 in self-selling Display Carton, 18¾" x 14" x 5¼" complete with Field, Scoreboard, Plays, Kick and Run-back Dials, U.L. approved Viewer.

List Price Per Dozen $96.00

CADACO-ELLIS, INC.

1458 Merchandise Mart
Chicago, Illinois

TOY FAIR DISPLAY:
Room 407
200 Fifth Avenue, N.Y.C.

California

STUFFED TOYS

DIVISION OF PHILIP SENEGRAM CO

611 SOUTH ANDERSON ST.
LOS ANGELES 23, CALIF.
ANgelus 8-2450 • ANgelus 8-0191

LET US SERVICE YOUR WESTERN OUTLETS!

WE WANT YOU TO KNOW

that we make quality plush toys at reasonable prices. . . .

that our toys range in size from seven inches up to six feet tall. . . .

that we make a beautiful line for direct sale to chain, department & independent stores. . . .

that we also make a separate line of premium and carnival type items. . . .

that we can make custom items to your specifications.

with equal impartiality (though not always with equal results) for the Yankees, football Giants, Rangers and Knicks

. . . Milt Grey

(*Continued from page* 336)

American prose by Horatio Alger. Work hard, be a good kid, believe in God, and raise a family . . . and everything will be just dandy. However, Milt Grey has added a little something to these homilies . . . a top-flight talent for his chosen work —marketing.

Born in Chicago, he went to a technical school, then on to Northwestern University. He got his first job with the old Lord & Thomas Ad Agency (now Foote, Cone and Belding). As a fledgling ad executive, he was successful but not too happy, actually.

"Ad ideas, no matter how well conceived," Milt says, "don't necessarily make for successful product sales. Sales are dependent upon too many factors outside the control of the ad people. I wanted to see my ideas work. So I got out of advertising and into sales, which gave me the opportunity to follow through."

After several top executive jobs in the sales and marketing of diverse products, from household chemicals to electric appliances, Mr. Grey decided to "go West, young man" and came to Los Angeles determined to set the sunburst paradise on fire.

Here in 1951, Milt met Lew Glaser, president and founder of Revell, Inc. They joined forces. Both were aggressive men, dynamic in thought, concept and execution. Things began to pop. "It was a most unusual combination," says Milt with a grin. "It was like clanging two steel bars together, and expecting soft music. But we were able to forge an exciting program for the company that changed the pattern of hobby goods distribution."

In a few short years, Mr. Grey advanced from sales manager of the firm to vice-president. Revell became a colossus in the model industry, and its marketing policies a matter of envy. But in 1955, Milt left Revell

WE INTRODUCED

FRIED MARBLES AMERICANA KITS

(TREMENDOUS SUCCESS)

NEW.!!

FRY PAN GEMS

(REAL HOT ITEM)

SQUIGGLE JIG

(DEFINITELY A SELLOUT)

ROCK HOUND

(GREAT)

FINELINE SOLDER PEN

(DON'T MISS THIS ONE)

SEE US IN
ROOM 546
HOTEL
NEW YORKER

CARO CRAFTS
MINEOLA, N.Y. CORP

WARREN Built-Rite GAMES

EVERYDAY SELLERS

CARD GAMES

7 Title Assortment

No. 4429

These full color cards are "Shaped" to fit small hands. Each box cello wrapped. Colorful display unit.

Each Set Complete. Only 29¢ each.

Warren Paper Products Co., Lafayette, Indiana

On the Buying Side....

A Profile

JOSEPH COLLICA, R. H. Macy's youthful toy buyer, used to bear the nickname of "Joe-yes." They say he acquired the name during his stock boy days at Macy's when he agreed with almost everything anybody said. That was 17 years ago and Joe is still an agreeable person to be with, but as his responsibility at Macy's has grown, and Joe with it, he has learned to qualify his agreeableness. His "yesses" are now often coupled with "buts."

"He's got a lot of heart," one supplier said of him, then added, "and a lot of guts. Joe got where he is not just by being nice—which he is—but by being smart, precise and right most of the time. He can be plenty rough as a buyer, but he's also got a conscience." Perhaps the best insight into Joe Collica's character comes from his own definition of a buyer-salesman relationship; he calls it "a partnership."

Joe Collica was born in Hartford, Conn., in 1929. Three years later his parents moved to Brooklyn, where Joe was raised and attended school. In 1947 he graduated from Bushwick High and that fall went to work at Macy's as a stock boy in the toy department. When the Christmas season ended, the toy department began triming help, as is customary, but Joe was asked to stay on.

Any account of a Macy head buyer must be a litany of promotions. In Joe's case, few have started so low on the ladder and risen so high.

Joseph Collica

He credits two men for most of his success: Allen Storch, "who was most responsible for heading me toward a buying career"; and Fred Williamson, "who developed my business moral character." Joe explains, "Fred didn't believe business was cut and dried, a matter only of figures."

Joe stayed three years in Macy's toy department, then in February

(*Continued on page* 466)

Crowning Touch On Wheels for '64

"CORONET"

DOLL COACHES CARRIAGES and STROLLERS

NEW STYLES • NEW COLORS • NEW DESIGNS

OUR all-new 1964 items feature brand new up-to-the-minute styling in a bigger-than-ever line of precision-engineered carriages, coaches and strollers. Styled, manufactured and priced by men who have long specialized in the field, the CORONET line again represents the last word in quality, Plus-Value and Service—small wonder that discriminating buyers as well as little mothers find . . .

IT PAYS TO PUSH "CORONET"

See our complete new line on display at the showrooms of our NATIONAL SALES REPRESENTATIVES:

BEN PORTUGAL, INC.

ROOMS 534-536, 200 FIFTH AVE., NEW YORK 10, N. Y.

Ben Portugal
Ted Prober

Yvonne Tuck
Sidney Cohen

Lou Kramer
Bob Cohen

CORONET CARRIAGE MFG. CO., INC.

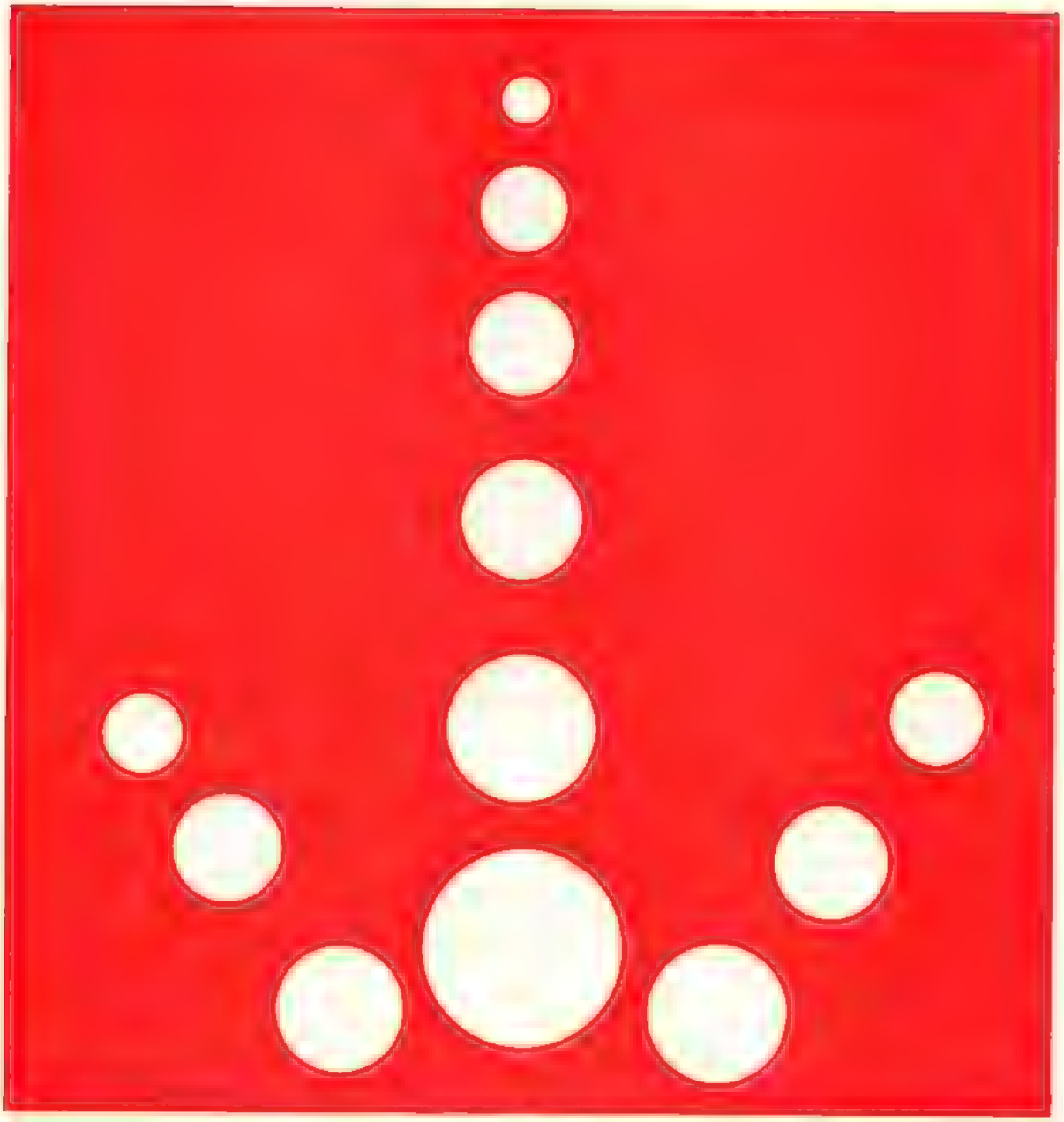
137 FORSYTH STREET, BOSTON, MASS. • HIGHLANDS 5-0030

HINT: Just draw a circle around your favorite Daisy B B Gun, and leave this page next to Dad's place at the table sometime between now and Christmas. If we know Pop, he'll be as excited as you when you open that package on Christmas morning.

1. [illegible]
2. Model [illegible] [illegible] Approved [illegible] National Rifle Association [illegible] All [illegible] with [illegible] Approx $16.50
3. Model [illegible] [illegible] Approx $[illegible]
4. Model [illegible] Pump Gun [illegible] Approx $[illegible]
5. Model [illegible] Woodstock [illegible] B-B [illegible]
6. Model [illegible] Western Carbine [illegible]
7. Model [illegible]
8. Model [illegible]

FREE! Write for 28-Page Daisy B-B Gun and Toy Catalog with tips on indoor shooting. Daisy Manufacturing Co., Box 204-[illegible], Rogers, Ark. [illegible] in Canada: Preston, Ontario

Daisy®



AIM
FOR
PERFECTION

brite eyes

Perfection . . . only attainable with the proper eye for each application. From the smallest to the largest, DOLLAC solves all your eye problems.

NEW! Natural colors and effects.

NEW! Life-like stationary and moving eyes in miniatures.

NEW! "Coquettish" glance eyes, to add charming new character.

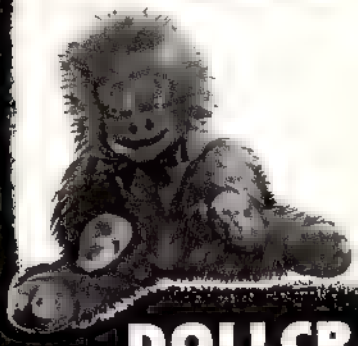
NEW! Moving eyes that apply directly, yes directly to the fabric.

For the most complete line of eyes for dolls, plush and special applications, call or write DOLLAC now.

DOLLAC 35 York Street, Brooklyn 1, N. Y. • ULster 5 6666

NEWEST DOLLCRAFT *Sensations...*

"VERY IMPORTANT PLAYMATES"
covered with
SHETLON
New **BORG** deep pile fabric made of **VEREL***



Dollcraft's new V.I.P. line can be a source of Very Important Profits for you . . .

Thanks to wonderful new Shetlon, V.I.P. stuffed animals are beautiful enough to be collectors' items . . . and they're wonderful playmates for children and teenagers. Their lifelike hair can be surface-washed, combed, brushed, and set with pin-curls. They are so close to the real thing that "only their Mothers can tell the difference!"

Send your order today for early delivery.

★ SHETLON *covered animals are lifelike in appearance, coloring and texture.*

★ SHETLON *covered animals are so soft, so shaggy, so cuddly—they're practically irresistible to tots and teens.*

★ SHETLON *is nonallergenic and flame-resistant.*

Visit Room 733 - 734
1964 American Toy Fair
Hotel New Yorker
March 9-14

*Trademark for Eastman modacrylic fiber

SO MUCH FUN for TOTS & TEENS!

- SURFACE-WASH
- BRUSH ME
- COMB ME
- SET ME
- DRESS ME
- PET ME
- WALK ME
- LOVE ME
- TEACH ME

DOLLCRAFT NOVELTY CO., INC.
418 LAFAYETTE ST., NEW YORK 3, N. Y. (area code 212) AL 4-8920

Doughboy Leads in family pool design with the strongest, safest pools ever made

3 exciting new lines
...12 different models
...imaginative use of modern materials... new strength...new safety...all from Doughboy, for 13 years design leaders in above-ground family pools

Aqualine – Five models: 12, 15, 18, 21 and 24 feet in diameter. Three to four foot depths. Embossed heavy-duty Duraflex liner. Steel unitized frame and corru-ribbed sidewall.

Crestline – Four models: 18, 20, 24 and 28 feet in diameter. Depths range from four feet to 8½ foot diving area. Liner is tough embossed Duraflex vinyl. Unitized steel frame and corru-ribbed striped steel sidewall.

Silverline – (illustrated above). Three models: 18, 20 and 24 feet in diameter. All models are four feet deep. Heavy-duty Duraflex embossed liner, and unitized steel frame with decorated aluminum sidewall.

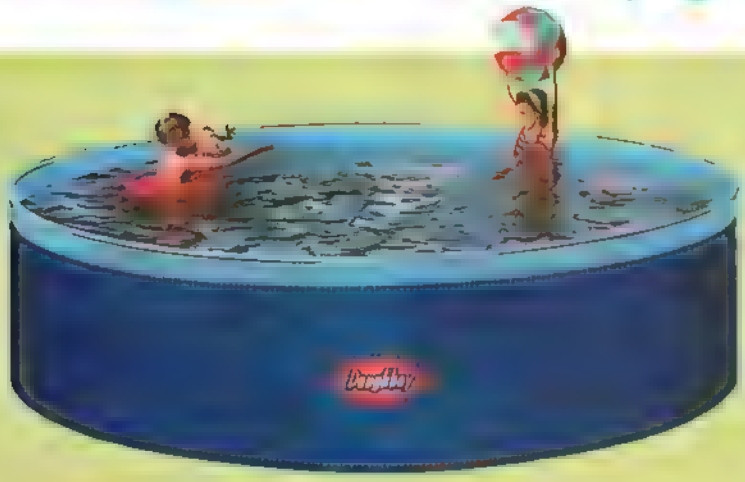
Doughboy.. America's fastest selling above-ground pool

Join the growing number of dealers who, each year, increase their sales and profit with the famous Doughboy line. Doughboy is America's fastest selling pool because it's nationally advertised and promoted and because of its unequalled record for value, quality and design leadership. When you sell Doughboy you sell the best – a pool with a top consumer reputation, and one that puts more dollars in your pocket.

New strength and safety in this bridge-like construction

This new concept in above ground pool design gives you the strongest pool ever built! All elements – sidewalls, rails, vertical supports, liner – are interlocked into one unitized bridge-like structure. No extra horizontal rails clutter appearance or encourage small unattended children to climb into the pool. Steel parts are hot-dipped galvanized to prevent rust and bonderized to hold the lustrous metallic finish. New, extra tough Duraflex vinyl liner is pre-shrunk and dimensionally stabilized – stays soft and elastic in any swimming temperature.

Doughboy with Leaders in splasher and 27 exciting



No. 6000 — 8' x 15" No. 6250 — 10' x 24" No. 6352 — 12' x 36"
No. 6150 — 8' x 20" No. 6275 — 10' x 30" No. 6365 — 15' x 36"

Solid Steel Wall Splashers

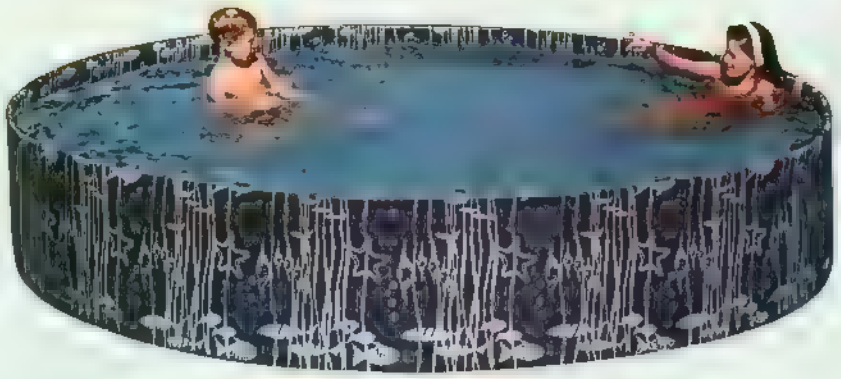
Designed for easy assembly, rugged strength and simple maintenance. You can count on these colorful, sturdily constructed pools to be among your biggest profit-makers in 1964. No other splasher pool on the market offers so many wanted features — or such a broad selection of models and sizes. Features corru-ribbed steel sidewalls with deep blue enamel finish, telescopic tubular steel rails, and heavy-duty vinyl liner fastened with polyethylene coping.

WITH VERTICAL SUPPORTS FOR SUPER STRENGTH
No. 6258 — 10' x 24" No. 6358 — 12' x 36"

COLORFUL LINER ARTWORK ON MODELS 6000, 6150, 6250, and 6258

Full Drape Wire Wall Splashers

High in value — low in cost! This easy-to-assemble pool has full-drape heavy-duty vinyl pool liner that completely covers wire mesh wall. One-piece wire wall is easy to set up — gives strong support. Steel connecting rod makes sidewall endless. Molded drain fits standard garden hose connection.



No. 6031 — 6' x 12" No. 6266 — 10' x 20"

SEND FOR FULL COLOR CATALOG

inflatable pool design

colorful models!

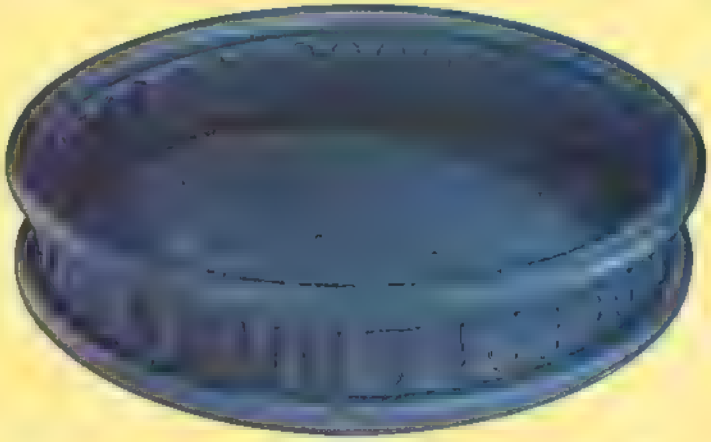
NEW! **FLIP-N-FILL** Pool

Sets up in a jiffy! Just open the carton, "flip and fill", and this pool is ready for use. New one-piece unitized construction. Embossed vinyl bottom is permanently sealed to rigid vinyl 3-color walls. Vinyl extrusion protects pool's top edge. Easy to re-fold and store away in small space.

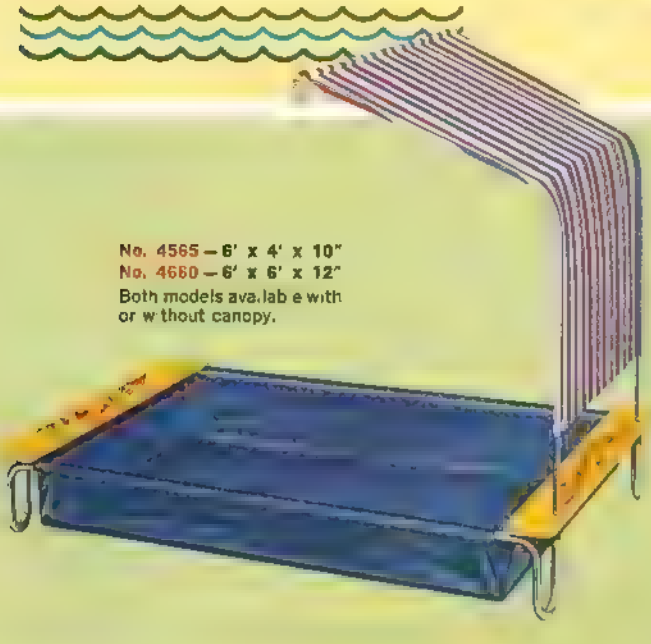
No. 6056 — 8' x 15"

NEW! **Vertical Wall Inflatable Pool**

A new design from the dazzling array of Doughboy inflatable pools. Notice how this pool is designed with inflated "ribs" separating the tubes to give vertical rigidity and greater depth to the pool. This is just one of Doughboy's wide selection of inflatable pools featuring exclusive designs, rich metallic colors, brilliant artwork!



No. 4278 — 65" across, 15" deep



No. 4565 — 6' x 4' x 10"
No. 4660 — 6' x 6' x 12"
Both models available with or without canopy.

Rigid Frame Pools

Round out your pool line with these colorful, quality-built rigid frame pools — the finest available anywhere. Constructed of tubular steel with chromate finish. Equipped with sturdy, full-width wooden seats and embossed vinyl liners. Easy to assemble — folds flat for storage. Molded drain plug.

SEND FOR FULL COLOR CATALOG

Doughboy

Leads with sales-proven toy designs and imaginative new games

Bobo

An all-time favorite in inflatable toys. Famous bounce-back action delights youngsters. Built of Forti Plyed vinyl, with bright 4 color design. Item Nos. 2727 – 27" tall, 2739 – 39" tall, 2750 – 50" tall with squeaker nose, 2754 – 54" tall with musical base

Paddle Pool

Kids who like action, go for Paddle Pool! Play is fast and exciting. Game is easy to understand. Protect your pocket – try to score on your opponent. Made of vacuum formed plastic. Ages 4 to 14. Item No 2618.

Wild West Playhouse

Sheriff's office styled the real western way. Big and roomy – 4 feet square and five feet high. Ruggedly made with tubular steel frame and covered with durable vinyl roof and walls. Easy to set up. For ages 2 to 10. Item No. 2629.

Nursery Rhyme House

Colorfully decorated with nursery rhyme figures and with bright red roof for added eye appeal. Tubular steel frame with tough vinyl cover. Colorful, durable, and easy to set up. For ages 2 to 10. Item No. 2628

Happy House

Here's a dream house to capture a small homemaker's heart. Made of durable plywood and hardboard prefabricated for easy assembly. Deluxe features include porch, sliding picture window. Dutch doors. Ages 2 to 12. Item No. 2630

Roll-A-Strike

A handsomely designed miniature bowling lane that's as much fun as the real thing. Played and scored like regular bowling. Complete with magnetic pin setter and automatic ball return. Ages 5 to 14. Item No. 2615

Nap Mat

Child-size napping and lounging mat made of resilient Tufflex and covered with tough washable vinyl. Has dozens of uses for beach, picnics, playroom, TV watching, or as a station wagon mat. For ages 2 to 6 years. Item No. 2650

DOUGHBOY INDUSTRIES, INC.

HOME OFFICE: New Richmond, Wisconsin

FACTORY: West Helena, Arkansas

EFFANBEE had a great year because —

EFFANBEE delivered creative merchandise . . .

EFFANBEE delivered fine quality . . .

EFFANBEE delivered excellent value . . .

Work with **EFFANBEE** in '64

for greater profits in your store!

OUR GREATEST YEAR IN 55 YEARS OF DOLL-MAKING

THE PROFIT-PROTECTED LINE

EFFANBEE DOLL CORPORATION
200 Fifth Ave., New York 10, N.Y.

EFFANBEE DURABLE DOLLS

REPRESENTATIVES: **SOUTHEAST.** David Varon 200 Fifth Ave., New York, N. Y.
EAST: Castro & Hasson, 200 Fifth Ave., New York, N. Y.
WEST COAST: James Skahan, 2500 W. 6th St., Los Angeles, Ca.
MOUNTAIN STATES Robert Fritzler, 10643 W. 62nd Place Arvada Colo.
SOUTHWEST: Galen Brawner, 1450 Dallas Trade Mart, Dallas, Texas
MID-WEST: A. C. Kirchof, 200 Fifth Ave., New York, N. Y.

. . BY ELDON!

SEBRING

"The Twelve-Hour Grind". . . twelve hours of nerve-racking tension . . . grueling endurance . . . as men and machines compete with speed, just one factor in this race that puts a premium on the driver's reliability, endurance and his ability to get the most out of fuel and tires. It's America's most dynamic sports car attraction . . . *get the picture? Every junior and senior race-fan in America will be focussed in on this one . . . and the Eldon commercials in it.*

To get the clearest picture of abundant sales in '64 keep your eye on Eldon. Exciting developments in product and all-new packaging are going to reflect profits for you . . . clearer than you've ever seen before. And, the TV tubes are going to be working overtime to carry the exposure Eldon has planned for pre-selling in '64 . . . just take a look!

't need the magic of a light-meter to measure what this is

PULL OUT ⇨

SPONSORED . . . THE BIG FOUR IN SPEED . . . BY ELDO

Known in world wide racing as the "driver's driver" World Champion Dan Gurney endorses Eldon's complete line of road race sets and accessories in 1964. His picture and endorsement appears on all packaging of Eldon's road race sets and he'll appear in all Eldon Road Race TV commercials.

Dan Gurney has posted many important victories all over the world: the French Grand Prix in 1962—the Daytona Continental—Nassau—the Nurburgring 1000 kilometer, the 1964 Riverside 500 and many, many additional wins. His endorsement of Eldon road racing as "Tops in excitement and realism" will have more significant meaning for the slot racing fan than would that of any other racing figure.

THE PICTURE GETS EVEN BIGGER

Just a few kids TV shows make the grade as time-remembered favorites, because of real fun and quality. *Eldon is participating sponsor of one in 1964 . . . KUKLA, FRAN AND OLLIE . . .* to reach a new generation of youngsters in key toy-selling time periods . . . in key toy-selling cities across the country.

AND BIGGER . . .

Lots of spots . . . TV spots in a strategically planned schedule of local kid-click TV shows . . . featuring the fresh, fast-moving fast-selling *Eldon commercials.*

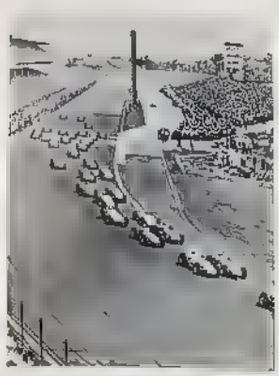
AND BIGGER . . .

To finish the picture, Eldon has kept a lot of other merchandising efforts in focus . . . dramatic point-of-purchase displays . . . Publicity . . . Trade campaigns . . . newspaper mats . . . glossies . . . catalogs . . . local station promotion . . . The Eldon Road Race Club bulletins (now with 24,000 members) . . . and everything else it takes to complete an album of record sales for '64!

(PLEASE SEE OTHER SIDE)

STOCK CAR CLASSIC

As the '64 season comes to a peak certain drivers and their machines will stand out . . . Stock Car drivers that have competed successfully throughout the year, throughout the racing world. These are the drivers who will compete in Stock Car competition. Eldon will select the outstanding race from among the Stock Car Classics to be filmed on location and presented for television viewing as the big finale to the 1964 Stock Car season. *It's a positive development . . . a lot of sales are going to be made . . . with Eldon commercials.*



LITTLE INDIE

The race of the big machines . . . the top drivers . . . dueling once again over the grueling 100-mile National Championship Race Course for top money . . . bringing together the winners and the cars of the famed Indianapolis 500 . . . competing again in this nerve-racking test of men and machines at the famed Langhorne Speedway in Langhorne, Pennsylvania. *Talk about the right exposure! . . . Eldon's got it . . . for Eldon commercials.*

NASSAU SPEED WEEK

An international array of the world's best racing drivers compete for top money in the 250-mile Nassau Trophy Race, highlight of a full week of speed . . . a stern test of men and machines, run over the tight turns and demanding curves of the 4.5 mile Oakes Field Race Course . . . *It's a snap, when you know that TV attractions like this one are the showcase for Eldon preselling.*

SEBRING

"The Twelve-Hour Grind" . . . t hours of nerve-racking tensio grueling endurance . . . as men machines compete with speed, ju factor in this race that puts a pre on the driver's reliability, endu and his ability to get the most fuel and tires. It's America's m namic sports car attraction . . . *picture? Every junior and seni fan in America will be focuss this one . . . and the Eldon com n it.*

Four of the Hemisphere's greatest sports attractions filmed in color for Television viewing . . . *in prime time* . . . real live racing excitement that could turn anyone into a racing fan. And it's action filmed right at the tracks of some of the world's most famous races . . . that millions of Toy-Buying Americans will see this year on . . . *Eldon Racing Specials* . . . each one a 30-minute package of excitement. You won't need the magic of a light-meter to me going to do for the sales picture on Eldon.

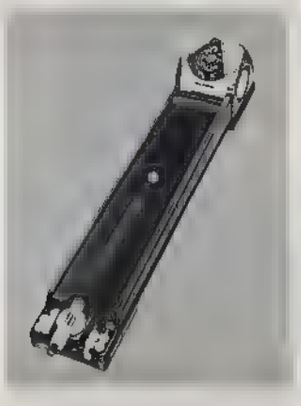
SPONSORED . . . THE BIG FIVE IN SALES . .

ROAD RACE SETS & ACCESSORIES

A total of eight sets for '64 . . six of them brand new, three of them Selectronic, the exclusive feature that lets each driver switch to either lane and still control his own car for blocking passing or shortest-route and out speed Then there's the exclusive escape track, new cars, headlights, triple level over and under-pass, banked curves, quality control of the finest detail and all the other features that add to the realism and skill demanded by the miniature race set buyer New accessories too. All of it in dramatically illustrated pilfer-proof packaging. A great commercial too!

BOWL-A-MATIC

Back again for an even bigger year than 1963 . realistic miniature bowling for the whole family. The automatic pin-spotter that sweeps the alley clean and resets the pins are added excitement to this game of skill. Now in a new color, Bowl-a-matic looks even more exciting than ever A big-big toy for a low price, there were no spares left on this one in 63 and there'll be even less in 64



SKEE BALL

The wonderful action game for the whole family. Featuring automatic scoring and automatic ball return . no batteries . no windup . . . just skill and the time for fun Skee Ball's true potential hasn't been tapped yet, but it will be in '64. Presented in a brand new, fun-filled commercial that sells and sells the competitive spirit of Skee Ball And the price picture is right too.

WOODBURNING SETS AND PLAQUES

A completely new concept in woodburning . the results are better the fun is bigger Brand new design of interchangeable tips gives results that are completely different from any woodburning you ever pictured before. Easier too And in addition to two new sets . new woodburning plaques to sell separately . for repeat business . in an attractive counter display with shrink packages that are just gorgeous. Eldon has gone another way in selling this hot item, too! . . . a combination live and filmed commercial, pitched by local talent, right in your own backyard.

. . BY ELDON!

Get yourself in this picture . . .

Get with

ELDON IN '64

SNIPPY SCISSORS & TOY CUT-OUTS

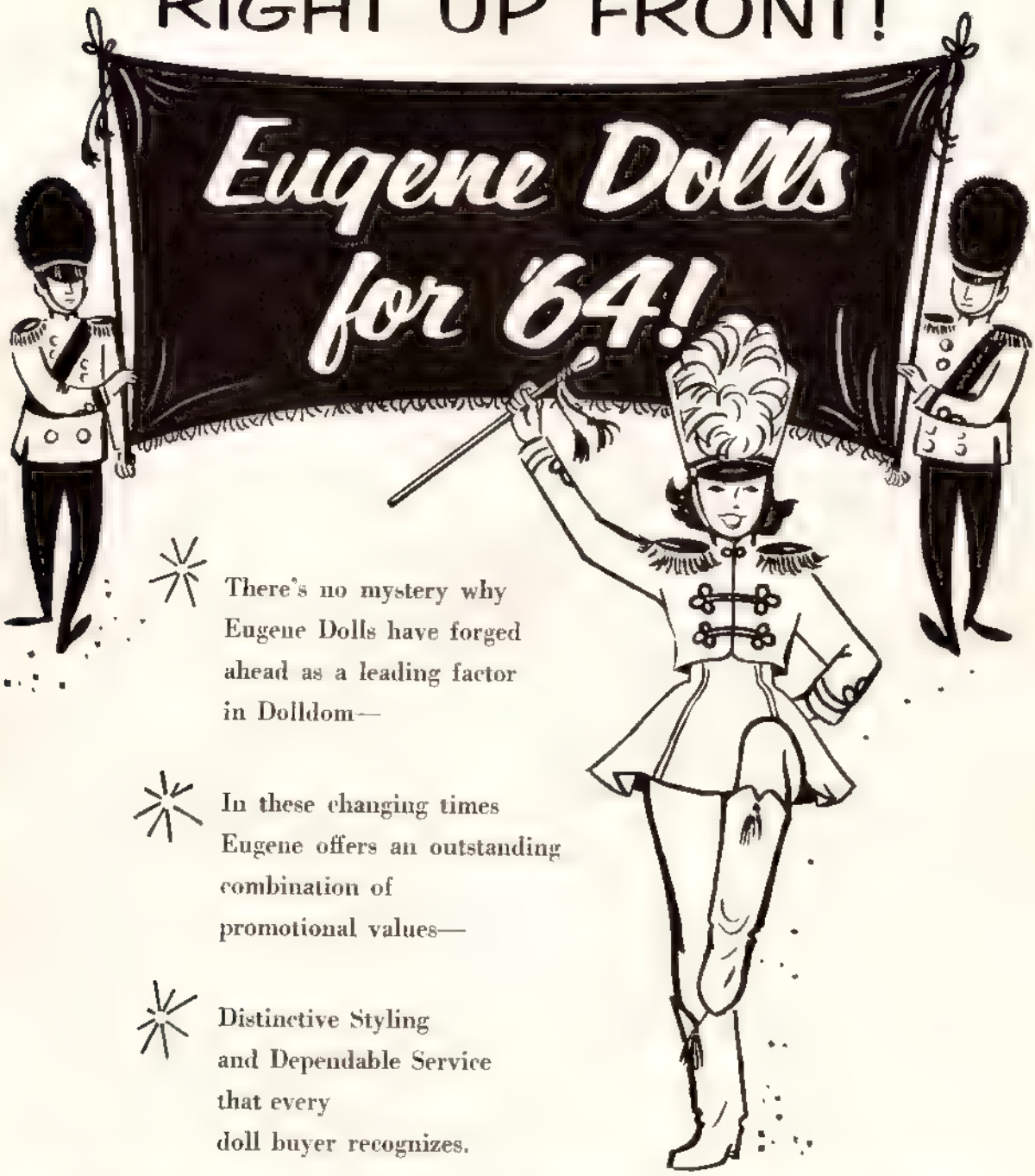
NEW . . . completely redesigned by ELDON with new case, new sound, 10 new cut-out 3D paper projects included in the set. Easier to use than ever before . . . with colorful extra cut-out paper project sets to keep them coming back for more throughout the year. The new point-of-purchase display, new packaging and catchy new commercial will make *your* shutter click when you see the '64 sales picture on Snippy!

ELDON INDUSTRIES, INC.
2701 West El Segundo Boulevard
Hawthorne, California

PERMANENT SHOWROOMS.
New York, 1107 Broadway, 7th Floor
Chicago, 1484 Merchandise Mart Bldg.

ELDON INDUSTRIES OF CANADA, LTD.
1915 Lawrence Avenue East
Don Mills, Ontario

RIGHT UP FRONT!



There's no mystery why Eugene Dolls have forged ahead as a leading factor in Dolldom—

In these changing times Eugene offers an outstanding combination of promotional values—

Distinctive Styling and Dependable Service that every doll buyer recognizes.

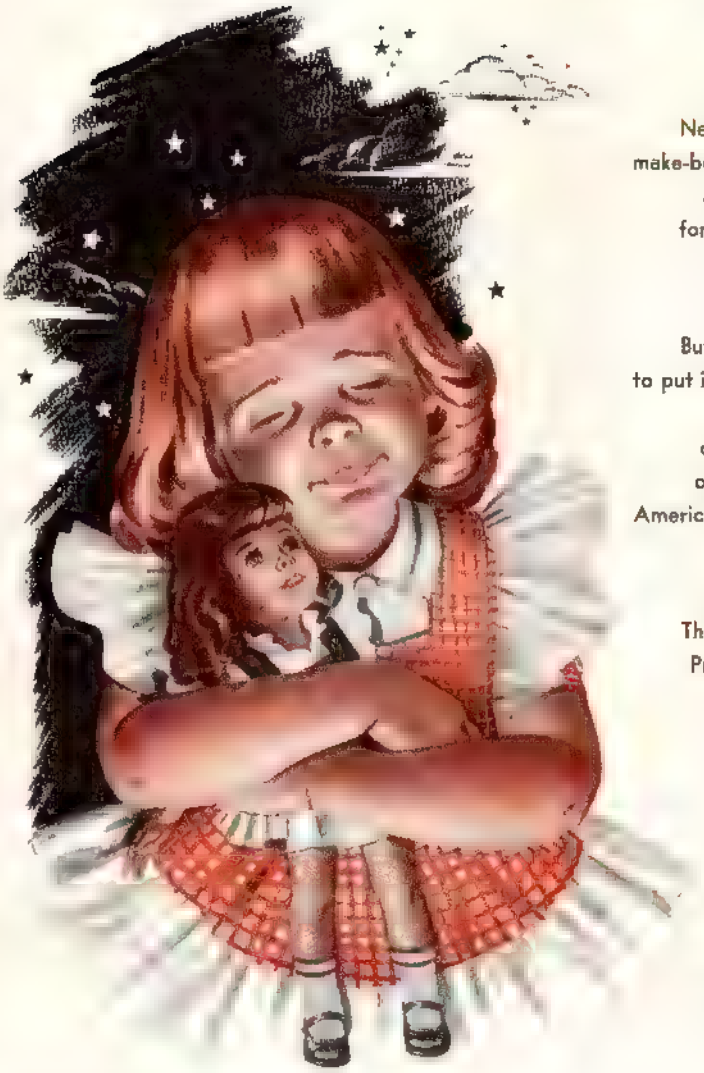
ROOM 804 • 200 FIFTH AVENUE, N. Y. 10010

JOSEPH FETTMAN • ADA CAPO

Eugene Doll & Novelty Company, Inc.

FACTORY: 148 39th Street (Bush Terminal Bldg.), Brooklyn, N. Y.

Happy Honey?



Never mind little lady—don't let us disturb your make-believe world. Besides, the look on your face is answer enough—your happiness is reward indeed for the planning, effort, and time that goes into making your treasured toys a reality.

But just making the toy is not enough. Helping to put it in the hands of this little consumer is our part of the job. For over thirty years, the Eyerly organization has been dedicated to just this part of the task—to years of representing some of America's finest toy lines—of satisfying relationships with the buyers of toy products.

This year the Eyerly lines are stronger than ever. Proven lines that move off counter and floor consistently, they are your guarantee of volume toy business today and tomorrow.

EYERLY ASSOCIATES COVER THE ENTIRE MIDWESTERN AREA FROM OHIO AND MICHIGAN, WEST TO THE COLORADO LINE.

OUR NEW ADDRESS AND PHONE NUMBER ARE:

1423 Merchandise Mart, Chicago 54, Illinois
phone: Area Code 312 644-7787

headquarters for these famous toy lines:

AUBURN RUBBER COMPANY, INC. — Plastic Cars, Trucks, Musical Toys, Modeling Clay, Swim Accessories, Bag Merchandise.

THE BARR RUBBER PRODUCTS COMPANY — Sponge & Gas Balls — Balloons.

HAECKER INDUSTRIES, INC. — Dart Boards.

IDEAL TOY CORPORATION — Vinyl Division—Inflated, Steel Wall, and Redi-Set Pools, Beach Balls, Rings and Inflatable Characters, Roly-Poly Toys.

STRUCTO MANUFACTURING CO. — Heavy Duty Steel & Cast Toys.

UNIVERSAL MANUFACTURING CO., INC. — "Gym-Dandy" Playground Equipment

WONDER PRODUCTS COMPANY — The "Wonder Horse."

EYERLY ASSOCIATES
1423 MERCHANDISE MART
CHICAGO 54
Direct Factory Agents • Quality Toys

sponge balls playballs athletic balls

[illegible] colored balls — all made by Faultless, specialists in ball merchandising! For 1964 we offer new designs new colors, new self selling displays. See the complete line at our Toy Fair Exhibit*. — or write today for free catalog

Faultless
CRAFTSMEN IN RUBBER

THE FAULTLESS RUBBER COMPANY
[illegible]

THE
building for toys

More toy showrooms under one roof than anywhere else in the world.

The Fifth Avenue Building

200 Fifth Avenue, at 23rd Street, New York

Helmsley-Spear, Inc., rental and management agent

Wobbles, new pup in the Fisher-Price line

Snoopy Sniffer, hound dawg staple for 27 years

INTRODUCING *Wobbles*... ONE OF 8 NEW MONEYMAKERS FROM

FISHER•PRICE TOYS

Wobbles • Creative Coaster • Music Box Lacing Shoe • Giant Screen Music Box TV
Mother Goose • Fisher-Price Chug Chug • Ducky Flip Flap • Mary's Little Lamb

Write for full color catalog of 57 preschool toys

Good Housekeeping

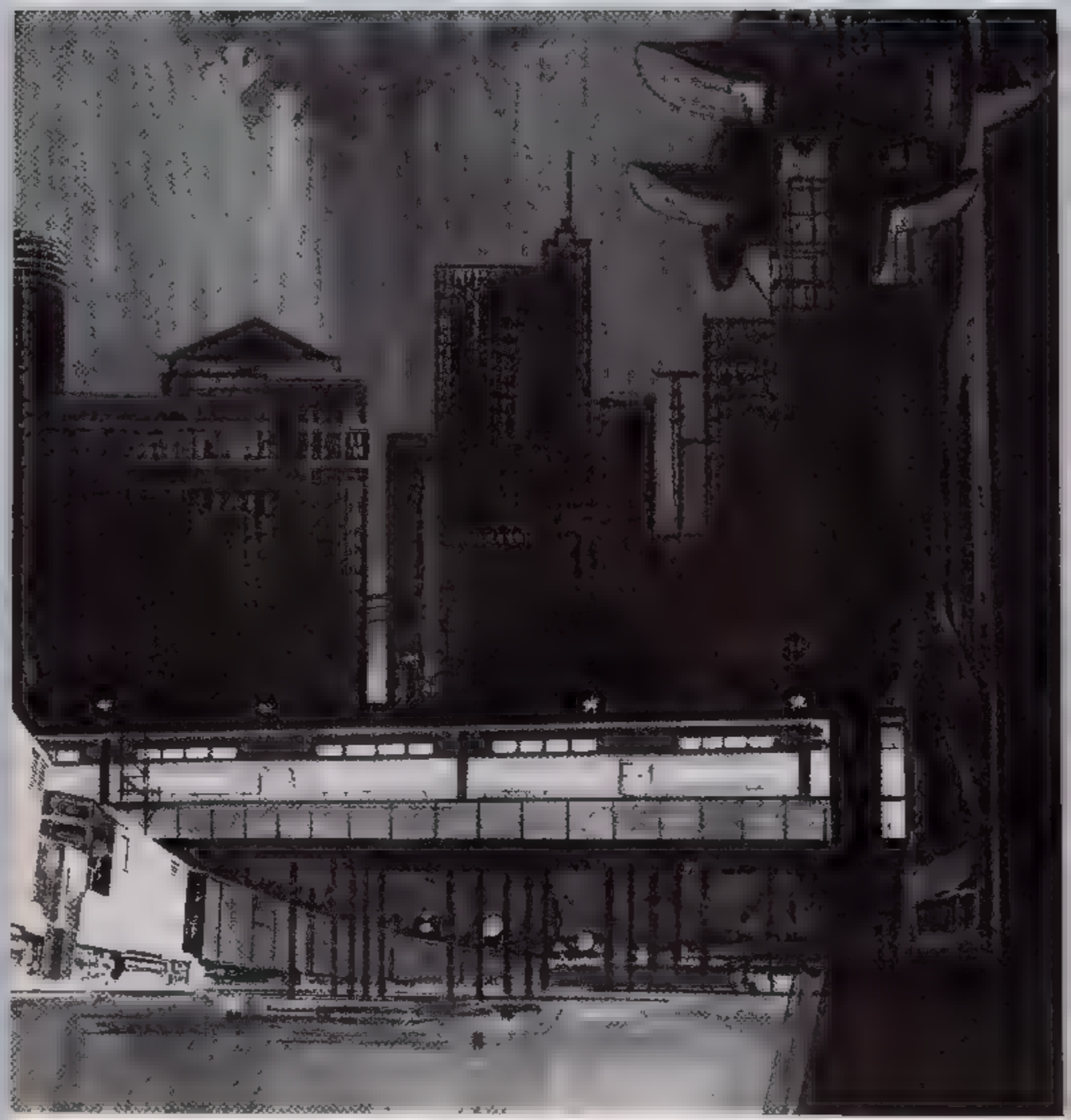
COMMENDED by PARENTS

FISHER•PRICE TOYS

"Our work is child's play"

1964 **FISHER•PRICE TOYS • EAST AURORA, ERIE COUNTY, N. Y.**

TOY FAIR HEADQUARTERS: Suite 417, 200 5th Avenue Building



Chicago and North Western calls GP-35s most productive locomotives in service

And the North Western proves it 24 hours a day. Twenty new 2500 horsepower GP 35s work around the clock on the North Western's crack symbol freights and on heavy-drag coal hauls. They move freight faster or haul heavier payloads, and at a lower cost per ton mile than ever before. Lower maintenance cost, higher efficiency, and greater unit horsepower of General Motors GP-35 locomotives are tools of profit for the alert and enterprising Chicago and North Western Railway Company

ELECTRO-MOTIVE DIVISION • GENERAL MOTORS • LA GRANGE, ILLINOIS

HOME OF THE DIESEL LOCOMOTIVE • In Canada: General Motors Diesel Limited, London, Ontario

Globe Rolls Ahead with...

Again... JET SET

the skate that's *Out of this World!*

Globe threw Away *the KEY!*

GLOBE

KEYLE
TOE

Toe Clamp
w thout ke
bar toe p
securely w
*(Pat. Appl. #

JET SET the brand new skate from GLOBE that s out of this world Made of highest quality materials (heavy-gauge steel frame, double-row ball bearings, top grain leather ankle strap with tongue-less non slip buckle, heavy-duty wheels) JET SET Skates will out sell because they EXCEL. Imagine! No key for youngsters to lose . . one model fits all, from tots to teens.

Get set with JET SET . . . The answer to simplified inventory (only one model to stock), maximum sales and profits . . . **and,** complete customer satisfaction

Again...
GLOBE ROLLS AHEAD WITH
JET SET
THE SKATE THAT'S Out of this World!
SOLID COMFORT ... SPONGE RUBBER INSTEP PADS
SOLID SUPPORT ... TOP GRAIN STRAP, NON-SLIP BUCKLE
NO KEY ... QUICK ADJUST PADDED TOE CLAMP
for all Kids... from 5 to 50!
ANGLED HEEL SUPPORT ... NO RUBBING, NO BLISTERING
POSITIVE LENGTH ADJUSTMENT ... EASY LOCK WING NUT
SPEEDY ... FREE RUNNING BALL BEARING STEEL WHEELS
ONLY ONE SIZE TO STOCK!
GLOBE
KEYLESS, PADDED TOE CLAMPS*
Toe Clamps adjust quickly without key. Non slip rubber toe pads hold shoe securely without marring.
*(Pat. Appl. For)
FITS ANY TYPE SHOE
Toe Clamps adjust to any size or shape ... sneakers (low-cuts or high tops), shoes or boots
9 DIFFERENT LENGTHS
16 BALL BEARINGS PER WHEEL
BETTER BALANCE
When properly adjusted to length front wheels are located under ball of foot

RUGGED 48
(Ages 8 and up)

63 SPEC AL
(Ages 5 thru 12)

75 JUVEN LE
(Ages 2 thru 5)

197 BEGINNERS
(Ages 2 thru 5)

36 PROMOTIONAL
(Ages 5 thru 12)

42 HEV -DUTY
(Ages 8 a id Up)

No. 50 FLYAWAY
(For all skaters)

GLOBE *the* GREAT SKATE *line for...*

- FAST TURNOVER
- BETTER PRICE
- HIGHER PROFIT
- ATTRACTIVE PACKAGING
- COMPLETE LINE

WICO SPECIAL PRODUCTS DIVISION
GLOBE-UNION INC
N. 92 W. 15800 MEGAL DR VE
MENOMONEE FALLS, W SCONS,N

Look who's blowing our horn!

Travel writers and connoisseurs say the nicest things about Great Northern's Incomparable Empire Builder!

While we never seem to tire of talking about Great Northern's Empire Builder, it's indeed pleasant to know that spreading the word about this fine transcontinental train doesn't depend solely on our own rhetoric.

Here, on the occasion of the 35th anniversary of this famous train, are a few samples of the kind of flattering things that widely traveled writers have said about us.

Lucius Beebe, author and rail buff, says this in the San Francisco Chronicle, *"Riding the Empire Builder is a major event in the life of any train aficionado. It is, indeed, an incomparable train, immaculate in its construction and conduct and as impeccable in its maintenance of schedule as sidereal time in its progress . . ."*

Kermit Holt, travel editor of the Chicago Tribune, reports that, *"We're going by train, one of the truly great trains that serve the American west. We're heading for the Pacific Northwest this time and we're riding a luxury hotel on wheels called the Empire Builder, an exciting experience for even the most blasé traveler. It's 2,210 railroad miles via the Great Northern from Chicago to Seattle—and exactly that many miles of pleasure, rest and relaxation, superb service, food, and accommodations, and hundreds and hundreds of miles of some of the west's most spectacular scenery . . . What makes a train really great is the service, friendliness, and courtesy of its crew, the meals served in its dining car, and the scenery it travels thru. The Empire Builder scores heavily on all three."*

Leavitt F. Morris, travel editor of the Christian Science Monitor writes about the Empire Builder, *"It seems to me that one good way to see the United States and to know Americans is to be on a train like this. First, a transcontinental train ride provides leisure and comfort. It provides the opportunity to see both sides of America. But, more important, it provides the opportunity for people to meet people. You meet them across your dining car table of crisp linen and shining silver; you meet them in the Dome car, the Ranch car, the Club car, or in the observation lounge."*

David P. Morgan, editor of Trains Magazine, says, *"Aboard this transcontinental streamlined train you can sleep . . . in a room, in your pajamas, in a 6½ x 3-foot bed. You can eat . . . a full course meal, complete with a light wine if you desire, at a table with the amenities of a menu, silverware, and a waiter—and there's a coffee shop for snacks or just a cup of coffee. You can lounge . . . away from your seat or berth and upstairs in 789 square feet of space under glass that affords 90 degree vision under the sun or stars . . ."*

Gareth Hiebert, "Oliver Towne" columnist in the St. Paul Dispatch, writes, *"For me the supreme pleasure at being alive comes on the first morning out of St. Paul, heading west on the Great Northern's Empire Builder. It is that moment when you are sitting in the opulence of the dining car, facing the crisp snowwhite linen, over which floats the delicious aromas of breakfast. And you gaze out of the window across the lonesome beauty of the Montana prairies, flecked with snow and stubble."*

Paul M. McMahon, travel editor of the Milwaukee Journal says, *"Long before we reached the majestic Cascade mountains, passengers were gathering in the bar below the dome to enjoy cocktails. A leisurely, relaxed attitude permeated the car . . . Passengers felt an intimacy with the elegant scenes through which the train passed, an experience not shared by travelers who span this area . . . five miles in the sky."*

Wade Franklin of the Chicago Sun-Times declares that, *"This was my first ride on that legendary transcontinental beauty, the Empire Builder, named for the giant rail builder of early days, James J. Hill. . . I doubt if there is a finer train in the world. You'll agree, especially if you happen to be seated in the dining car (where the food should be called cuisine) as The Great E.B. speeds along the Mississippi's Palisades on its way to St. Paul, or through the snow-clad peaks of the Rockies in Glacier Park."*

A few pertinent details!

The Incomparable EMPIRE BUILDER provides comfortable, safe, eye-filling service every day, each way between Chicago and Seattle-Portland. Departure from Chicago's Union Station is made at 2:30 PM and from Seattle's King Street Station and Portland's Union Station at 3 PM (Standard Time).

The trip to Seattle requires 43¼ hours, to Portland, 42½ hours. The journey east takes 45 hours.

Pullman accommodations include Duplex Roomettes, Roomettes, Double Bedrooms and Compartments. Coach travelers enjoy reserved seats—seats that recline and have leg rests. Meals in the dining car or the Ranch Lounge car. Dining car dinners are by reservation. Beverage service in the full length Great Dome car or the Ranch Lounge.

Family plan fares are available. Round-trip fares at substantial discount. Baggage allowance 150 pounds!

GREAT NORTHERN RAILWAY
175 East Fourth Street
Saint Paul, Minnesota 55101

GREAT NORTHERN RAILWAY

Offices in principal cities of the U.S. and Canada

TOYS ON PARADE

Musical and Scientific Toys

THIS YEAR WE MARK OUR QUARTER CENTURY...

. . . we are proud that during the past years we have been part of this growing industry and that we have contributed innovations in design and production of musical and scientific toys.

Visit us at the Toy Fair . . . Room 809, Fifth Avenue Building. See our New Packages and Products including the Exciting Colored Metallics.

We will be looking for you.

HARMONIC REED CORP. | CODE 215
ROSEMONT, PENNSYLVANIA | LA 5-4184

for rough riding cowboys or backyard combat fighters

HALCO

offers the sellingest holsters, guns and rifles in '64

You must see Halco at the Toy Fair for the most fully co-ordinated, handsomely packaged and sellingest line of holsters, guns, rifles, canteens, grenades, caps and all the other items necessary to make up the complete Western or Military department . . . also see Halco's exciting '64 line of Halloween costumes and accessories featuring the new "Pak-O-Fun"—"Carry Home Pak" and many more new merchandising FIRSTS!

see us at room **404** *200 Fifth Ave. New York*

J. HALPERN COMPANY

810 Penn Avenue • Pittsburgh 22, Pa.

MOST REVOLUTIONARY SWIMMING POOL EVER OFFERED

SAFER THAN STEEL

NO SHARP OR RUSTY EDGES TO CUT CHILDREN

HAMPSHIRE

FLEX-WALL

INSTANT POOL

- Sets up in 20 seconds
- Self supporting
- No tools, nuts or bolts required
- Stores in 17" x 17" x 10" box
- 5', 6' and 8' sizes

SEND FOR CATALOG
FEATURING ALL-AMERICAN MADE
BUILT-IN PUMP AIR MATS
INFLATABLE MATS TERRY CLOTH MATS
INFLATABLE POOLS
INFLATABLE TOYS AND FLOTES

So-o-o SOFT Terry Cloth Air Mattress with Matching Carry-al Bag

HAMPSHIRE Manufacturing Corporation

Factory Street Nashua, New Hampshire

CARDINAL'S NEW 1964 "CLEAR-VIEW" GAME LINE

TOY FAIR SHOWROOMS:

Room 1565—Hotel New Yorker • Room 221—200 Fifth Avenue

FAMOUS TV GAME
"SIMON SAYS"
Endorsed by Sonny Fox

An action game for play indoors and outdoors. Best known fun game in the country. Enjoyable for children and adults.

NEW "POKERO" DICE GAME

New, unique family card game, played with dice. This set features new style Poker Dice and specially designed scoring blackboard.

HAND CARVED WOOD CHESS SET WITH HARDBOARD

Finely hand crafted, Staunton design chessmen with Mahogany finish Hardboard.

Other Cardinal Games:
Mah Jongg, Dominoes, Checkers, Toss-Word, Strike—Bowling Game, Cribbage, Roulette, Combination Games, etc.

CARDINAL INDUSTRIES, Inc., • 175 Powers St., Brooklyn 11, N. Y., EV 7-8111

Don't be a Schmo! Don't miss the novelty hit of the Show! Room 911, Hotel New Yorker

Just a

'SCHMO'

from Head to Toe

Plus 6 More New Items!

By the creators of TALKING TEETH, SUPER-SPECS, HYPO-PHONY etc.

H. FISHLOVE & CO.

Manufacturers of Novelties that Amuse Since 1914

712-20 N. FRANKLIN ST., CHICAGO, ILL. 60610

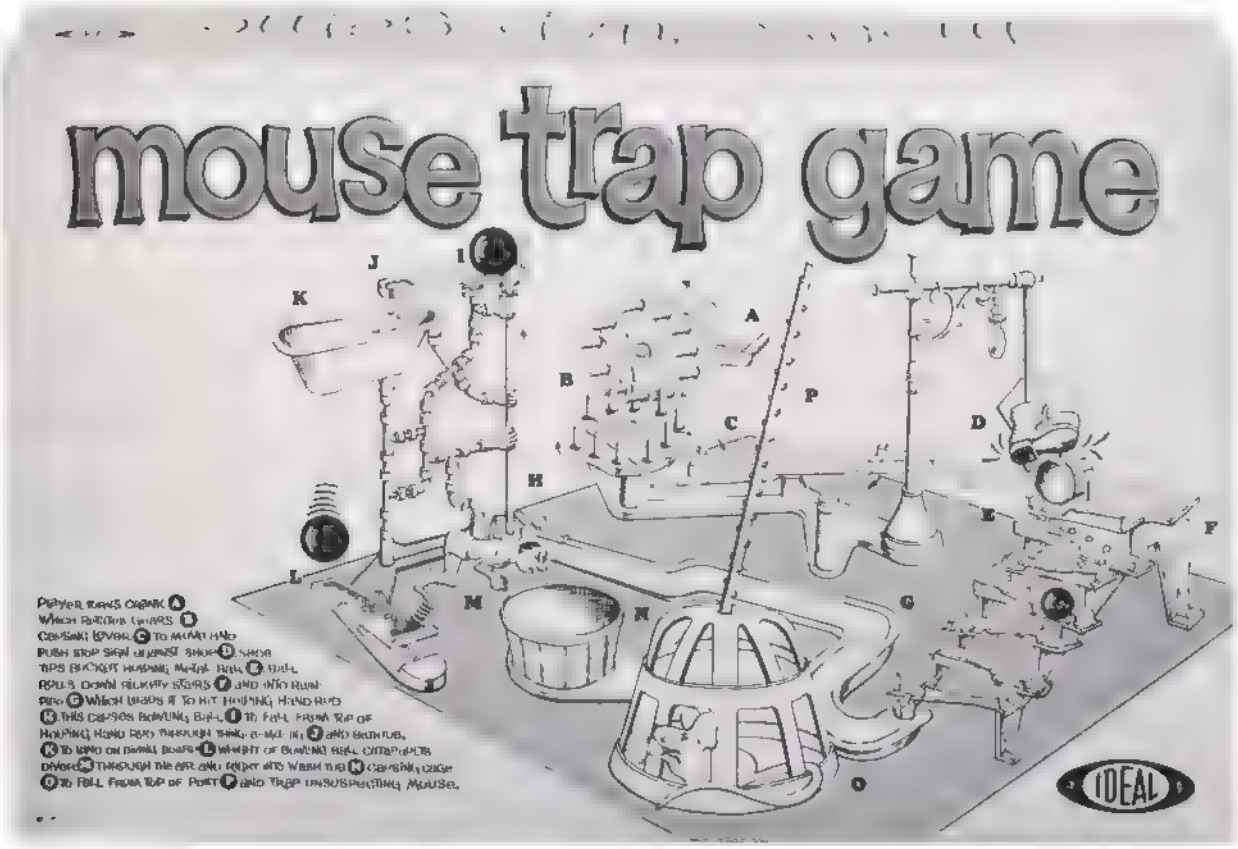
©1964 H. F. & Co.

What if 15 million kids do see Ideal games on the Magilla Gorilla Show every week?

Are you going to let a bunch of kids tell you how to run your business?

We proved that we mean business with this one.

A sensation in '63. Selling even better in '64.



MOUSE TRAP

The wackiest, funniest, nuttiest game ever.

Mouse Trap, the hit of last year's Toy Fair, began selling with tremendous success last Spring, when games in this price class are slow-moving.
And in the Fall, and holiday season, Mouse Trap was a complete sellout.
Now that we've put it on the "Magilla Gorilla Show", sales are soaring even higher.
And it will be on Magilla all year 'round. No inventory problems with this game.
Just put it on your counter and watch it move.

We're going to mean even

with our two new big TV-advertised games.

CRAZY CLOCK The goofiest game of the year.

Everyone knows that Mouse Trap was an overwhelming success.
And we knew that a similar game would go over equally well.
So we went ahead and designed Crazy Clock. To be sure, we research-tested it.
Now, we know we have another winner like Mouse Trap. So, we're launching another giant TV campaign on the "Magilla Gorilla Show" for Crazy Clock.
We predict that this great new game will start selling early.
And will keep moving all year long.

more business for you

MYSTIC SKULL The game of voodoo.

Kids love mystery. Suspense. Intrigue.
So, we came up with a mysterious game to end all mysterious games.
It's Mystic Skull. Again, we research-tested it. What did we discover? Kids love it.
Mystic Skull will get the full TV treatment on our $30,000,000 Hanna-Barbera Shows.
Be sure you have it for early sales and sales all year 'round.

And here's more business
with the hottest game line ever.

New for '64.

TWILIGHT ZONE
Based on the thrilling CBS-TV program. Players compete to crash out of the Twilight Zone and get back to reality.
©1964 CATUGA PRODUCTIONS INC

BATTLE LINE
An absorbing game of military strategy, based on TV's newest war-time series.
CHARACTERS ©1964 OFFICIAL FILMS INC

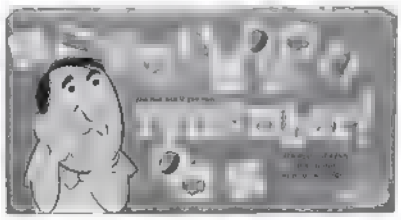
THE FUGITIVE
Based on the action-packed ABC-TV series, this challenging new board game offers every aspiring young Sherlock the fun of playing master detective.
CHARACTERS ©1964 QM PRODUCTIONS INC

MAGILLA GORILLA
You'll never be stuck with this gorilla game. All the fun-filled excitement of TV's famous new program in this new board game.
CHARACTERS ©1964 HANNA BARBERA PROD., INC.

MUSHMOUSE & PUNKIN' PUSS
These favorites of TV's "Magilla Gorilla Show." Aspiring hillbillies can join in the fun of feudin' and fussin'.
CHARACTERS © 1964 HANNA BARBERA PROD., INC.

RICOCHET RABBIT and DROOP-A-LONG COYOTE
The wily westerners of TV's "Magilla Gorilla Show" hit the trail for the cause of law and order in the laugh-filled new board game.
CHARACTERS ©1964 HANNA BARBERA PROD INC

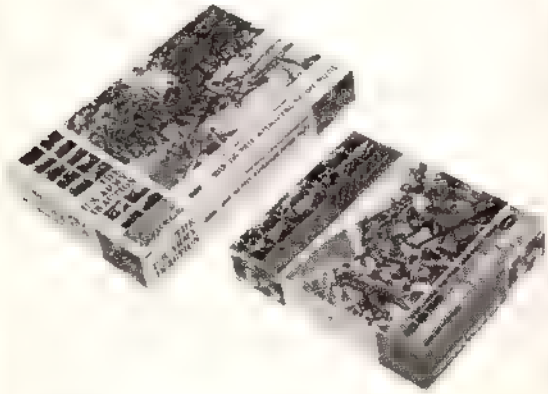
WEIRD-OHS
Based on the wildest hobby kit craze ever, this new board game really digs the kicks in the weirdest auto race game of the century.
CHARACTERS ©1964 HAWK MODEL CO INC



REMEMBER
This memory-teasing game is exciting fun. The player who can choose three identical fruits scores high. The name of the game? Err... oh, yes, Remember.

jaymar

See our 2 new
Picture Puzzle Series
THE U. S. ARMY IN ACTION



beautifully reproduced
from a series of paintings
in the Pentagon!

See our new pianos...

and our complete line
of Puzzles and Pianos...
and Activity Toys...
Paper Dolls...Music
Boxes...Wood Puzzles...
Wood Toys...Imports.

California
Johnson-Schrader
Harry Johnson / 11422 Gardenaire Lane / Garden Grove, Calif.
William Schrader / 1666 Castle Hill Rd. / Walnut Creek, Calif.

Ala., Fla., Ga., Miss., N.C., S.C., Tenn.
Fred Ingersoll / Box 847 / Marietta, Ga.

Ind., Ky., Mich., Ohio, Western Penn., and W. Va.
Snyder-Hunt & Co. / 113 Mansfield Ave. / Huron, Ohio

Del., Md., N.J., N.Y., Pa. and Wash. D.C.
Krotman Antelis Inc. / 200 Fifth Ave. / Room 1460 / New York, N. Y.

Ill. and Wisc.
Henry E. Berger / 378 Delta Rd. / Highland Park, Ill.

Iowa, Kan., Minn., Missouri, Neb., N.D., and S.D.
Connelly Woodring Sales Co. / 449 W. 62 Terrace / Kansas City, Missouri

REPRESENTED BY...

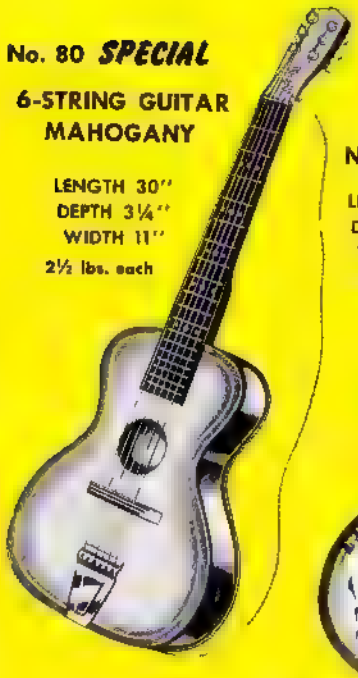
see us in our new showroom

JAYMAR SPECIALTY CO. ROOM 751
200 FIFTH AVE., NEW YORK, N.Y. ORegon 5-2500

Have a profitable HOOTENANNY with Jefferson Guitars

No. 80 SPECIAL
6-STRING GUITAR
MAHOGANY

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each



NEW
TEXAN JR. GUITAR
No. 98 BROWN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

PALOMINO PONY GUITAR
No. 73
BROWN

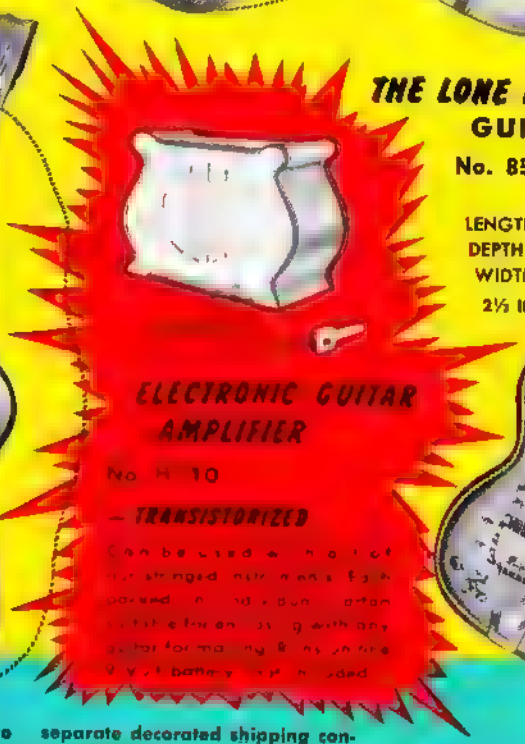
LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

THE TWIST GUITAR
No. 63 BLUE

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

NEW
ROY ROGERS GUITAR
No. 70 BROWN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each



THE LONE RANGER GUITAR
No. 85 BROWN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

HOTEL
NEW YORKER
Room 928

No. X60 SPECIAL
4-STRING GUITAR
MAHOGANY

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
1¾ lbs. each

All Guitars decorated with two harmonizing colors. Equipped with latest wire and nylon strings and plastic pegs. Each packed in separate decorated shipping container with instructions for tuning and playing

JEFFERSON MANUFACTURING CO.

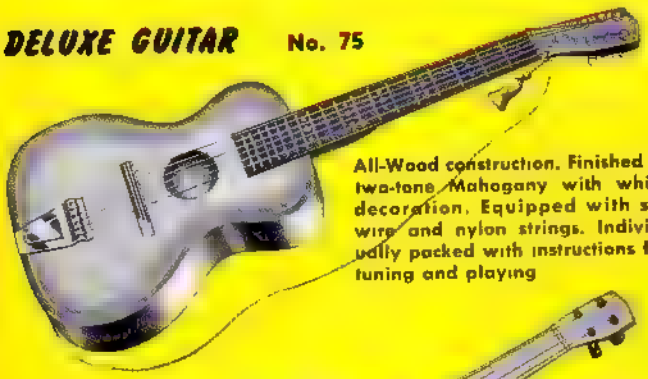
200 FIFTH AVE., NEW YORK 10, N.Y. ROOM 263 WA 9-8220

FACTORY: 2433 N. ORIANNA ST. GA 5-0595 PHILA. 33, PA.

Quality TOYS by JEFFERSON

HOTEL NEW YORKER Room 928

DELUXE GUITAR No. 75



All-Wood construction. Finished in two-tone Mahogany with white decoration. Equipped with six wire and nylon strings. Individually packed with instructions for tuning and playing

LENGTH 31"
DEPTH 3½"
WIDTH 11½"
WEIGHT 4 lbs.

BABY GRAND PIANO & BENCH

No. 830 30-Key Floor Model 2½ Full Octaves

Piano and Bench finished in two-tone colors with silk-screened decorations.
Multi-color Sheet Music with colored Key Chart.

Packed one dozen in shipping carton weight 9 lbs.

COWBOY UKULELE

No. 82

LENGTH 19"
DEPTH 2¼"
WIDTH 6½"

RODEO UKULELE

No. 81

Attractively finished in bright Red or Yellow

20" LONG 11¾" WIDE 14½" HIGH

A four-room Doll House with extended terrace.
Beautifully decorated.

THE DIXON

No. D 200

No. 103 BEAR CHAIR

Height 25"
Width 12"
Depth 12"
Weight 9 lbs.

Attractively finished in bright Red, Yellow, Green and Blue

No. 105 KITTEN TABLE

Height 19½"
Length 24"
Width 18"
Weight 16 lbs.

No. 104 RABBIT CHAIR

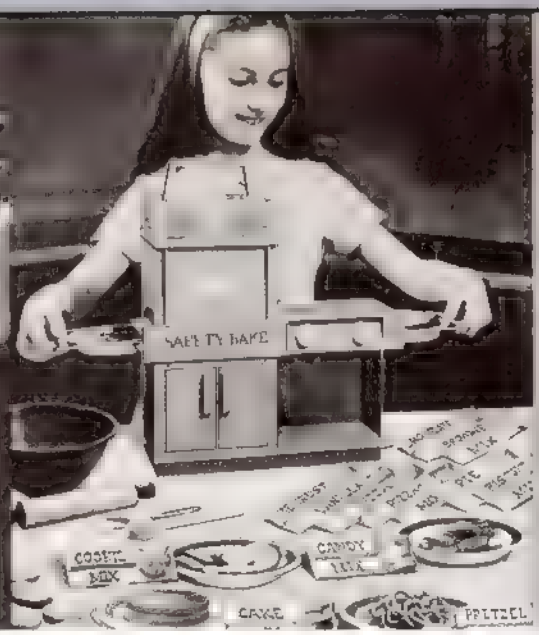
Height 25"
Width 12"
Depth 12"
Weight 9 lbs.

Each packed K. D. in corrugated shipping container

JEFFERSON MANUFACTURING CO.

200 FIFTH AVE., NEW YORK 10, N.Y. ROOM 263 WA 9-8220

FACTORY: 2433 N. ORIANNA ST. GA 5-0595 PHILA. 33, PA.



GUN THAT SHOOTS AROUND THE CORNER. New! Gun Shoots at right angle in either direction, straight ahead, or any angle in between. Accurate mirror-sight. Gun barrel swivels 180 degrees. Semi-automatic: shoots soft rubber balls (10 included).

SAFETY-BAKE OVEN. New! Bakes delicious cakes, pies, pretzels, candy, etc., with 2 ordinary electric light bulbs. Easy! While one pan bakes, another pan cools. Slide in third pan, which pushes other pans through baking chamber and cooling chamber.

ROMP AND ROLL. New! Each set makes dozens of life-size playthings with light, strong plastic parts that just press together: 4-wheel cart, cradles, tables, love seats, wagons — all kinds of FUNiture on wheels! 3 sets.

The Most Impressive Line of New and Success-Proved Toys in KENNER History!

Backed by Heaviest-Ever Network TV
Plus Saturation Campaigns in Many Markets

Exact Schedules and Items to be announced.

LET'S PLAY HOSPITAL with working elevator. New! Play from all 4 sides. Arrange and change movable walls, furniture, equipment. Dress and play with doctors, nurses, patients. Have fun arranging 16 rooms wards; x-ray room, nursery, etc. 30" high, 4 floors. Sets up easily.

AMERICA'S TOP-SELLING BUILDING AND BRIDGE SET LINE. Beautifully restyled. Girder & Panel Sets 1, 2 3 contain see-thru first floors, curved walls, etc. Bridge & Turnpike Sets 4, 5, 6 contain cloverleafs with connecting expressway bridges, toll houses, etc. Storage cans. Entire line backed by heaviest-ever network plus nationwide local TV

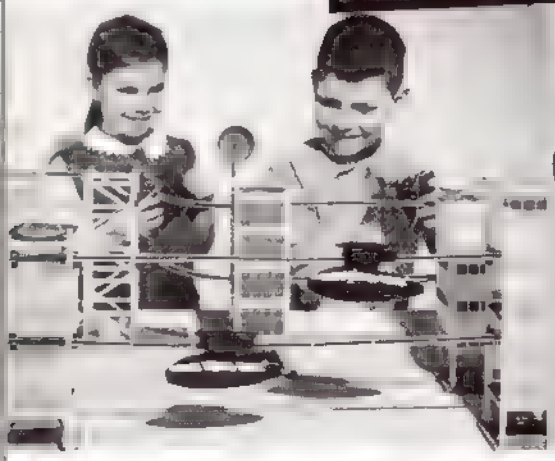
MEET "AAWK-AAWK" AND HIS FRIENDS. New! Big, colorful, cuddly, flexible foam animals Yogi Bear, a Disney animal, Oggie the Octupus, Winnie the Worm and AAWK-AAWK, Kenner's famous TV bird. Bendable (molded with wire armature), Washable. 14" to 24" high.

More For '64 ➡

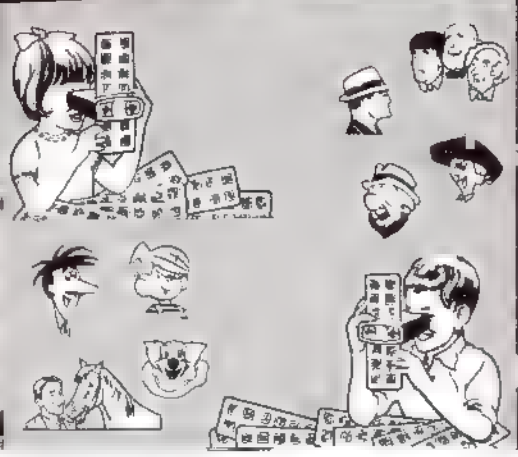
The Most Impressive Line of New and Success-Proved Toys in KENNER History!

Backed by Heaviest-Ever Network TV
Plus Saturation Campaigns in Many Markets

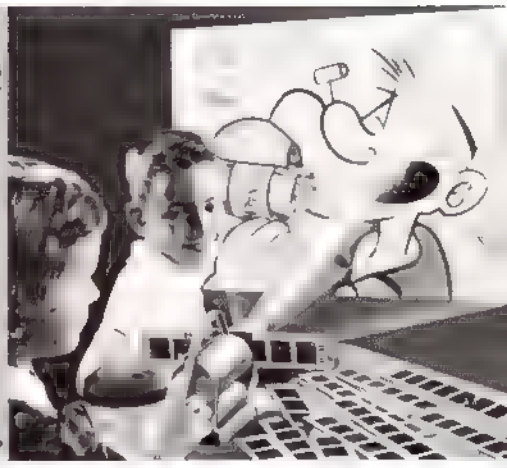
Exact Schedules and Items to be announced.



SKY RAIL GIRDER & PANEL BUILDING SETS. Parts just snap together to build and operate dozens of sky rail systems of tomorrow. Outstanding test market success in '63. Now to be backed by heaviest-ever network plus nationwide local market TV

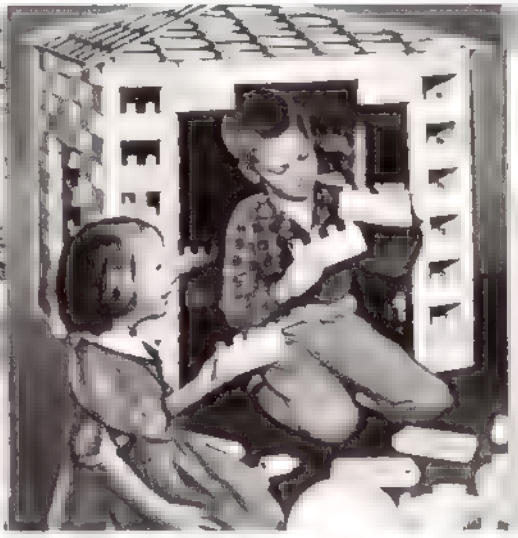


SEE-A-SHOW STEREO VIEWER SETS. New! Color cartoon shows of TV favorites in 3-D So real you feel you're in the show. Great values! 3 regular sets, each with viewer, 5 shows. Deluxe set with viewer, 15 shows.



GIVE-A-SHOW PROJECTORS. One of top-selling toy lines of all time! New No. 505 (Popeye) set features all-new shows of 16 top TV stars; No. 504 (Flintstones); Deluxe Set, with Kaleidoscope "movies", Super Show; Refills All backed by network, plus nationwide local TV

ELECTRIC MOLD MASTER. Combat group set a sell-out in test markets in '63, going national this Fall. New! ROAD BUILDER Set molds working models of highway equipment Both sets backed by heaviest-ever network plus nationwide local TV.



FLINTSTONES BUILDING BOULDERS Sensational sell-out nationally in 1963 Builds castles, forts, archways, tables, etc, with interlocking plastic "Boulders." Production greatly expanded again. Backed by Network and nationwide local TV.

SPARKLE, PRESTO AND PRESTO-SPARKLE PAINT SETS. Now Shrink-Packed! Color and glitter top TV favorites like Popeye, Rocky and Bullwinkle, Dick Tracy and others. Backed by heaviest-ever network plus heavy local TV in over 100 markets.

Kenner's impressive new line for '64 also includes exciting new Jet-Shoot Games — JET-PUTT MINIATURE GOLF, JET-PITCH HORSESHOES, JET-PUSH SHUFFLEBOARD; JET-SHOOT TIC TAC TOE — Just Aim, Press 'n Play. Jet of air propels ball, disk or horseshoe into scoring position. Fun for all ages. CAR-PLANE — Child "pilots" plane by remote control from inside car window. Makes it fly, climb, dive. Safe, does not extend beyond line of car. DOLLY'S NURSERY BIRDS and DOLLY'S NURSERY BUTTERFLIES – "just like mine when I was a baby". MOTORIZED HOME WORKSHOP with 7 power tools that turn, shape, bore, drill, saw and sand. BATTERY MOTOR PLAY DRILL — "just like Daddy's, but SAFE!" Kenner's famous line of infant mobiles: NURSERY BIRDS, NURSERY BUTTERFLIES, MUSICAL NURSERY BIRDS — "Baby's First Playthings".

It's Kenner It's FUN!

KENNER PRODUCTS COMPANY, ***Cincinnati 2, Ohio***

NEW YORK REP. SHOWROOMS 1416-1424, 200 5th Ave. Bldg.

THE MOST IMPORTANT EVENT OF THE YEAR

To every child, the most important event of the year is his birthday. Imagine the excitement a child would feel if his birthday were celebrated on TV by Popeye the Sailor.

Well, that's exactly what's happening to millions of kids in 1964.

As part of POPEYE'S BIG BIRTHDAY YEAR, TV stations from coast to coast are throwing Birthday Parties each month on their Popeye cartoon shows . . . with Popeye games, Popeye prizes, "Popeye's Birthday Song" and Popeye's personal greeting to all the kids whose birthdays are that month.

Many children will hold their own parties at home while they watch Popeye's TV birthday special . . . just for them.

You too can take part in the wonderful excitement of "POPEYE'S BIG BIRTHDAY YEAR." How?

Retailers: ask your wholesalers for more Popeye items.
Wholesalers: ask manufacturers for more Popeye merchandise.
Manufacturers: ask us.

KING FEATURES SYNDICATE
235 East 45th Street, New York, N. Y. 10017
Tel. 212 MU 2-5600
Chester Weil, Director of Special Services

NEW!

two hot additions to the long list of BIG BEST SELLERS

KUSAN'S LAWN-MATES

LAWN MOWER
Pull starter cord and this "power" mower makes realistic clicking noise. Push and it goes "putt-putt". Clear plastic housing lets youngsters see pistons move up and down and safe plastic "blade" go round and round! Has sturdy red body with contrasting color parts. NO. **K-55.** Suggested retail **$3.00.**

FREE DISPLAY
Turns browsers into buyers!

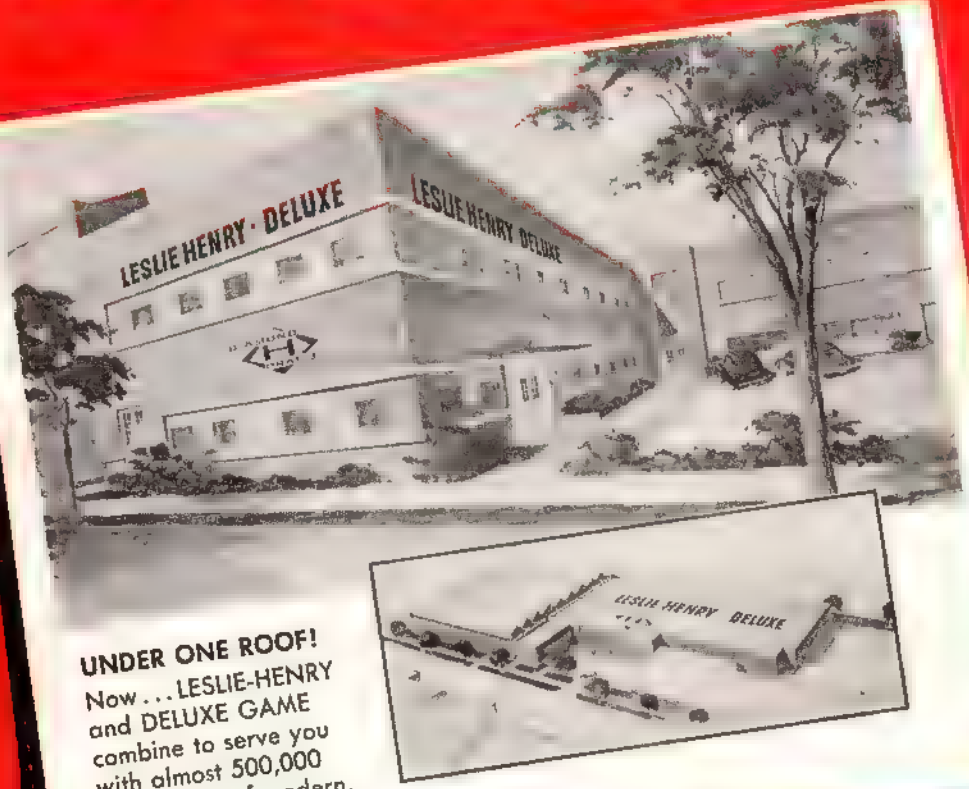
LAWN CART
Perfect mate for the Lawn Mower, Lawn Cart carries leaves, grass, toys, etc. Corners and edges are rounded for safety. Red with black wheels NO. **K-54.** Suggested retail **$2.00.**

BIG-K Originals are consistent profit makers. Attractive packaging gives Kusan's wide selection of imaginative toys powerful sales appeal. And quality construction assures complete customer satisfaction. Because "**BIG-K** means more play", parents buy them again-and-again. Feature Kusan toys—they're consistent profit-makers! **WRITE FOR YOUR NEW CATALOG.**

KUSAN, INC. • NASHVILLE, TENNESSEE

LEADER IN CREATIVE PLASTICS

THE HOUSE OF YEAR 'ROUND TOY PROMOTIONS!



UNDER ONE ROOF!
Now . . . LESLIE-HENRY and DELUXE GAME combine to serve you with almost 500,000 square feet of modern, automated factory facilities.

✸ **SEE US AT TOYFAIR TIME...**

✸ **ROOMS 454-6-8**

PERMANENT SHOWROOMS

LESLIE HENRY-DELUXE

WILKES-BARRE, Pa. • SHOWROOM: 200 5th Ave., N.Y. 10

M. A. HENRY Ltd. DUNDAS, ONTARIO, CANADA

LESLIE-HENRY CO.

CAP PISTOLS
HOLSTER SETS
WESTERN RIFLES
WESTERN OUTFITS
PISTOL CAPS
'COMBAT!' SETS
'COMBAT!' TOMMY GUNS
WALT DISNEY
'MOUSEKETEER'
ACTION TOYS

DIAMOND H BRAND

DELUXE GAME CORP.

COMPLETE LINE OF PLAYGYMS AND PLAYGROUND EQUIPMENT

COMPLETE LINE OF SPRING HORSES
CASTOR PONIES

PEG TABLES
TABLE & BENCH SETS
BLACKBOARDS
WALLBOARDS
TOY CHESTS
GAME TABLES
BOWLING GAMES
ARTIST EASELS
RACING GAMES
TENNIS TABLES

FAMOUS 'LINO' BUILDING SETS

lisbeth whiting

KNITTING JENNY IS COMING!

You'll sure pop your eye balls when you see KNITTING JENNY! Yes Siree! It's a real dandy from those lovable, down—on—the farm Lisbeth Whiting folks! Once they put their pumpkin heads together they sure can come up with a real winner! Natcherly, we cain't let the hawg outa the pen by writin' what it is but see one of these here squealin', tattle-tailin' CITY TYPE FELLERS!

IN THE NORTHEAST—Nathan & Heide, Inc., 200 Fifth Ave., New York, New York; MID-WEST—Al Cohen & Assoc., 1401 Merchandise Mart, Chicago, Illinois; CALIFORNIA—Chet Handler Assoc., 1933 South Broadway, Los Angeles; NORTHWEST—Al Posner Co., 1633 N. W. 21st Ave., Portland, Oregon; SOUTH—Hanson Southern Sales Co., 3384 Peachtree Rd. Bldg., Atlanta, Georgia; CENTRAL—S. Ungar & Co., 4227 Lindell Blvd., St. Louis, Missouri; NORTH CENTRAL—Howard Raport, 2664 Dakota Ave. So., Minneapolis, Minnesota; ALASKA—Fred Kohli, P. O. Box 2079, Anchorage; HAWAII—B. F. Schoen, Inc., P. O. Box 3464, Honolulu.

TOY FAIR
HOTEL N. Y.
ROOM 1033

LISBETH WHITING CO.

333 STANLEY AVENUE • BROOKLYN 7, N. Y.

Showroom
200 5th Ave.
Room 867

56 988 passengers by running two sections for more than seven weeks.

This year the railroad is really raising steam The *Silverton* will operate 22 more days by starting June 3 and running through September 30; Burnham Shops in Denver is delivering six more "new-old" 48-seat coaches, and combine No. 212 is being converted into a baggage-snack-recreation car (cousin 126 proved popular as such last year); and "Sport Model" K-28 Mike 476 has been overhauled as support power for sisters 473 and 478. On peak days this summer fans are promised two trains, one with 10 cars and the other with 11, shouting up the canyon an hour apart, rolling more than 1000 people into a narrow gauge heritage that won't say die

Very, very few other roads can say about any area of their business, along with P.T.M. Harold Eno, that they're "hopeful" they won't have to hang out the sold-out sign in 1964 and can handle "all applicants for space without any embarrassment in the way of turning them down due to lack of capacity."

Thanks, D&RGW

What to vote for

It isn't all that the rails need but it's far better than nothing: H.R. 9903. That's the industry's consensus of the bill authored by Representative Oren Harris (Dem., Ark.) and unanimously approved by his House Interstate and Foreign Commerce Committee and released to the House. Termed "Transportation Amendments of 1964," H.R. 9903 would

¶Exempt the transport of agricultural commodities and fishery products from economic regulation. Presently only truckers and barge lines moving such loads in bulk escape the I.C.C.'s eye. Under H.R. 9903, however, all rates — rail, truck, barge — would be filed for public inspection; all carriers would be subject to the same anti-trust laws now governing exempt truck and barge movements.

¶Repeal the Interstate Commerce Act's commodities clause except for agricultural and related commodities. Since 1908 rails have been forbidden to haul anything they mine, manufacture, or produce except timber and timber products; hence the roads have been hampered in efforts to diversify into other fields.

¶Reduce the maximum number of bulk commodities, excepting agricultural, which a barge line can carry in a single tow and still qualify for exemption from regulation.

The bill has White House support. Continuing the resolve of the late President Kennedy to iron out "the chaotic patchwork of inconsistent and often obsolete legislation and regulation" in transport, President Johnson has asked Congress to achieve a "fast, safe, and economical transport system." The rails have the diesels, big cars, unit trains, tariffs, and desire to answer that request with respect to agricultural commodities and fishery products. H.R. 9903 is the go button.

The integrity of the bill is not that it favors the rails over other transport but rather that it would (if only partially) equate the train with the barge and the truck

Who can knock *that*?

Now LCL goes Special Delivery

L&N's new LCL service is fast and reliable with door-to-door convenience, at low rail rates ■ Our **new** less-than-carload service assures you competitive schedules between all points. A typical haul — between Louisville and Atlanta — now takes just two days. Using piggyback equipment and facilities, we give you door-to-door pick-up and delivery plus dependable schedules — both at rail rates. And you're served without delay through 15 LCL distribution terminals along L&N's 5,700 miles of track.

Ask your freight representative for a rate chart and schedule. See how L&N saves you time, money and worry when LCL goes this **new** way.

L&N

LOUISVILLE AND NASHVILLE RAILROAD

Wheel Goods

OUT OF THIS WORLD...

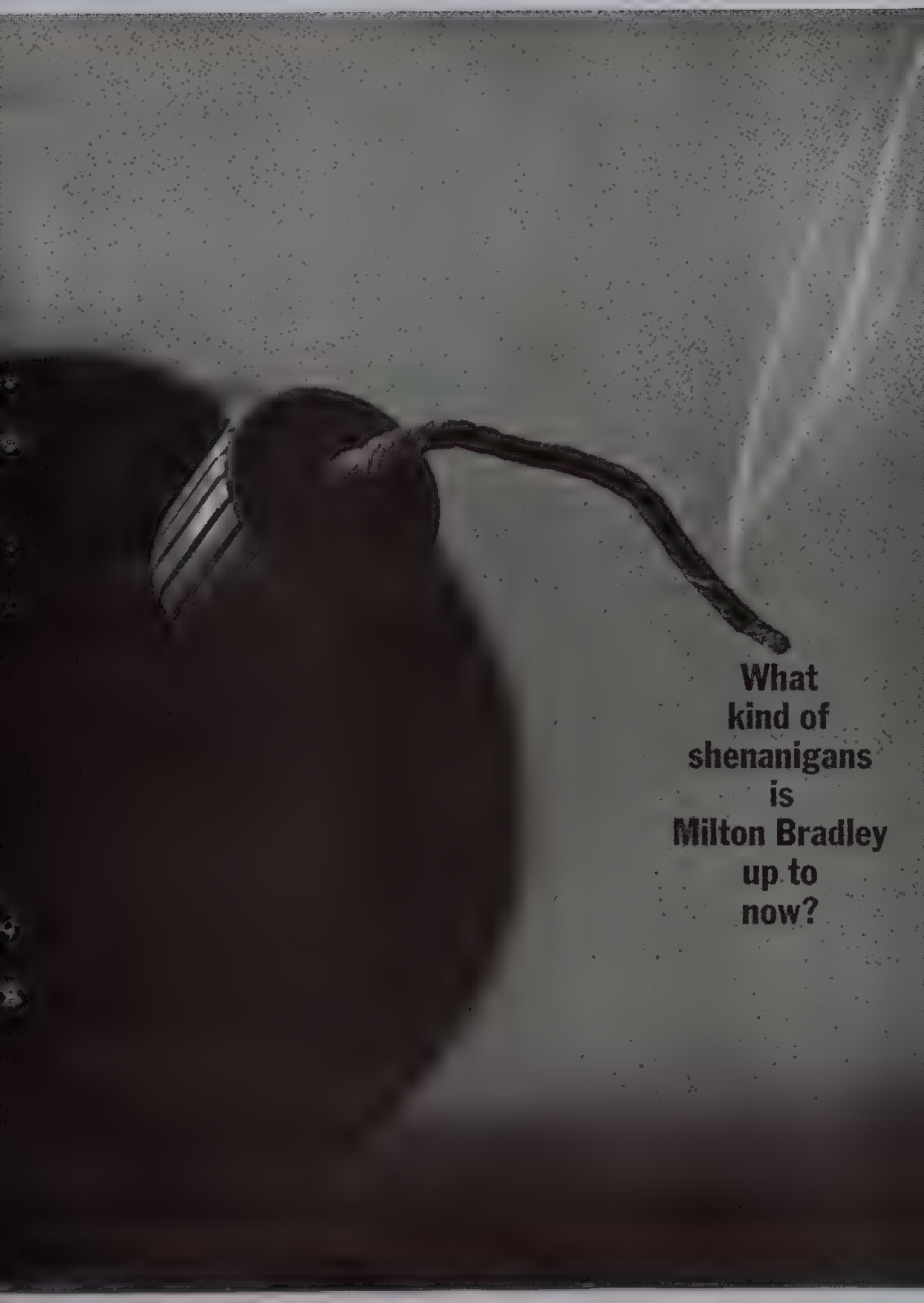
Here is a beautiful galaxy soon to be discovered—stars of the bright, new '64 line of wheel goods from MTD Products Company. At the Toy Fair, see outstanding new velocipede models with sweeping, sure-to-be-copied framework and tender styling. See the new 20" Jet Star Bicycle with the big-bike look, big-bike features, and a lot of "small fry" appeal. See the all-new "Mustang" Tractor dual front wheels for "row cropping" and big, oversize rear wheels that look just like the real McCoy. The finishes sparkle in contemporary, sky-bright colors. NEW MODELS NEW FEATURES NEW VALUES Ready to set sales soaring in '64! ***SEE THEM AT 1107 BROADWAY***

MTD QUALITY

MTD PRODUCTS, INC.

The METAL WARE Corporation

TWO RIVERS, WISCONSIN NEW YORK: 200 Fifth Ave.


What
kind of
shenanigans
is
Milton Bradley
up to
now?

Shenanigans – Milton Bradley's a brand-new line of action

own TV Game Show – promotes games!

Shenanigans, a great, new game-show on ABC Network TV, is fully-sponsored by Milton Bradley! Starts September 26th in prime Saturday morning time!

And the M.C. of Shenanigans is Stubby Kaye, star of TV, movies and Broadway (Li'l Abner, Guys and Dolls). Kids love him. And we'll bet he'll sell millions of Milton Bradley's new action game, Time Bomb!

Other brand-new action games featured on Shenanigans are: Pow!, Wow!, Tussle, Kookie Chicks and Tilt 'n Roll. Plus these proven best-sellers: Boob Tube, Magic Mary, Lolli Plop and Candy Land. Plus Glitter Color Kit and a new board game, Shenanigans, based on the show. See them all at the Toy Fair. Get your orders in early.

What else is Milton Bradley, the leader, up to?

The Today Show with Hugh Plus the biggest spot TV campaign ever launched by a game maker!

Downs! The Steve Allen Show!

Hugh Downs, the salesman who sold Milton Bradley's American Heritage Games so successfully last year will be back for eight weeks starting October 26th. And another great salesman, Steve Allen, will start to work for Milton Bradley on the same day. Together they'll be promoting: The Game of Life, Stratego, Dogfight, Broadside, Battle Cry, Go to the Head of the Class, Easy Money, Game of the States, and Rack-O!

TV Spots will cover the 75 important markets in the country starting October 26th and running all the way through to Christmas. This barrage of spots will feature: The Game of Life, Stratego, Go to the Head of the Class, Game of the States, Rack-O, Easy Money, Dogfight, Broadside, Battle Cry, Password and Concentration!

Good Housekeeping and Parents' Magazines, too. Ads feature Milton Bradley's new World's Fair items, plus Why, Park and Shop, Video Village, Concentration, Uncle Wiggily, Happy Little Train, Chutes and Ladders and Pirate and Traveler.

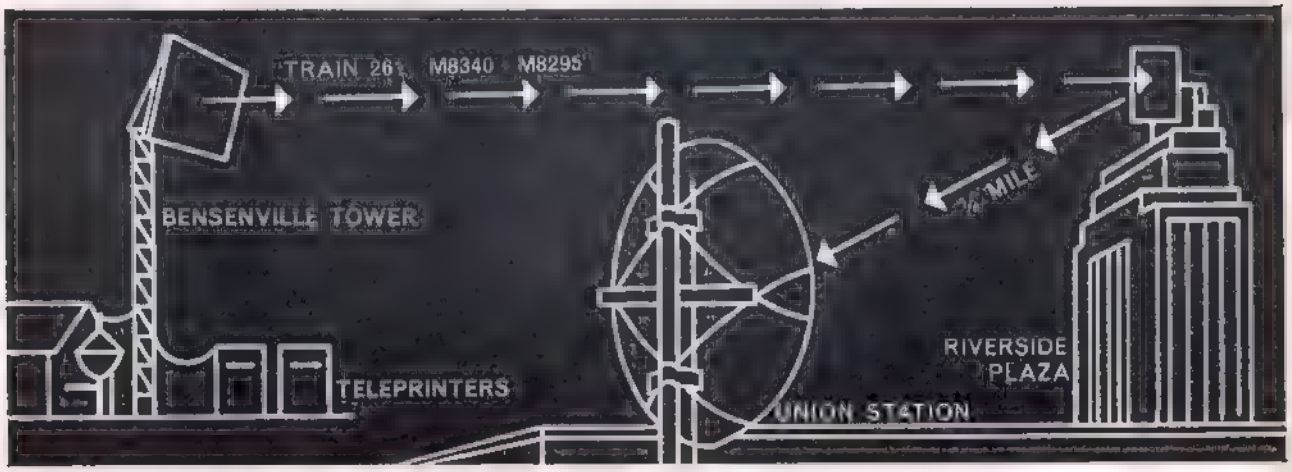
And Milton Bradley, the leader, gives you still more...

Plus the TV support that sold more than 3,000,000 copies of Password in 1963!

Hit TV Shows (like Password on CBS) pre-sell your customers on Milton Bradley's TV Show Games: Concentration (another top best-seller in '63), You Don't Say, The Match Game, Beverly Hillbillies. And this year there'll also be new game versions of Bid it Right, The Price is Right; Get the Message and Let's Make a Deal. This is the kind of support you get from Milton Bradley, the leader! So...

Follow the leader in '64! MB MILTON BRADLEY

Now microwaves make CARSCOPE work faster and better for you!



Microwave radio beams, "bounced" off reflector on Riverside Plaza Bldg., flash to receiver at Bensenville Yards, 17 miles west. From there, data is sent throughout our entire system. Same "three cushion billiard shot" carries incoming transmissions.

Carscope Control Center in Chicago receives information around the clock to better handle freight customer inquiries. New, microwave system permits CARSCOPE to give "speed of sound" attention to tracing, and expediting shipments.

THE MILWAUKEE ROAD

SHIPPERS BENEFIT FROM THE LATEST ELECTRONIC ADVANCES APPLIED BY OUR

CREATIVE CREWS

America's resourceful railroad

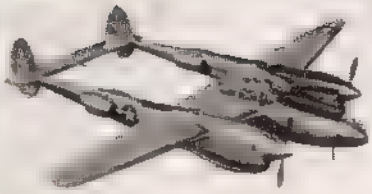
CARSCOPE—The Milwaukee Road's Central Freight Service Department—helps our shippers expedite their carload shipments more efficiently than ever. Tracing, diverting and reconsigning are faster.

It's possible because of our new, 600-channel microwave radio installation that carries dial telephone, teleprinter and high-speed data transmissions between our Chicago general offices and our Bensenville yards. From there, messages proceed via existing circuits throughout The Milwaukee Road's 10,500-mile, 14-state system.

A special Creative Crew from our Signal and Communications Department planned and constructed this new, microwave set-up. And another Creative Crew, at CARSCOPE, is putting it to good use.

They're veterans in the freight service field. Experienced specialists who know all the problems of carload control and who now can solve them for you—at the speed of sound. They can tell where any shipment is, in minutes—and put new orders into effect, in seconds. They do it several hundred times every day!

CARSCOPE, with an assist from our microwave system, is more useful than ever before. Uninterrupted train information streams in—24 hours a day, *every day of the week.* Isn't that the kind of service a shipper wants? He gets it from The Milwaukee!

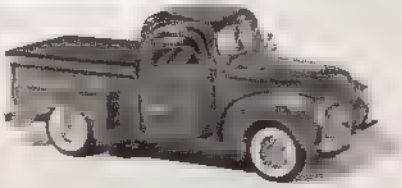


P-38L Lightning • PA97 • $1.49

Blue Beetle Ford Pick-Up • PC93 • $1.49

P-40B Tiger Shark • PA96 • 98c

Hawker Hurricane • PA90 • 98c



1940 Ford Pick-Up • PC91 • $1.98

Little "T" Show Rod • PC92 • $1.49

Li'l Coffin Hot Rod • PC94 • $1.49

Jaguar XK-E • PC98 • $10.98

Monogram
THE NAME FOR Quality HOBBY KITS

1958 Thunderbird • PC89 • $1.98

Predicta Car of the Future • PC95 • $1.49

First Showing | **Hobby Industry Trade Show—Chicago—February**
Annual Toy Fair—New York—March

IMPACT for PROFITABLE HOBBY KIT SALES in '64...by MONOGRAM

These are some of the new Monogram kits for 1964. First presented at Hobby Industry Trade Show, in Chicago, last month. Next showing at Annual Toy Fair, New York, this month.

These new kits in wide variety and four price brackets, can and will add up to a very important share of all retailer sales volume through the year. These are the "bread and butter" type of kits which attract more customers and bring in more sales dollars, than any other type of hobby merchandise.

Retailers—Distributors—a large three-color, 16 page brochure, illustrating and describing these new kits is ready for mailing. If you do not regularly receive Monogram mailings, please write for IMPACT—64.

MONOGRAM MODELS, INC. • MORTON GROVE, ILLINOIS

THE FIRST STYLIZED

TOY FUN SPIN CHAIR

WITH FULL 360° SWIVEL

Swivit

PAT. PENDING

- INDESTRUCTIBLE POLYETHYLENE
- COLORFUL—WIDE CHOICE OF COLOR COMBINATIONS
- WILL NOT MAR FURNITURE OR FLOORS
- SIMPLE TO KEEP CLEAN
- SAFE FOR CHILDREN

SOME OF ITS USES . . .

• USE AS A MODERN TV CHAIR • AS A HIGH CHAIR • AS AN AUTO SEAT • AS A FUN CHAIR . . . EYE APPEALING!

Colors Available: No. S300 Turquoise and Black, No. S400 Orange and Brown, No. S500 White and Blue, No. S600 Beige and Brown
Approx. Ship. Wt. 22 lbs. Packed 4 Per Carton or 1 Per Carton 6¼ lbs Ship. Wt.—One Combination of Color Per Carton
Seat Height 11 inches

TOY FUN CHAIR

Sitit

Same construction as SWIVIT CHAIR except with metal legs and does not swive .
Colors Available: No. K100 Yellow, No. K200 Red, No. K300 Turquoise, No. K400 Orange—All have Black metal legs.
Approx. Ship. Wt. 48 lbs. Packed 12 Per Carton
One Color Per Carton—Seat Height 12 inches

FOR THOSE WHO WANT SOMETHING DIFFERENT!

PRINTED IN U.S.A.

COPYRIGHT 1964

NEW . . . EXCITING CONCEPT IN CHILDREN'S TOY FURNITURE

Rokit

PAT PENDING

ROCKIN' CHAIR

Colors Available: No. R100 Yellow, No. R200 Red, No. R300 Turquoise, No. R400 Orange

Approx. Ship. Wt. 16 lbs. Packed 4 Per Carton or 1 Per Carton 5½ lbs. Ship. Wt. One Color Per Carton, Seat Height 10 inches

- INDESTRUCTIBLE POLYETHYLENE
- WILL NOT MAR FURNITURE OR FLOORS
- WIDE CHOICE OF COLOR COMBINATIONS
- SIMPLE TO KEEP CLEAN
- SAFE FOR CHILDREN—NO SHARP EDGES

SOME OF ITS USES . . .

TV CHAIR • ROCKIN' CHAIR • HIGH CHAIR • AUTO SEAT • FUN CHAIR • AT THE BEACH • AS A SWING • WITH TOY STORAGE

FOR TOY STORAGE . . .

Back panel can be cut on indented edge of oval without structural damage to chair.

PERMANENT SHOW ROOM, 1107 Broadway, New York

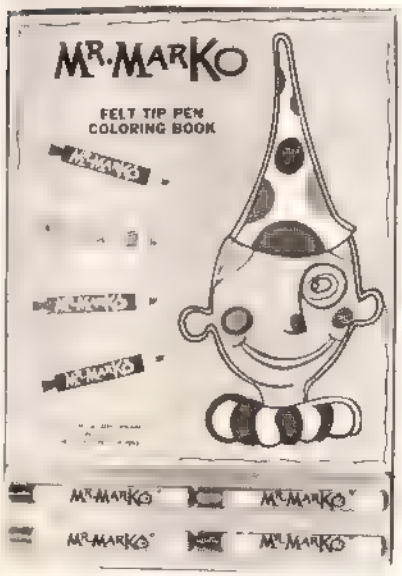
MOULDED PRODUCTS, INC. *DIVISION OF* ***MAGNA TEK, Inc.***

MAPLE PLAIN MINNESOTA

MARKO INDUSTRIES

TRADEMARK

MR. MARKO



retail **$1.98**

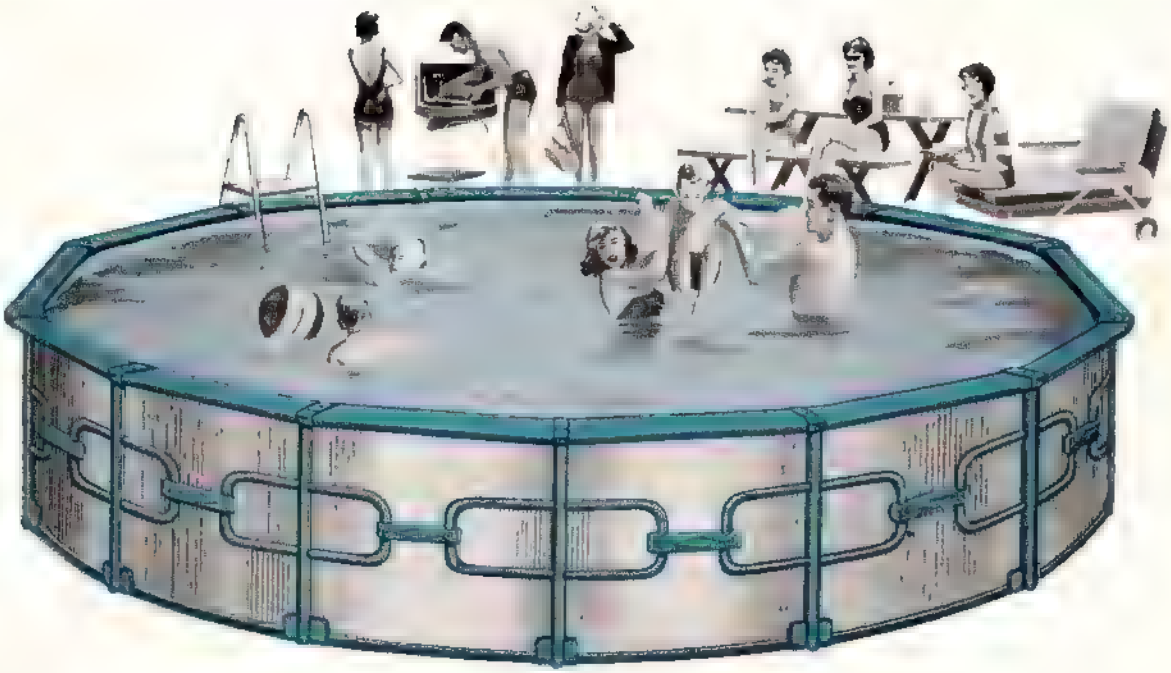
SEE THE WORLD'S PREVIEW OF THE MR. MARKO AND MISS MARKA

WATER COLOR "FELT-TIP" PEN COLORING SETS

ROOM 645

HOTEL NEW YORKER

MARKO INDUSTRIES
22 WEST I STREET / MT. VERNON, N Y



Profit floats on top of every MUSKIN POOL!

MUSKIN
BRIDGE TYPE CONSTRUCTION POOLS
PIONEERS IN THE POOL INDUSTRY

Built like a bridge— they'll support a truck!

Actual photograph of demonstration test. The 1548J MUSKIN "SURF KING" FAMILY SWIMMING POOL easily supports a combined weight of 4,650 pounds.

In 1964 you can sweep ahead to tremendous extra volume and profit with MUSKIN POOLS, and the greatly expanded line of MUSKIN POOL CHEMICALS and ACCESSORIES!

Every pool in the great MUSKIN LINE FOR '64 was planned to give you the best-looking, sturdiest and most practical models incorporating MUSKIN'S ADVANCED ENGINEERING AND BRIDGE-TYPE CONSTRUCTION.

MUSKIN MERCHANDISING offers you a model, size and price to satisfy every selling need from the top of the line to the hard driving price promotion. Write for our complete catalogue and price list!

SEE THE BIG "M" LINE AT THE TOY FAIR, MARCH 9TH-14TH

Room 805, 200 5th Avenue, New York
JUVENILE LINE: Room 321, One Park Avenue, New York

PERMANENT SHOWROOMS

Gabriel Brothers, Room 805, 200 5th Avenue, New York 10, N. Y.
Phone: WA 4-6580

Cole-Weiss, Room 1418 Merchandise Mart, Chicago 54, Ill
Phone: 467-5626

V.I.P. Sales, 1 Maple Street, Englewood Cliffs, N. J.
Phone: LOwell 7-2313

MUSKIN MANUFACTURING COMPANY, INC., WILKES-BARRE, PA.

• Backyard Swimming Pools • Round Family Wading Pools • Rigid Frame Wading Pools • Baby Beds • Baby Seats • Kiddie Swings • Walkers and Jumper Walkers

SMART MONEY IS GOING AFTER 21,000,000 KIDS

. . . and getting them every time, right where they live. And breathe. And devour every word (including the ads). In the Comics, NATIONAL COMICS.

Call it a Cult if you like. A Wholesome Cult, 21,000,000 strong. Whatever you call it, it's clear that National Comics get through to 21,000,000 different youngsters every four weeks as no other advertising medium possibly can! Capturing their imagination. Satisfying their curiosity. *Constantly delighting them with the written word and the lasting picture.* Why else would this eager young audience go out and spend its own money – $10,000,000 in 1963 alone – on National Comics?

All this is why smart money is going into comics, National Comics . . . one of the most dynamic, dependable forces in the advertising world – proving its profit value to the toy and hobby business daily

SUPERMAN . . . BOB HOPE . . . BAT MAN . . . WONDER WOMAN . . . JERRY LEWIS . . . FLASH . . . GREEN LANTERN . . . just a handful of the 42 different comic magazines we publish! Young America knows the titles by heart and not only reads, but re-reads, every one of our 42 books. And unlike TV, powerful as it is, the kids never turn National Comics off.

NATIONAL COMICS ARE ALWAYS WORKING FOR YOU, DAY IN, DAY OUT. WHEN YOU PUT YOUR ADVERTISING MESSAGE INTO NATIONAL COMICS, THERE'S NEVER A CHANCE IT WILL VANISH INTO THIN AIR

Unlike TV, you get unlimited mileage out of the advertising dollar you spend in The National Comics Group. In New York City, for example, a saturation campaign on TV costs about $55,000 to reach the kid market for eight weeks.

That money in National Comics (New York City audience) once a month, reaching 690,000 primary children readers, would last almost ten years.

Or, think of this: You can get a full page in National Comics for the cost of just producing a minute TV commercial film!

SO, IF YOU WOULD LIKE TO GET YOUR ADVERTISING MESSAGE ACROSS TO 21,000,000 KIDS MORE MEMORABLY THAN TV DOES IT FOR YOU, OR IF YOUR ADVERTISING BUDGET DOESN'T PERMIT TV, OR IF YOU WANT TO SUPPLEMENT YOUR TV SCHEDULE WITH FOOLPROOF PRINT,

Concentrate your advertising budget on the books kids like best – 42 of them in The National Comics Group!

"SMART MONEY IS GOING INTO COMICS"

THE NATIONAL COMICS GROUP

most powerful medium in print to sell toys and hobbies

SPECIAL REPRESENTATIVE FOR TOY AND HOBBY INDUSTRIES

THE CULVER COMPANY, 331 MADISON AVENUE, NEW YORK, N. Y. 10017 • TEL. TN 7-2460

until you see what's behind the door of rooms

551

and

319

200 5th AVENUE

•

Our *only* displays during the TOY FAIR and thruout the year

•

For faster sales and bigger profits it's

NATURAL DOLLS

1915 — 1964

If unable to attend the Toy Fair Write for Catalogue and Prices

NATURAL DOLL CO., Inc.

CHARLES COLOMBO, PRESIDENT

200 FIFTH AVENUE **NEW YORK 10010**

OREGON 5-0067

YOUR ORDERS WENT TO OUR HEAD

SO NOW WE'RE TOPPING EVERYTHING!

Again in '64, Newark Felt tops everything in hats with sizzling sales appeal! **HOOTENANNY HATS...HILLBILLY HATS**...our exciting new **HIS 'N HER WESTERN HATS** for tots and teens!

Like traffic? Our **NEW LADIES' HAT SHIPPER-SHOWBOX** makes selling hats as easy as fun in the sun! For details, head for Room 545 at the Hotel New Yorker. Or write:

newark felt novelty co.
50 Jelliff Avenue
Newark, New Jersey

ing of these homes and the clothing of these people will be retailing's challenge and the summons of the mid-sixties," he warned. This message is something which all retailers must ruminate upon at length. Success, even in boom times, comes only to the enterprising. During the relatively good times of the 1960-64 era, more retailers have been in trouble or have shut down than at any time since World War II.

LEASED DEPARTMENTS . . . How do discounters open so many stores so fast when U. S. retail establishments increased by less than 1 per cent in 1962? One answer, says "American Investor," is leased departments, whose sales have been estimated at one-third of total discount volume. They involve stores-within-stores specializing in furniture, appliances, sporting goods, snack bars, lighting fixtures and lamps, hardware and building materials, jewelry, cosmetics, shoes, auto parts and soft goods. One thing that is boosting the leased department operator's stock is the entrance into discounting of such old-line retailers as Woolworth, with its Woolco stores; Kresge with its K-Marts; Penney with its Treasure Islands; and National Bellas Hess, a mail order house. A single leased department operator might have units in all four chains, "American Investor" notes. Leases vary but one operator pays $10,000 annually plus 3 per cent of gross sales. Private brands are used extensively to prevent loss of lessee's identity. Low inventories and jet-paced stock turnover are a leased department characteristic.

SUPERS LIKE NON-FOODS . . . New supermarkets are leaning more and more on non-food sales. This finding, by the Super Market Institute, shows that on the average, new supers opened last year obtained 5.5 per cent of total sales from non-foods. Typical non-food sales for over-all SMI member operations (including both new and old stores) amounted to 5.3 per cent of total sales in 1962. In SMI's view, non food lines include health and beauty aids, housewares, toys, magazines, glassware, stationery, soft goods, but do not include other non-foods commonly carried in grocery departments. Space devoted to non-food lines (which carry better-than-average margins) continues to return smaller sales per square foot than the store as a whole. Non food departments are most significant in larger stores, averaging 6.0 per cent of total sales and 10 per cent of selling area in supermarkets with selling area above 15,000 square feet. Similarly, the highest volume stores (with sales above $60,000) show the heftiest share of non-food sales to total sales. By type of location, non food sales are proportionately highest in neighborhood locations (7.0 per cent of sales) and lowest in new large shopping centers (5.0 per cent of sales).

PLAYTHINGS' TOY FAIR EXHIBIT
ROOM 527, HOTEL NEW YORKER

Exclusive

OHIO ART

tammy®

IRONS
•
IRONING BOARDS
•
COMBINATION SETS

No. 227 TAMMY® ELECTRIC STEAM IRON

Movable temperature and steam control dials. Carries UL seal of approval. 115 volts, 10 watts. Size: 7⅜" long, 3¾" wide, 3⅞" high Each in self display shrink pack box.

1 doz. ctn. Approx. wt. 16 lbs.

No. 233 TAMMY® IRONING BOARD WITH PAD AND COVER

Combination set. Metal board 29" long, 8" wide, 22" high complete with full length pad and cover. Each in shrink pack

1 doz. ctn. Approx. wt. 39 lbs.

No. 237 TAMMY® IRON, IRONING BOARD, PAD AND COVER COMBINATION SET

Combination set complete with Tammy® metal ironing board, pad and cover, and Tammy® electric steam iron. Each in self display shrink pack box.

½ doz. ctn. Approx. wt. 35 lbs.

©1964 Ideal Toy Corporation
Trademark Tammy® is used under license from Ideal Toy Corporation

THE OHIO ART COMPANY BRYAN, OHIO

Exclusive OHIO ART MECHANICAL TOYS

No. 600 "TOE JOE" CLOWN

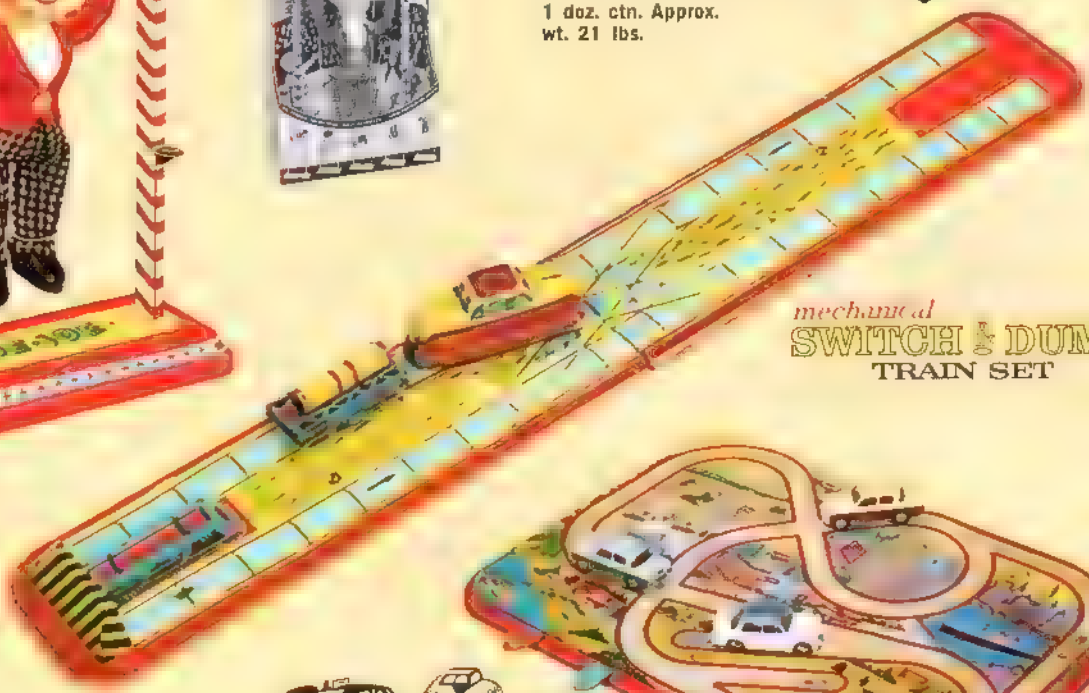
Mechanical clown flips 'round and 'round the trapeze. No winding. No batteries. Fully automatic! Long playing action!! Size-16¼" high, 9½" wide. Each in window box package.

1 doz. ctn. Approx. wt. 26 lbs.

No. 601 MECHANICAL "SWITCH AND DUMP" TRAIN SET

All lithoed metal. Durable, wind-up mechanical train set 4⅛" x 28⅜", flat car, loading platform. Automatically switches and loads pipe.

1 doz. ctn. Approx. wt. 21 lbs.



mechanical SWITCH & DUMP TRAIN SET

TRAFFIC CONTROL

HI-WAY ROAD SET

No. 611 TRAFFIC CONTROL

4 color metal lithoed board with three 3⅜" mechanical cars. Cars are controlled on the board with four hand-operated levers. Each in full color box.

½ doz. ctn. 15½ lbs.

No. 612 MECHANICAL HI-WAY ROAD SET

Large scenic metal lithoed board in 3-dimension, with double lane bridge and underpass. Over 8 feet of road on compact base designed with winding post 3 metal lithoed cars have strong spring-wound motors.

1 doz. ctn. Approx. wt. 29 lbs.

OHIO ART TOYS ARE WORLD FAMOUS FOR QUALITY

Exclusive OHIO ART DRAWING TOYS

No. 495 3 D'S DRAW, DRAFT, DESIGN KIT

Fascinating drawing aid for young architects, engineers, designers and drawing enthusiasts. Professionally designed mechanical square does away with 5 basic drawing tools. 17" x 11" x ⅛" durable drawing board, divider and compass, pencils, masking tape, eraser, drawing pad. Each in shrink pack box.

1 doz. ctn. Approx. wt. 33 lbs.

No. 505 ETCH A SKETCH®

Great family fun! Works like magic! Draw! Design! Write! Etch A Sketch® does everything but dot the *i*. Manipulate knobs to form letters, pictures, charts, designs, etc. Bright red plastic frame. Glass window: Approx. 9½" wide, 7¾" high and 1¾" thick. Each in open display box.

½ doz. ctn. 10½ lbs.

No. 505A Packed 1 doz. to ctn. 20 lbs.

Walt Disney
SKETCH A GRAPH®
with Pantograph

No. 502 WALT DISNEY SKETCH A GRAPH® With PANTOGRAPH

Enlarge or reduce almost any drawing... in color... with this practical concept of the pantograph. Mickey Mouse and Donald Duck pen holders, 4 arms, 3 pens, one each: red, blue, green, drawing paper and Walt Disney Sketch Book. Suction cups keep original copy flat, eliminate slipping. Each in full color box. ©Walt Disney Productions.

1 doz. ctn. Approx. wt. 29½ lbs.

Etch A Sketch®

OHIO ART TOYS ARE WORLD FAMOUS FOR QUALITY

OHIO ART TEA SETS ARE

First in Quality
First in Packaging

No. 426 "HOLIDAY" PARTYWARE SET

Beautiful 35 piece plastic and metal Holiday set with 13½" x 18½" metal tray. Prize w nning package.

½ doz. ctn. 21½ lbs.

COUNTRY KITCHEN

No. 421 "Country Kitchen" Tea Set

Outstanding window box package. 14 p ece metal lithographed tea set w th 8 "x 10" tray.

1 doz. ctn. Approx. wt. 26 lbs.

THE OHIO ART COMPANY • BRYAN, OHIO

NEW YORK OFFICE • 200 FIFTH AVENUE BUILDING • SUITE 628

...its correct name is

WISHNIK T.M.

EXCLUSIVE with UNEEDA

WARNING

Uneeda Doll Company, Inc. has been licensed by Dam Things Establishment to manufacture and sell troll dolls under U.S. Design Letters Patent No. 190,918 dated July 18, 1961.

Under the Patent Laws, anyone who makes, uses or sells an infringing doll is liable and subject to legal action.

UNEEDA DOLL COMPANY, INC.

SHOWROOMS: Room 556 • 200 Fifth Avenue • New York 10, New York

America's Leading Manufacturers of Popular Priced Dolls Since 1917

Christmas is a GIRL . . .

Fashion Queen Barbie . . . the doll with an elegant air, an unmistakable fashion flair . . .

Fashion Queen Barbie Doll comes complete with three high-fashion wigs

See pages 12 13 for other Barbie items

A FASHION QUEEN BARBIE DOLL. Lifelike flesh-tone plastic. New molded head. Three high-fashion wigs of rooted Saran in three colors and styles. Wears gold-tone striped lamé swim suit beach bandana, white plastic pumps fake pearl earrings With wig stand doll stand (Wears all Barbie clothes—see outfits below 11½ in high
X 921 1400 A—Wt 13 oz 3.44

B MOOD FOR MUSIC Velvet capris, evening sweater Angora trim cardigan Gold wedgies (Doll not incl) Made in Japan
X 921 1384 A—Wt 6 oz . 2.17

C SENIOR PROM. Stunning satin strapless gown bouffant tulle overskirt. Matching slippers (Doll not included) Made in Japan
X 921 0048 A—Wt. 5 oz .. 2.17

D CAREER GIRL. Elegant tweed suit, matching hat. Sleeveless sweater, shoes, smart long gloves. (Doll not incl) Made in Japan
X 921 1376 A—Wt. 6 oz..... 2.17

E SPORTS CAR. Has real sports car look! Plastic with chrome-colored bumper, grill lights, clear windshield. Free rolling wheels (Doll shown not included)
X 921-1368 A—3 lbs. 12 oz. .3.77

G BARBIE FASHION SHOP Windows modeling stage, display cases furniture cutout mannequins Sturdy 4-color cardboard About 39 x 24 x 17 Folds for storage Doll and doll costumes shown here are not included)
X 921-1392 A—Wt 7 lbs.. 3.99

and her very special doll

Pre-teen Tammy . . . she's so natural . . .
as appealing and bright as today's pretty pre-teen

[A] **PRE-TEEN TAMMY DOLL.** Typical pre-teen charmer from the top of her lightly teased Saran hair to her white sneakers. Polyethylene plastic body with arms, legs, head of vinyl plastic 12 in. high (Sorry, no choice of hair color.) Wears blue playsuit, white sneakers. Order other clothing for Tammy below.)
X 921-0915 A—Wt. 11 oz. 1.99

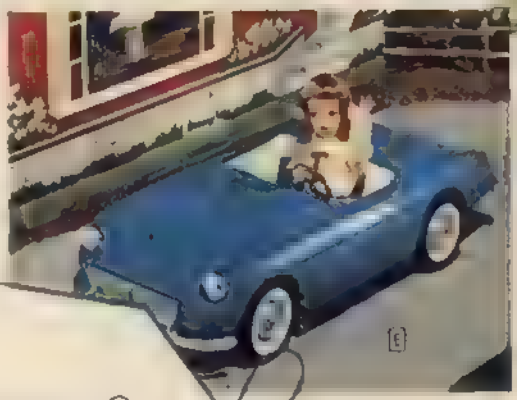
[B] **RING-A-DING.** Velvet pants, ruffled overblouse, wedgies. With phone from TV, phone book. (Doll not incl.) Made in Japan
X 921-1442 A—Wt. 8 oz. 2.64

[C] **CHEERLEADER.** Bulky sweater, flared skirt, cap, pants, socks, and shoes. With megaphone and baton. (Doll shown is not included. Made in Japan
X 921-1434 A—Wt. 8 oz. 2.17

[D] **CHECKMATE.** Checked blouse blazer, pleated skirt. Handbag necklace, shoes, stockings, hair bow. (Doll not incl.) Made in Japan
X 921 1459 A—Wt. 8 oz. . . . 2 99

[E] **TAMMY SPORTS CAR.** Her very own. Styrene plastic with chrome-tone bumpers. Clear windshield, bucket seats, whitewalls. (Doll not incl.) Wt. 2 lbs. 8 oz.
X 921-1426 A. 3.99

[G] **TAMMY DOLL HOUSE.** A pre-teen's dream. Has shuffleboard court, ping-pong table, juke box, TV—even a patio. Colorful heavy-duty cardboard folds compactly. (Doll shown not included.) Wt. 8 lbs. 11 oz.
X 921 1418 A 4 33



the tops in
Tammy®

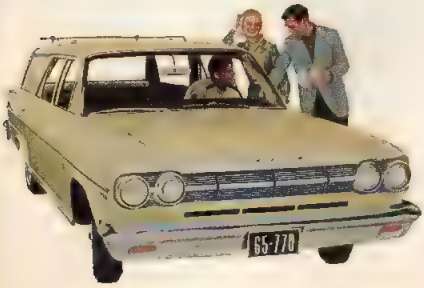
See pages 10 and 11 for other Tammy merchandise.

Save this catalog keep it handy to order toys through Sept. 21, 1964

Classic! New Torque Command Engines!

NEW SPECTACULAR WAGONS—
SENSIBLE EXTRA VALUES

Roof-Top Travel Rack, standard at no extra cost. Big hidden compartment under cargo floor. Three-seat option.



One of three Rambler
SENSIBLE SPECTACULARS

Biggest, most powerful Classics ever built—sedans, hardtops, wagons and a spectacular new-for-1965 convertible! More room than ever—still outmaneuvers any other U.S. make. NEW! Three versions of the 7-main-bearing Torque Command high-performance Six engine. Two V-8's, up to 270 hp. NEW! Every inch of sculptured steel is completely new. NEW! Disc Brake option for greatest stopping power. Double-Safety protection of separate hydraulic systems is standard. PLUS . . . all the solid values that keep Rambler's resale value high: like world's best rustproofing; stronger Advanced Unit Construction; Ceramic-Armored exhaust system, and more. See Rambler '65 at your Rambler dealer! *American Motors—Dedicated to Excellence*

THREE NEW SIZES FOR 1965

RAMBLER AMBASSADOR—Largest, Finest Rambler
CLASSIC—New Intermediate-Size Rambler
AMERICAN—The Compact Economy King

Watch the Danny Kaye Show on CBS-TV, 10:00-11:00 P.M., EST, Wednesdays

Your choice of three styles
each at a new low price

SAVE 3.00
Reg. 32.95

29.95 each

15 Flat-top Guitar

16 Arch-top Guitar

17 Classic Guitar

Electric Guitars

SAVE 5.00 ON EACH

23 Single Pick-Up Guitar 37.95

24 Double Pick-Up Guitar 47.95

24 SAVE 5.00

84.95

25 SAVE 5.00

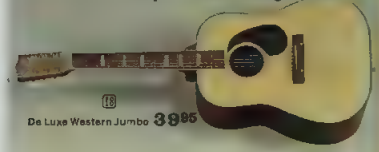
64.95

26

34.95

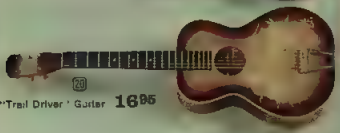
Amplifiers to meet all Guitar Requirements

Guitar Values to meet
Every taste and budget



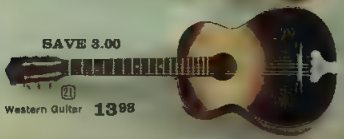
18 De Luxe Western Jumbo 39.95

19 Roy Smeck 42.95



20 "Trail Driver" Guitar 16.95

SAVE 3.00



21 Western Guitar 13.98

27 Violin Outfit 18.95

28 SAVE 5.00 49.95

29 SAVE 3.00 16.95

30 3.98

31 SAVE 5.00 34.95

32 SAVE 2.00 12.95

(1) **Auto Harp** . . . chord or strum for harp, banjo, guitar, zither effect. So easy to play. Thirty-six strings, twelve chord bars complete chromatic range for 2½ octaves. C, F, B flat and G major, G, C, D, A and E sevenths, A, D G minors. Solid Wood body finished in Black with black buttons and white celluloid chord labels. Include tuning key wire music stand four picks instruction book and transposing chart. Size about 21 ½ by 12 by 1½ inches.
060-R 6579. . . . . 39.95

(2) **Portable Electric Organ** . . . complete family music centre. Organ has 28 full size keys with 12 touch-button chord section. Permanently tuned stainless steel reeds. Portable carrying case in leather look wipe-clean plastic. Piano-hinge to and folding music rack. Instruction book. Size 9½ by 20 by 7 ins high.
060-R 4506. . . . . 59.95

MOUTH ORGANS

(3) **Concert Tremolo.** Six harmonicas in one, each with 20 double holes. Keys A, B, C, D F G: 40 reeds. About 7¾ inches long.
60-R 6022. . . . . 19.95

(4) **"The 64 Chromasion"**—16 single holes, 64 reeds, 4 full chromatic octaves. Lower octaves valved for easy blowing. 7 inches long. Key of C.
60 R 6021... . . . . 19.95

(5) **Marine Band**—perennial favourite. 10 single holes 20 reeds Key of C. About 4 inches long. Instruction book
60-R 6019. . . . . 2.75

(6) **Hohner Echo**—curved mouthpiece 16 double holes, 32 reeds. Key of C. About 5 inches long. Instruction book.
60 R 6017... . . . . 3.50

(7) **Hohner Comet**—octave tuning 16 double holes 32 reeds. Key of C About 5 inches long. Instruction book
60 R 6018. . . . . 4 50

(8) **Hohner Soprano Melodica** . . . anyone can play! Two full octaves from C to C. Wood centre for good tone rust-resistant metal reeds, plastic piano-type keys, metal casing. Comes in form-fitted box extra mouthpiece included. About 13½ by 2½ by 1 ½ inches.
60-R 6020. . . . . 11.95

ACCORDIONS

(9) **Normally sells at a much higher price!** 120-Bass Frontalini de luxe lightweight piano style in Black Plastic finish with chromium-plated trim. Exclusive bass mechanism 41 black and white treble keys five treble and two bass couplers, two master switches. Three reels Swedish blue steel reeds in treble four in bass. Padded leather shoulder straps. Instructions carrying case. Weight about 20 lb. 16 by 19 inches.
060-R 6582
11.00 Monthly* or Cash . . . 219.00

(10) **Vienna-style,** button-style light-weight Accordion with two rows of button keys . . . twenty-one five-button treble keys, eight bass keys. Strong plastic trimmed case.
060 R 6578.
3.00 Monthly* or Cash 24.95

(11) **12-Bass Frontalini.** Twenty five treble keys, two sets of Swedish steel reeds in treble four in bass. Shoulder straps and instructions. Req. 69 95
060 R 6555
6 00 Monthly* or Cash 59.95

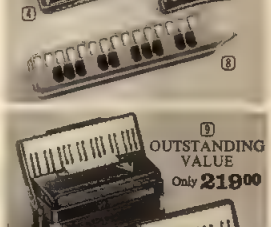
(12) **Latin American Rhythm Outfit.** Authentic Bongo Drum with two-tone sides cut Wood Shells and cured white Goatskin head. Heads 7 ¼ by 6¼ inches across, height 6¼ inches. Other instruments hand-painted gourd maracas. Wooden claves (rhythm sticks).
060-R 6576.
With instruction book. 10.95

(13) **Kel Kit Drum Set** includes shallow snare-style snare drum about 14½ ins. diam. and 3½ ins. deep, stand; cymbal about 11 ins diam., cymbal holder pair of drum sticks pair of wire brushes
060-R 6535 Regularly 44.95 39.95

(14) **Metronome** . . . gift for the music student. Loud, clear tick, measures 40 to 208 beats per minute. The mahogany-like plastic case measures 8¼ inches high, 4¾-inch square base.
60-R 6010. Regularly 10.95 9 45

(1) Auto Harp
39.95

(2) Electric Organ
59.95

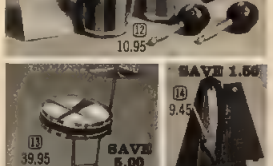


(3) (4) (5) (6) (7) (8)

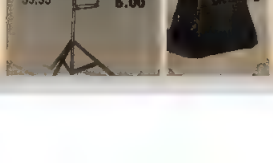
(9) OUTSTANDING VALUE Only 219.00

(10) 24.95

(11) SAVE 10.00
59.95



(12) 10.95



(13) 39.95

SAVE 5.00

SAVE 1.50

(14) 9.45

Three Guitars each at One Low Price

(15) to (17) **Here is your opportunity** this Christmas to own or give any one of these exceptional Guitars at a low, money-saving price! Hour after hour of playing pleasure on a guitar in a style to suit every taste. All three include instruction book pick and neck cord.

(15) **Flat-top Guitar** in full grand concert size (15 by 39 ins.) This strong Hardwood beautifully Mahogany-finished guitar has a hardwood back, abonized finger board and celluloid pick-guard. Included 45 r.p.m. instruction record.
060-R 6504. Regularly 32.95 . . . . . 29.95

(16) **Arch-top Guitar** in auditorium size, about 40 by 15 ins. Arch-top body is Redwood finished with white striped edges. Abonized position markers, non-slip pegs adjustable bridge, celluloid pick-guard, steel reinforced neck.
060-R 6505 Regularly 32 95 29.95

(17) **Classic Guitar** especially designed for intricate chords and progressions used in folk music and flamingo. Extra wide neck allows more finger room for easier playing. Nylon strings, large tone chamber. Spruce top Walnut finish Hardwood body
060 R 6549. About 13 by 38 ins. Regularly 32.95. 29.95

Guitars for All Tastes

(18) **Western Jumbo**—designed for the player on his way up . . . with many professional features. Spruce top, Walnut-shaded body, smartly inlay-bound back and front, steel reinforced neck, Rosewood finger board celluloid guard plate. Book, pick, neck cord included.
060-R 6559. Size 18 by 40 inches. 39.95

(19) **"Ray Smack"** Grand Concert Guitar . . . slim neck for fast fingering steel rod reinforced for strength Black Spruce top Hardwood back and sides in gleaming Black finish White celluloid guard plate. Instruction book, pick, neck strap.
060 R 6507. Size 18 by 40 inches.
5.00 Monthly* or Cash 42.95

(20) **"Trail Driver" Guitar.** Flat-top model standard size (37 by 13 inches). Features Hardwood body geared and machined tuning pegs, black finger board with contrasting fret markers. True-tone strings, instructions pick, neck cord included
060-R 6506. . . . . 3.00 Monthly* or Cash 16.95

(21) **Western Guitar**—Exceptionally rich tone for a guitar in this moderate price range. Sturdily constructed of strong Hardwood with Sunburst Walnut shaded top and walnut-toned back and sides. Geared "non-slip" tuning pegs book pick, neck cord Size 37 by 13 inches.
060-R 6530. Regularly 16.98. . . . . 13.98

Electric Guitars and Amplifiers at a Savings

(22) **Single Pick-up Electric.** Double cut-away solid Mahogany-finished body. Rosewood finger board. Single pick-up provides fine range and balance of tone. Volume and tone controls Steel reinforced neck Beautifully finished and highly polished. Size 38 by 10½ inches Book pick end strap included.
060 R 6593. Req. 42.95 5.00 Monthly* or Cash 37.95

(23) **Twin pick-up, solid body** precision-crafted Guitar that promises top quality performance for beginner and expert alike. Two pick-ups with tone control and individual volume controls . . . three-way toggle switch . . . at the flick of a finger you can add the effect without missing a beat! Hardwood construction with Mahogany finish Rosewood finger board and eight inlaid markers. Steel reinforced neck Adjustable metal bridge. Measures 38 by 10½ ins. Book neck strap and pick included.
060-R 6594. Req 52.95 5.00 Monthly* or Cash 47.95

Each amplifier in a Smart Portable Cabinet with Black Leatherette Covering

(24) **Six-tube Amplifier.** Four inputs 12 inch speaker. Two-volume one tone one tremolo control. Jack for foot-switch control of vibrato. Provision for external speaker. 18¾ by 19½ by 13 inches deep.
060-R 6540 Req. 89.95 7.00 Monthly* or Cash 84.95

(25) **Five-tube Amplifier.** Three inputs, 8-inch speaker, volume, tone, tremolo controls. 12 by 14 by 7 inches
060-R 6541. Req 69.95 5.00 Monthly* or Cash 64.95

(26) **Three-tube Amplifier** with two inputs, 6-inch speaker volume and tone controls. 12 by 14 by 7 inches deep. Outstanding value.
060-R 6542... . . . . 4.00 Monthly* or Cash 34.95

(27) **Violin Outfit.** Includes full-size Violin with Maple sides and back, choice Spruce top; fully haired standard size bow, sturdy lined leatherette covered case with accessory compartment: rosin, set of extra strings instructions
060-R 6533. 3.00 Monthly* or Cash 16.95

(28) **Banjo—five strings,** calf skin head 13-inch extension resonator non-slip tuning keys, top-tension counter hoop. Metal parts nickel plated. Instructions and pick.
060 R 6567. Req 54.95 5.00 Monthly* or Cash 49.95

(29) **Mandolin—arch-top style** Hardwood body in Mahogany finish, abonized finger board, plastic pick guard Pick, instruction book included
060-R 6565. Req 19.95 3 00 Monthly* or Cash 16.95

(30) **Ukulele**—All-Wood body, Mahogany finish, nylon strings, Plastic finger board.
060-R 6527. Instructions and pick included. 3.98

(31) **Brass Trumpet** Standard A440 International pitch, B-flat with quick change to A. Lacquered finish, complete with plated mouth-piece and music holder. Case not included
060-R 6536. Req. 39.95 4.00 Monthly* or Cash 34.95

(32) **Baritone Ukulele**—all sturdy Wood body with natural Spruce top and Mahogany-tone sides and back. Binding back and front Instructions and pick.
060-R 6581. Size 70 by 30 inches. Req. 14.95.. 12.95

American Motors Corporation

Ambassador & Classic

BOTH THE CLASSIC *and Ambassador share the body shell introduced in '63. Still, after the face lift and new accessories they've gotten, you'd never know it. All exterior sheet metal is new, but from the cowl back it's the same on both cars. Even the basic hood panel's the same (although the Ambassador has one ridge down the middle and the Classic has two ridges about 1½ feet apart). This leaves the front quarter panels and grille areas in which to exercise some imagination, and the characters of the two front ends are entirely different. The top edge of the Classic grille is derived from the '64 trim edge, and AMC stylists have duplicated it on the bottom to make a dumbbell-shaped slot filled with extrusion texture and headlight barrels. By stacking the headlights and going crisp where the Classic goes round, the Ambassador makes the most of a horizontally symmetrical pattern that's completely novel. At the back, the Classic wraps the tail lights around both corners, while the Ambassador runs them up the fender fin ends and adds a horizontal trim texture piece straight across above the bumper (to join the popular trend). It's a little hard to understand why AMC reduced the size of the rear window to give it a heavy sheet-metal frame—maybe just to look different. Neither model is a design pace-setter—mostly because of the stringent limitations of production change, but they are competitive in the modern theme and offer their customers full value.*

CONTINUITY OF STYLING—a phrase that's long been a rallying cry for some of the more conservative car builders (or just an excuse for others)—has been dropped from American Motors' vocabulary. Probably for good.

During the past five years, the Kenosha firm has had a taste of what it's like to munch a sizable chunk of the new-car pie. It's been sweet, and it's certainly agreed with them. They also found what it means and what it takes to get out and really compete with the giants. From now on, we can expect them to go with regular three-year-styling changes (*major*/minor/minor/*major*) right along with the Big Three. With an estimated eight million sales up for grabs, AMC can't afford to be too different

The compact American, which was all new last year, will coast through this year with minor identification changes. The Classic and Ambassador have the full treatment and are new from the tires up. This is a rather unprecedented move on AMC's part, because it has been only two years since the last major change in these two series. But they found out the hard way that it takes more than just trim differences between two series to market both of them successfully. From now on, the Classic and Ambassador will have completely different identities.

continued

Ambassador gets convertible for first time in its modern history.

DESPITE APPEARANCE DIFFERENCES BETWEEN AMBASSADOR AND CLASSIC, THEY SHARE BUMPERS AND MUCH SHEET METAL DISCS ARE OPTIONAL.

E. W. Heilmann, executive general manager for Toy Tinkers.

Tinkertoy Celebrating Its 50th Anniversary

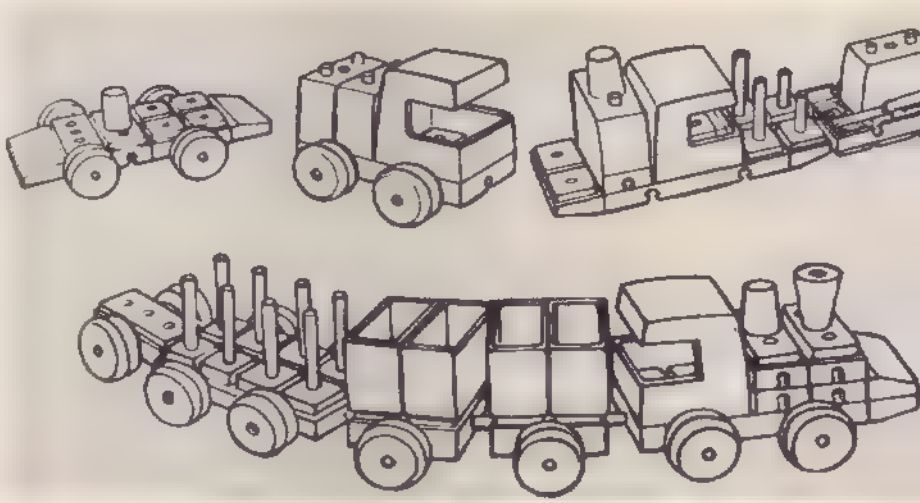
IN 1914, Charles H. Pajeau, who was a tonsil one manufacturer, formed a toy company in Evanston, Ill., (where they have always been located for their 50-year history) called The Toy Tinkers. This was the beginning of the toy that has since become a household word—Tinkertoy.

The idea for Tinkertoy came while watching children amuse themselves at length with sticks and spools. Mr. Pajeau elaborated on this idea by providing sticks of many different lengths and spools bored radially, as well as through the center, so that innumerable shapes could be formed It was not, however, until the discovery of a fixed principle of the increasing ratio of triangles as applied to a toy construction of this type that the unlimited possibilities became apparent

It is a well-known fact that most youngsters like to learn, but dislike being taught. Tinkertoy provides teaching without preaching, and it amuses the child while it educates him. It is so designed that its possibilities are limited only by the creativity of the individual child

Shortly after Mr. Pajeau formed the company, he invited a friend, Robert Pettit, who was a member of the Chicago Board of Trade, to go into business with him. They set up a small shop behind the old Evanston Post Office It was at this time that the men decided upon the tubular can as a container to be filled with an assortment of the sticks and spools. They were enthusiastic about the idea, but selling it to the department store buyers was something else. The reception was cool.

Mr. Pajeau decided to take the new toy to the Toy Fair. At that time, most toys were imported to this country from Germany, England and Japan and distribution was made in department stores a few weeks before Christmas. Toy-buying was an extra duty performed by the store's china and glassware buyer because of its seasonal sale. Early each year, the buyer sailed for Europe to visit china factories and to attend the Leipsig Fair. American toy manufacturers literally had to meet them at their ships to try to interest them in American-made toys before they sailed. Mr Pajeau rented a hotel room near the docks, and waited for three weeks without a sale

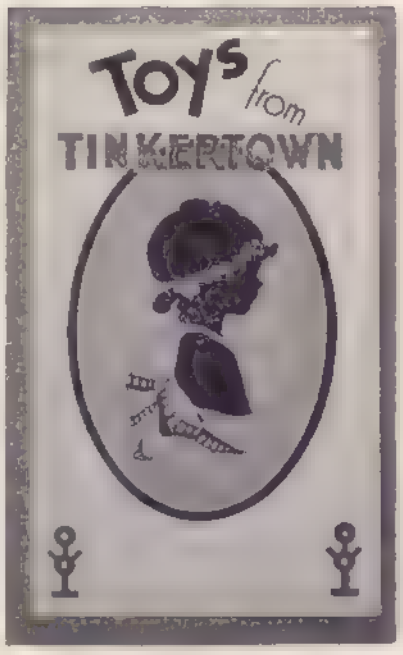


Company's newest toy- the Toy Maker.

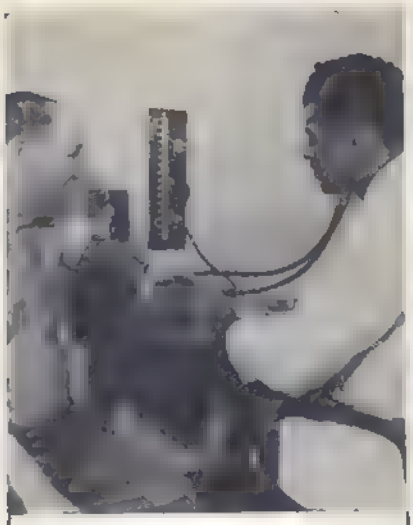
Still believing in his product, he managed to set up a display of Tinkertoys in the windows of two drugstores. The models he put together were moving models. In back of the models he placed an electric fan so that the air could propel them about the window When the display was unveiled, the crowd attracted to it grew so large that police were called to control them. More than two gross were sold daily at each location. After this Tinkertoys were well on their way Buyers flocked to the stores and soon the company outgrew its one-room factory and moved to larger quarters in a garage. A sales force was hired and outlets established across the country

Nine hundred thousand Tinkertoys were manufactured and sold within the first year Within two years, the space was outgrown again, and the partners leased a three-story brick and concrete building on Custer Avenue. In addition to their 22,000 square feet of space, they rented vacant basements for storage. In 1924 the company bought real estate at Ridge Avenue and Foster and built a four-story structure

(*Continued on page 508*)



Above: the cover of one of an early Tinkertoy catalog.



Is it high blood pressure?

ONLY A DOCTOR CAN TELL. Thanks to medical research, your doctor now can control most cases of high blood pressure and reduce the danger of damage to heart, brain and kidneys.

With more research, he may some day be able to **prevent** high blood pressure and other cardiovascular diseases.

You help speed this day with your Heart Fund dollars.

Your HEART FUND fights them ALL

HEART ATTACK
STROKE
HIGH BLOOD PRESSURE
RHEUMATIC HEART DISEASE

. . . TINKERTOY ANNIVERSARY

(*Continued from page 436*)

specially designed for their kind of manufacturing. In 1931 an opportunity to sell the building presented itself, and The Toy Tinkers moved again to a site immediately south in Ridge. In the 1940's they outgrew this space and the move to the three buildings they now occupy was made. In 1952 the company was acquired by A. G. Spalding & Bros., Inc.

The original Tinkertoy had only minor changes until 1955 when color was added. This presented a new dimension to the toy because the sticks and spools could be color keyed to the instruction book, making it possible for preschool children to follow directions, even though they could not read.

Through the years, the company has added other construction toys to the line. Three of these—the Tinker Zoo, the Circus Tinker Zoo, and the newest toy called the Toy Maker have been officially recommended for classroom use by the Association for Childhood Education International. The world famous Tinkertoy has been recommended by the organization for many years.

In keeping with one of the basic ideas of founder Pennie the company has never included designs for weapons in their instruction book. The diagrams have changed with the times, of course. Originally, the book carried instructions on making a cream separator, and a bi-plane, now it shows how to make a jet plane or a television camera.

Tinkertoys are used in other ways, too. Large stores use them in abstract designs for window displays. Math teachers illustrate mathematics problems with them. Homemakers make wall decorations with them. For generations of children, however, Tinkertoys mean hours of fun creating a world of sticks and spools that is all their own.

Planning a Move?

You can save time and we can save money . . . and the post office can save labor if you let us know in advance when you move and where to.

Drop a card to:

Circulation Department
PLAYTHINGS MAGAZINE
71 W. 23rd Street
New York 10, N. Y.

Suppliers

WOOD DOWELS
KILN DRIED WHITE BIRCH
[illegible]
WOOD PARTS MADE FROM DOWELS
BESTIX
PLAIN STAINED ENAMELED
MAINE DOWEL CORP.
74 N. MAIN ST. FARMINGTON, MAINE

DOWELS

Xmas Tree Dowels a Specialty

All kinds for all purposes
1/8" to 1 1/8" White Birch
lengths up to 48"
3/4" to 1 3/8" Soft Wood
lengths up to 12"
Plain, Sanded, Lacquered, Enameled
or any finish you want
Drilled, slotted, rounded, pointed, etc

WOOD TURNINGS
All Kinds—Flat Work—Plain & Finished
FOR 31 YEARS — SHIPMENTS WHEN PROMISED

We are as close as your telephone
— Call us! Or write for quotation!
Mills in South, West and New England

GEORGE MARNHOUT CO.
1733 P Arch Street Philadelphia 3, Pa

MORGAN LUMBER CO., INC.
JACKSON, TENNESSEE

DOWELS
DIMENSION
TURNINGS

WOODTURNINGS
and All Finishes in
Flat Shaped Wood Parts
Beads - Balls - Molds - Dowels - Toy Parts Wheels - Handles - Caps, Tops
F. W. PETERSON CORP.
101 CROSBY STREET NEW YORK 12
WA 5 6447

Save Space . . . Cut Costs
pre-cut wood parts
For complete information, write Box B 852, Tacoma 1, Washington
Weyerhaeuser Company
Wood Products Division

Above: Penny Brite in her basic dress and with her combination wardrobe-carrying case.

Right: The Penny Brite Kitchen-Dinette set, #1066 in De Luxe's Topper Line.

$20 Million in '64 Sales Seen for Topper Line

Johnny Seven Microhelmet Phone Set.

HENRY ORENSTEIN president of De Luxe Reading Corporation said in a pre-Toy Fair statement that the company's new Topper Toy Division has set its sights on a first year's volume of $2 million. To meet its sales objective Topper has developed new toys and a new packaging concept and will begin a $2 million year round TV campaign for Topper toys starting April 1.

The Topper line has an assortment of toys in a broad price range for children of both sexes.

For girls, "The World of Penny Brite" introduces a new 8" doll with bending arms and legs which permit her to be placed in any realistic pose. Penny has rooted hair, comes in a pleated, embroidered dress and is packed in a plastic wardrobe carry case.

"The World of Penny Brite" is a world of colorful rooms, clothing and accessories, which recreate situations common in the lives of little girls, and into which they can project themselves through play with Penny. Five individually boxed play sets in the line are scaled to the doll's 8" size, including Penny Brite's Schoolroom, Kitchen-Dinette, Bedroom, Beauty Parlor and Travel Set with Sports Car. Each set has a coordinated group of toys, realistically detailed, with working parts and functional accessories. In each set, too, is an extra outfit of clothing designed to keep Penny appropriately dressed for the environment represented by the set. Six additional outfits, also with accessories, have been especially created. These are packaged and sold separately. A rotating, point-of-sale display unit, housing seven dressed Penny Brite dolls, is available to the trade as part of a free introductory offer.

Rounding out the Topper doll line is the Baby Brite Nursery consisting of the new Baby Brite live-action doll, her bed, bathinette and feeding chair. The doll is an appealing 13½" number activated by two magic buttons. Push one and Baby Brite raises her arms as if asking to be picked up. Push the other button when she's lying down and she will slowly roll her head sideways, close her eyes and go to sleep. The set also includes such other play accessories as a feeding dish and spoon, towel, sponge, drain pan and mattress.

Johnny Seven #6041 Combat Set has 10 parts in all, including no-battery phones

For boys, De Luxe Reading has produced nine new toys, all of which are related to a central fictional character with the rugged, masculine name of "Johnny Seven."

Foremost of these is the Johnny Seven O.M.A., the One Man Army Gun—seven guns in one. It's a grenade thrower, anti-tank rocket launcher, armor-piercing field piece, anti-bunker missile pad, repeating rifle, tommy gun and automatic pistol. All the units propelled by the Johnny Seven O.M.A. are made of harmless soft plastic. This versatile gun is 3 feet long and operates without batteries.

A Johnny Seven Walkie-Talkie Combat Phone Set sends and receives sound communications up to a mile without batteries. Two realistically designed plastic phone units with retractable antennas are in the set, along with 30 feet of wire. (Youngsters can add wire to increase the range of operation.) Each phone will operate in

(*Continued on page 450*

Emenee Introduces Formex "7" Casting Sets for Boys and Girls

Two new Formex "7" casting sets, one designed for girls and the other for boys, have been introduced by Emenee Industries, Inc., 200 Fifth Avenue, New York City. Emenee says that Formex "7" is a new compound that melts over a regular electric bulb, can be poured into casting molds and hardens when cooled.

Illustrated above is the Formex "7" Doll Family Casting Set with which girls can make a whole family of dolls and pets. The youngster simply puts the Formex "7" Compound into the pan on the Dyna Cast Thermo Unit (equipped with an electric bulb that gently melts the Formex "7"), pours the liquid into the molds supplied, cools it off in the cooling tank, and then removes the hardened compound which by now has turned into realistic figures.

With the Formex "7" Military Casting Set, boys can make 24 figures such as soldiers, jeeps, cannon, and so forth, using the same equipment and procedure as used in the girls' set.

Reportedly a specially-formulated, non-toxic material completely harmless to taste or touch, Formex "7" may be used over and over again. The casting sets, which include the natural-color compound and a paint set, retail variously at less than $8.

Ray Plastic Holds Meeting in P. R.; Five-Year Reps Get Service Pins

Attending a recent one-week sales meeting held in Puerto Rico by Ray Plastic, Inc., Winchendon Springs, Mass., were (front row, kneeling) Al Crawford, Dallas; Tom Downey, sales manager; Ray Leclerc, president; and Walter Marx, Atlanta. In the rear are Joe Rosen, New York City; Irv Friedman, Detroit, Jim Douglas, Atlanta; Herm Kessler, Los Angeles; Fred Warren, Atlanta; Paul Corby, Detroit; and John Hartung, Denver. Alan Wells, Salt Lake City, and Ed Raves, Los Angeles, were not present when the picture was taken.

Representatives with five or more years of service, and their wives, were guests of the company at the Dorado Beach Hotel, Dorado, P. R. To commemorate the event, five-year service pins were presented by Mr. Leclerc. On the agenda were a review of new items and the planning of the 1964 sales program. There was also time out for golf, swimming and sun bathing.

. . . SALES FOR TOPPER LINE

(*Continued from page 408*)

connection with one or more other Johnny Seven Walkie-Talkies or Microhelmets.

Johnny Seven's Microhelmet Phone Set combines a Walkie-Talkie Combat Phone with a modern-styled battle helmet of high impact plastic. The helmet features a microphone-receiver mounted in a yoke-type boom which swivels from the helmet top into operating position, adjustable tinted goggles and chin strap. This outfit has the same operating range as the combat phone set and also does not require batteries.

The Johnny Seven Combat Set combines a Johnny Seven O.M.A. with a Walkie-Talkie Combat Phone Set, adjustable binoculars, a safe jungle knife and 16 pieces of extra ammo.

Five play sets round out the line. The Johnny Seven Armored Battalion has four battle-ready military units with functional weapons and a complete assortment of combat accessories, while the Johnny Seven Task Force includes a destroyer and PT boat loaded with functional firepower, a target float and miniature crew. The vessels can be used both in water and ashore.

The Johnny Seven Fire Brigade contains a chief's car, a pumper truck and hook and ladder truck equipped with functional fire-fighting apparatus. An assortment of equipment and firemen in miniature are also included.

The Johnny Seven Service Station provides a tow truck with hand-operated hoist; a car with a crushed fender that can be detached and replaced by a new one; a service island complete with gasoline pumps, tire display, water can, batteries and jack, and four figures of auto servicemen in working positions.

Only one item in the new Topper line requires batteries. It's the Johnny Seven Speed Set, which consists of a sleek sports car, boat trailer and speedboat. The motorized car is powered by two D-size batteries. The speedboat, styled like a late model hydroplane, is driven by an elastic motor-gear train which is wound by a key and released by a push-button.

Supplementing the new Topper toys for the conventional toy market are several proven sellers from De Luxe Reading's previous supermarket lines. Among them are the Playmobile, Battlewagon, Mighty Mo Cannon, Guerilla Fighter, Dream Kitchen, Dream House, Tickles Doll, Cuddly Cathy Doll Sets, Sally Server Set and Little Miss Fashion Doll Outfit.

The kind of display packaging that distinguishes De Luxe Reading's food store line has been applied to the Topper line's packaging. Most of the new Topper toys are contained in individual, three-dimensional, see-through gift packages. One full side is a transparent window. Through it, all units of each toy are visible, pre-assembled dramatically against an appropriate atmospheric background in full color.

The TV appropriation for the Topper toys is in addition to the company's usually high TV appropriation to promote its other, completely different De Luxe Reading line, which will continue to be marketed through food stores exclusively.

When Argo Industries' Jerry Seligson toured Europe this Fall, he visited leading toy departments in London, Lisbon, Geneva, Copenhagen and Stockholm. Here, for Toys & Novelties' readers, is his report on toy merchandising, European-style

This happy and probably off-key combo is actually a toy instrument promotion in full swing at the Grande Passage Department Store in Geneva, Switzerland. Musicians, including drummer who plays a Noble & Cooley set, are sales clerks.

'Next stop: Copenhagen'

A five-country look at European toy merchandising

By JERARD SELIGSON

■ So dynamic and so interwoven with challenges and problems is our American toy industry that it's easy to forget that *other* countries manufacture and merchandise toys, too, and do a pretty fair job of it, by and large.

On the face of it, their methods differ from ours—often radically—but beneath the surface the common denominators are often strikingly apparent.

I embarked on a recent Christmas-season trip to Europe with these thoughts in mind, and decided to make it a busman's holiday by checking out the top toy stores in five European cities: Lisbon, Geneva, Copenhagen, London and Stockholm. Having just completed a nine-city swing of major American retail accounts, what differences would I find in Europe?

In Lisbon, Portugal, Señor Francisco Soeiro of Grandella, one of the larger department stores, remarked that he does not buy American toys because no agents or salesmen call on him and duties are high.

For example, a toy wholesaling at $9.95 in the United States would retail for $31.50 in his store. Señor Soeiro told me that Portugal has a 50% import duty, which is among the highest compared to the 15-50% range I found in other countries. In addition, freight and a 15% Portuguese tax are included in the retail price.

According to Señor Soeiro the Portuguese find American toys beyond their means. As an example, a starting policeman works a full month for the equivalent of 45 American dollars

He finds that simple, uncomplicated toys sell best—dish sets, small dolls, drums and small plastic cars. Large cumbersome American toys are out.

Off to Geneva, Switzerland, where Pierre Chatelain, toy buyer for the Grande Passage Department Store, had a very unusual presentation of toys. His floor plan took the form of boutiques. You had the impression of walking through a small French village street with its speciality stores.

Each category of toys has its own little shop appropriately signed—Palais des Pouppes with dolls; Epicerie with dish sets and housekeeping toys; Peluche with stuffed animals; Palais des Fetes with costumes

Each shop is staffed separately, and the customer can roam at will from shop to shop with her purchases. Being French in nature, this is the way the typical Geneva customer likes to shop.

American toys are selling well, and increasing in sales every year. Chatelain uses demonstrations effectively. I saw Lego, Barbie, and Fisher-Price all well displayed. Mr. Chatelain told me "My purchases of American toys will be larger this year through my buying office of Kirby Block."

Next stop: Copenhagen, Denmark, where I spoke with J. Lausen of the Magazin du Nord. There, I discovered that Lausen had taken an American item presentation—the small doll craze that is enjoying much popularity in the United States—and adapted it with his own doll called Dukke-Lise.

Because of the high duties on toys from the United States, he has the dolls made in Italy. The clothes are made locally to his specifications, and the accessories are bought in Germany, England and France. He has sold over 100,000 pieces of small Dukke-Lise in four years.

The Magazin du Nord's promotional methods are window displays, local newspaper ads and bill stuffers to charge customers. He pushes promotion during the one week in October which is a holiday from school for the children of Copenhagen. There is no commercial TV in Denmark.

A flight to Stockholm, Sweden, landed me in the office of Harry Kleiman of the Nordiska Kompaniet, or NK as it is affectionately known in Stock-

Have girls stopped playing with dolls? asks this Barbie ad from the Stockholm newspaper, Svenska Dagbladet. In the ad, Nordiska Kompaniet, the city's key department store, shoots for mail orders at the equivalent of $2.55.

Joint promotion on fashion dolls and SAS Airlines, which flew critical reorder to Nordiska Kompaniet, keys window.

holm. Kleiman told me of the extremely successful tie-up between his store and S.A.S. Air Line in the promotion of the Barbie doll.

This success story started October 19, 1963, when the first Barbie ad broke in the *Svenska Dagbladet*, stockholm newspaper. The ad had this provocative lead: "Have girls stopped playing with dolls?"

This ad was backed with a $25,000 order to be shipped directly from Japan to Sweden. Nordiska Kompaniet's sales of Barbie dolls jumped from $20 per day to $400-500 per day following the first ad, and continued unabated.

With this booming beginning behind him, Kleiman had the problem of how to replenish his stock. SAS came into the picture by flying in reorders at a special reduced rate. In return for this, ads and window displays were used, the windows prominently featuring SAS insignias and model planes. In the ads, stewardesses were shown with the shipments of Barbie dolls arriving directly from Japan to NK.

A complete Barbie shop was set up on the floor of NK to emphasize the importance of the doll. Barbie became, according to Kleiman, "The hottest item in my entire department," and the largest single volume producer.

At Harrods in London, I spoke to buyer Bob Marchant. This store features the soft sell. Good displays and presentations are a must.

Marchant has gotten excellent results with the "Kookie" doll, at $10 retail. This doll, made in Canada, where better duty arrangements for imports into England exist, was featured in the toy section of Harrod's catalogue, and more than 50 dozen pieces were sold. Kookie swept along with the beatnik craze, which is now overwhelming London. This was brought about by a far-out new singing group, the "Beatles," which has tremendous appeal to pre-teens and teens in England.

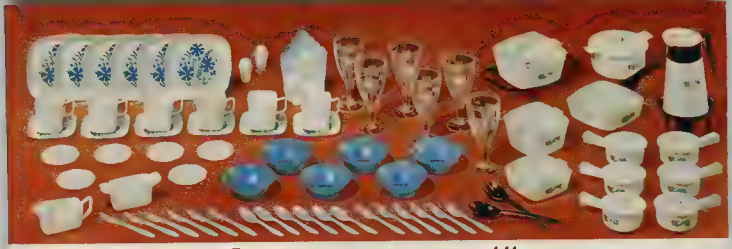
Fashion dolls have gone international in a big way. The impact made by Barbie in Stockholm is underscored by this departmental display at Nordiska Kompaniet.

Another feature of Bob Marchant's department at Harrods is self-service for toys selling for under £1 ($2.80). This differs from his regular department where his year-round sales people act as heads of stock and his Christmas sales people act as hostesses to help the customers.

In 1963 Harrods had about a 4% increase in sales. Demonstrations in the department numbered 14 with each one accounting for about $12,000 at retail.

Commercial television in England was found to be very successful in the promotions of Lines Brothers toys this year, according to Marchant. Stockholm, Geneva, and Copenhagen buyers all expect that within two or three years commercial television in their countries will become a reality, and the mad rush to TV toys will be on.

In observing Christmas in Europe as against Christmas in the United States I found that it, at least, really does not differ in any basic way. Toy buying habits vary, of course—but, there is the same end result of bringing joy to children.



A 93-piece Patioware Dinner Set—complete service for six 4.44

B 38 piece Simulated Ironstone Tea Set 1.77

Your Choice
Simulated Ironstone
or Bonnie Lassie Tea Set
1.77 Set

C 47-piece Bonnie Lassie Tea Set 1.77

D 46 piece "Barbie" Tea Set 1.99

Your Choice
"Barbie" or "Tiny
Thumbelina" Tea Set
1.99 Set

E 25 piece "Tiny Thumbelina" Tea Set 1.99

G 56 piece Colonial Type Tea Set 2.88

H 37 piece Fantasy Tea Set 1.33

Tea-time Toys to delight young hostesses

A PATIOWARE DINNER SET. Dishes galore to delight little homemakers. Complete service for six—a total of 93 pieces in all. Pretty white plastic with floral design. Smart square shapes—like Mom's best casual ware. Set includes six each: plates, cups, saucers, goblets, butter plates, individual casseroles with covers, salad bowls, knives, forks, spoons, paper napkins. Set also has, skillet with cover and handle, casserole with cover and trivet, salad fork and spoon, salt/pepper shakers, napkin holder, sugar and creamer set, percolator with cover, handle, warming stand, plus three casseroles in assorted sizes with covers.
X 921-2085 A—Wt. 3 lbs 6 oz.....Set 4.44

B SIMULATED IRONSTONE TEA SET. 38-Pc. set. Just right for the little girl who loves beautiful things. Practical plastic designed with the traditional beauty of ironstone ware. Set consists of four each: plates, saucers, cups, goblets, as well as plastic knives, forks, and spoons and pretty paper napkins. Also includes teapot with cover, creamer with cover, sugar bowl, and lazy Susan. Pretty blue. Plates, saucers have raised white floral pattern. Shipping weight 1 lb. 10 oz.
X 921-2093 A ....Set 1.77

C BONNIE LASSIE TEA SET. 47-Pc. set. Service for four with pert Bonnie Lassie design—sure to please any little miss. Red and white. Consists of four each: cups, saucers, plates, goblets, tumblers, butter plates, knives, forks, and spoons. (Saucers and plates are durable metal, other items plastic.) Set also includes teapot with cover, sugar and creamer, four paper napkins and holder, and salt and pepper shakers. Wt 2 lbs. 14 oz.
X 921-2051 A ..... Set 1.77

D BARBIE TEA SET. 45-pc. set. Especially designed to please "Barbie's" young fans. Service for six in gleaming white plastic with glamorous Siamese pink accent pieces. Plates and saucers feature "Barbie" design. (Order "Barbie" doll and other accessories from pages 4 and 12.) Includes six each: plates, cups, saucers, plus knives, forks, and spoons, and paper napkins. Also includes teapot, sugar bowl and creamer, tray. Shpg. wt. 1 lb. 12 oz. Order now for your little "Barbie" fan.
X 921 2077 A .... Set 1.99

E TINY THUMBELINA TEA SET. 25-Pc set. Adds a pretty note to any tea party. Gay multi-colored set with accent pieces in bright red. Plates and saucers have lithograph of "Tiny Thumbelina." (Order "Tiny Thumbelina" doll, other accessories on page 9.) Incl. 3 each: metal plates and saucers; plastic cups and tumblers, metallized plastic knives, forks, and spoons. Also plastic teapot with cover, creamer and sugar bowl.
X 921-2127 A—Shpg. wt. 2 lbs....Set 1.99

G COLONIAL HOBNAIL TEA SET 56-Pc set. Early American-style service for six. Charming plastic set with the look of milk glass—sure to be treasured by little hostesses. Set includes hobnail pitcher, creamer, sugar bowl, and two vases. Also includes six each: cherry-decorated plates, saucers, undecorated tumblers, cups, paper napkins, and metallized knives, forks, spoons. With salt and pepper shakers in holder that looks like toaster, pair of candlesticks. 1 lb. 10 oz.
X 921-2143 A ....Set 2.88

H FANTASY TEA SET. 37-Pc. set. Modern design in striking orange and white—sized just right for little girls and their tea-time guests. Complete service for four. Set consists of the following metal pieces with fruit pattern: four plates and saucers. Four orange plastic cups. Also one coffee pot with cover, sugar bowl with cover, creamer. Plus the following in all-white plastic—four each: tumblers, knives, forks, and spoons. With paper napkins. Shpg wt. 1 lb. 6 oz.
X 921-2069 A .....Set 1.33

J 71-Pc. Set 3.97

G 29-Pc. 2.97

J 71-PC. MIRRO ALUMINUM COOK 'N' SERVE SET. Fit for a little queen of the kitchen. Full service for 8, plus cook-and-serve utensils. Any little girl will enjoy it for years. Lightweight, durable Mirro aluminum with red trim—easy to wash; keeps its good looks with little care. Set includes toy "electric" percolator, as well as regular percolator, covered roaster, tray, pitcher, double boiler. Also 8 each: plates cups, saucers, knives, forks, spoons, tumblers and paper napkins. So much for so little
X 921-2119 A—Wt. 1 lb. 14 oz.....Set 3.97

G 29-PC. MIRRO ALUMINUM COOK 'N' BAKE SET. All the equipment that any little cook could wish for. Gleaming Mirro aluminum for good results, easy cleanups. Includes two each: cake pans, pie pans, and saucepans. One each: biscuit pan, scoop, cake turner, colander, ladle, muffin pan, cookie sheet, toaster, fry pan, "pressure cooker," mixing bowl, mixing spoon, cookie turner, cookie jar—even a whistling teakettle. In addition, there are four cookie cutters in animal shapes, 3 measuring cups. She'll want to start learning to cook right away.
X 921-2101 A Shpg. wt. 1 lb. 8 oz.....Set 2.97

- Wonder Perk perks!
- Just add water!
- Shuts itself off!

L 1.77

M Set 2.77

Save this Catalog to order toys all year.

L WONDER PERK WITH TOY STOVE. A toy to delight every lucky little girl who receives "Wonder Perk" as a gift. Just add water—and play percolator actually seems to perk. Stops when make-believe coffee is ready. Designed for safety, too—no dangerous heat, wires, current, or moving parts to harm small hands. Works by scientific principle without batteries. High-impact plastic. With percolator cover and a make-believe hot plate.
X 921-2150 A—Shpg. wt. 1 lb. 8 oz..Set 1.77

M HOLIDAY TEA SET. Teatime is funtime with this luxurious teatime service for four. A pretty and practical combination of metal with colorful baked-on enamel finish in floral design, and durable color-bright plastic. 35-Pc. set stays vivid through tea party after tea party. Includes metal service tray with gently scalloped edges, sugar bowl and creamer. Also includes four each: metal plates, metal saucers, plastic cups, goblets, and sherbets. Also four each: plastic knives, forks, spoons.
X 921-2135 A—Shpg. wt. 3 lbs.....Set 2.77

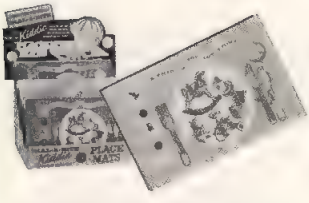
The giving is easy with Credit Command. There's no down payment—months to pay—see page 79.

Standard Packs Profit in a Spring Product Parade they Sell Popular Prices Sport Peppy Packaging Star Prime Personalities with Striking Point of Purchase.

Smile Pretty Please!

#3200 JR. ATTACHE CASE. Certified Public Adventurers and Bachelors of Arts and Crafts see business picking up when this case deals out essential paraphernalia and pilferings. 12" x 8" x 2¼" packs plenty. Comical cartoon characters from nation-wide Funny Company TV show splash full color on a red, white or blue quality vinyl case with real steel clasp. You'll have lots of Funny Company for this one at .98*. Pack. 1 doz. Wt : 12 lbs.
© 1963 by the Funny Company, Inc

*Prices shown are suggested retail prices, optional with dealer



#900 DIAL-A-BITE PLACE MATS. Amuse the chewsiest eaters! A whirl of fun from the dial tours 16 colorful scenes. Three motifs: Toy,and, Zoo or Farm. Packed 2 dozen assorted each style in pink and blue, in display carton. Sanitary clear wrap. Wt. 21 lbs. .98*

NEW BLISTER PACKIN' BARBIE®
#B-208-1 BARBIE® WALLET. New full color design. Holds all those feminine charms. Pack. 6 doz. Wt.. 22 lbs. .98*
® TM etc. & © by Mattel, Inc.
#B-22-1 BARBIE® AUTOGRAPH BOOK. Colorful cover 6" x 4¾", a rainbow of pages for memories and photos. Pack: 1 doz. Wt. 5 lbs. .98*.
#B-33-1 BARBIE® DIARY. You can't tell this colorful 5½" x 4" book by its cover because secrets are secured by lock and key. One page a day for a memorable year. Pack. 1 doz. Wt.. 7 lbs. $1.79*
#B-201-1 BARBIE® CARRY-ALL. Flip the colorful flap with the snap. Slip in photos. Zip in coins. Jot with pencil and pad. Curl with comb, file a nail. Carries all a gal's needs in a tidy 7" case. Pack: 1 doz. Wt.: 6 lbs. $1.49*
#B-440-1 BARBIE® DICTIONARY. Everything's looking up at school with 240 pages of this best seller plotted by Webster. Get the word for .98*. Pack: 1 doz. Wt : 8 lbs.

Standard Plastic Products, Inc.
SOUTH PLAINFIELD, N. J.

GIRLS' WALLETS FEATURE: Key holders, mirror, zip-up change purse, coin dispenser, comb, emery board, snap tab. Full color characters on red, white or blue.

BOYS' WALLETS FEATURE: Magic slate with stylus, snap-top coin pocket, pull-out card holder and crazy cards. Full color characters on red, white or blue.

#8-208 BARBIE® WALLET. Blue, red or black in two designs. Pack: 6 doz w/6 displays. Wt. 21 lbs. .98*

#4208 MONSTER WALLETS in BOYS and GIRLS styles.
Six different monsters in all their gory! Ghoulish green with full color high frights. Frankly shrieking, it takes chill power. Very pleasant screams at .98*. Pack: 6 doz. asst. w/6 displays. Wt.: 21 lbs.
© Universal Pictures Co., Inc.

#5208 FIREBALL XL-5 WALLETS in BOYS and GIRLS styles
Hot stuff! Based on NBC-TV's out of this world network show. Steve Zodiac and Venus delight earthlings everywhere. They take off at .98*.
Pack: 6 doz. asst w/6 displays. Wt.: 21 lbs.
© Independent Television Corp.

#7208 DISNEY WALLETS in BOYS and GIRLS styles,
Lucky penny snap-tab opens the show. Heigh-ho! Here are the colorful favorites of all time. Snow White, Donald, Mickey, Pinocchio . . . classic sellers for little fellers. All fun at .98*. Pack 6 doz asst w/6 displays. Wt.. 21 lbs.
© Walt Disney Productions

Let's get down to cases...

#390 Barbie doll case

#300 Barbie & Midge doll case

#5030 Barbie doll trunk

doll cases, that is!

Top quality materials throughout the manufacture of Standard's line of doll cases has established a trend in design and quality throughout the industry. The extra added attraction of Full Color Reproduction of the finest art and design available, plus the original beauty of "Barbie", a doll making history in the toy field, round out the case that Standard presents to you at the 1964 Toy Fair.

We're not doctoring anything but the quality, and the result is steady improvement. First quality vinyl, matching handles, the finest in hardware, beautiful full magazine type color screening, and now for the first time . . . PRINTED FLOWER CONTRASTING LININGS for added beauty!

#370 Barbie wig case

See Standard's All New Line at
200 Fifth Avenue, Rooms—1428 & 351.

New! Skipper doll case
#360

A lovely addition to the Barbie doll case line. A new approach to match the delicacy and taste of the new "Skipper" (Barbie's little sister) doll.

Standard Plastic Products, Inc.
450 Oak Tree Avenue
So. Plainfield, New Jersey

"Barbie", "Ken", and "Midge" are trademarks of Mattel, Inc. for its TEEN-AGE DOLLS. Used under license from Mattel, Inc. ©1964 Mattel, Inc.

HERE'S HOT PROFIT NEWS FROM BAUSCH & LOMB...

NEW MICROSCOPE SETS AND MICROSCOPES

FEATURING

- SENSATIONAL NEW HIGH IMAGE QUALITY MICROSCOPES
- APPROVAL AND ADVANCE VOLUME SALES TO SCHOOLS
- DRAMATIC, FUNCTIONAL STYLING
- SELF-SELLING DISPLAY PACKAGING

R1900 SET—Complete micro science lab in a styrene and urethane case. Strikingly modern.

STEREO MICROSCOPE SET—
The ultimate in micro-science labs for three-dimensional viewing.

R8900 SET—Like R1900 but with advanced microscope, more specimens and accessories.

- Complete line . . . covers the full toy and hobby markets . . . suggested retail prices range from $18.00 to $120.00...microscopes and sets for ages 6 to 60.
- Low nets give top profit and pricing flexibility.
- Sell steadily ALL YEAR as gift and hobby items . . . plus highest volume Christmas sales.
- Easy, profitable to handle . . . no breakage, no pilferage, no returns or service headaches.
- Self-service display packaged...the full-color "sales pitch" display boxes, and fact tags on the products do the selling job for you.
- Only microscopes in the toy and hobby markets that have official approval for elementary school science study . . . are now being used by thousands of students and teachers in schools all over U.S.A.
- World's first and only microscopes in the low price field with outstanding high image quality.
- Designed and made completely in U.S.A. by Bausch & Lomb, world-renowned leader in scientific instrument manufacture.

STZ100 and STZ200 Zoomscopes—25X 100X, 50X 200X. Image in focus throughout magnification range.

SSM 15 Stereo Microscope—Binocular microscope for three-dimensional viewing

R1900 and R8900 Microscopes—Approved resolutions for beginning and advanced elementary science

Rite-Lite Illuminator—Adjustable for transmitted and reflected illumination

Self Selling Display Boxes.

Microscopes provide unmatched high image quality. Optics are achromatic ground and polished glass. Simple, easy operation, trouble-free under constant usage

REPRESENTED NATIONALLY BY THESE WELL-KNOWN FIRMS:

[illegible]
14 121 Merchandise Mart
Chicago 54, Ill

Lawrence R. Schmidt Co., Inc
200 Fifth Ave
New York 10, N. Y

Fred X. Brownstein Associates
799 South Highland
Memphis 11, Tenn

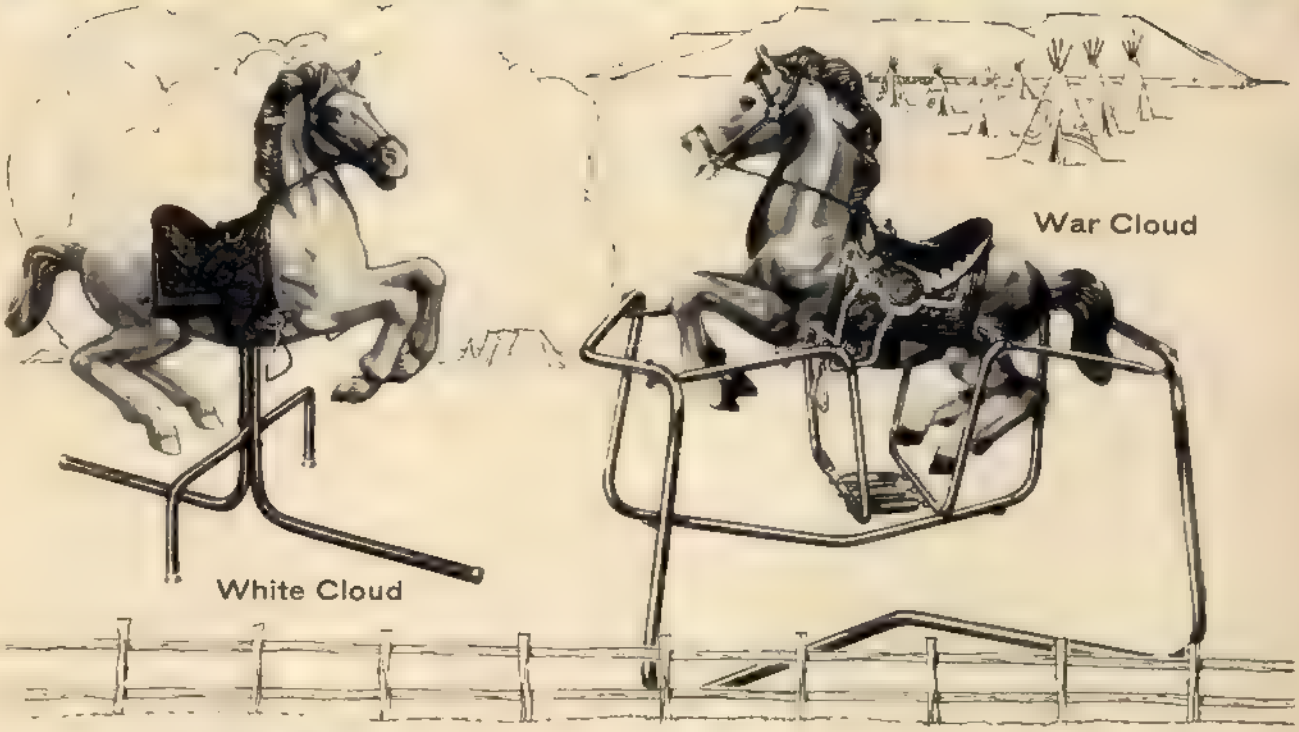
Sidney L. Lee Company, Inc
58 Second St
San Francisco 5, Calif

BAUSCH & LOMB

ROCHESTER, NEW YORK, U.S.A.

[illegible]

EXCITING and



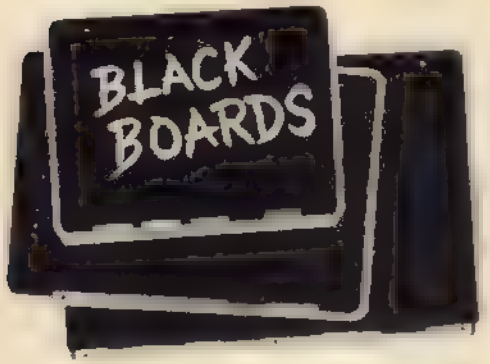
Big, bold, dashing steeds that dollar for dollar offer more features, more good looks, more customer appeal. Every horse has been molded in fine, accurate detail from tough, durable polyethylene plastic and then beautifully finished. They must be seen to be appreciated. The exclusive Blazon suspension system is an amazing engineering development that gives young riders an exciting, thrilling ride in complete safety. Another feature is the newly designed base . . makes mounting easier . . . makes tipping just about impossible. This is the line that will make sales history in 1964

NEW from Blazon

SNO WING — Sales are zooming. Nothing like it for coasting, control safety or durability
COAST-A-WAY — The ever popular, lightweight, tough aluminum disc . . . a big, big seller
SNO FLYER — The most beautifully decorated steel disc on the market today

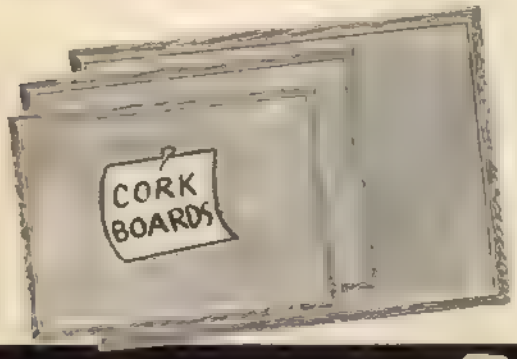
CHALK BOARD ON ONE SIDE — MOVIE SCREEN ON THE OTHER SIDE

Tough, dent-resistant hardboard with durable, washable finish. Mounted on strong steel frame with handy chalk and eraser tray. Two larger models have highly reflective movie screen on reverse side



Rugged hardboard with plastic edging and chalk tray. Finished in washable black on both sides. Metal grommets for hanging
3 models — 24" x 36" — 20" x 30" — 18" x 24"

Once again Blazon leads with beautiful designs and styling. Here is the new Mother Goose model — sure to be a big hit. Just one of 9 sets available. Note new gracefully styled chairs.



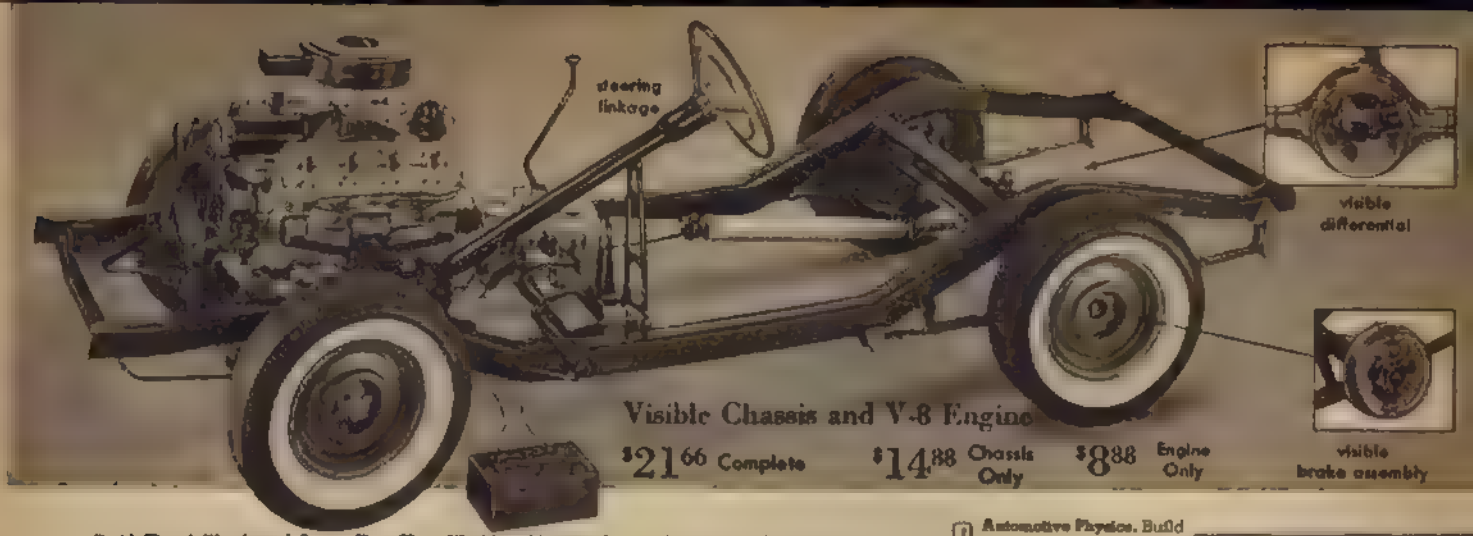
Genuine cork boards in strong hardwood oak frames with a natural grain finish. Mounting tabs on the back give flush wall mounting. 3 Sizes: 24" x 36" — 20" x 30" and 18" x 24"

Blazon
REG. TRADE MARK

BOX 3622 — AKRON 10, OHIO
NEW YORK SHOWROOM
SUITE 1310 — 1107 BROADWAY

ONE FULL YEAR GUARANTEE AGAINST DEFECTS IN MATERIAL AND WORKMANSHIP

A "Exterminator" 2-in-1 Dragster Kit $7.88
B Big "T" Custom Ford Pick-Up $7.88
C Big "Tub" Custom Ford Sedan $7.88
D 3-in-1 Thunderbird $5.88
E Weird-Ohs $2.33
F Packard and Model "A" Ford $6.33
G Chevy and Duesenberg $3.88
H New Electric Harness Racing $19.88
292 WARDS



Visible Chassis and V-8 Engine

$21.66 Complete $14.88 Chassis Only $8.88 Engine Only

Build Them! Watch and Learn How They Work! Transparent plastic reveals working parts of cars in action. *New Visible Chassis over 37 in. long* . . . watch transmission shift through gears, drive shaft and universal joint transmit power to wheels . . . even has hydraulic brake system, clutch, steering assemblies—all ready to assemble. Mount Visible V-8 Engine on Chassis . . . watch pistons, valves, crankshaft, spark plugs operate. ¼ actual size, has over 350 parts. Technical, manual, instr. Batteries needed Engine—2 "C", Chassis—3 "D", Chassis and Engine—3 "D" Order batteries on Page 301

48 T 2587Y—Chassis and Engine, *Mailable* Ship. wt. 15 lbs. $21.66

48 T 2582—Engine Only. Wt. 5 lbs. 8 oz. . 8.88

48T2584M-ChassisOnly Wt 9lbs.8oz.*Mail*.. 14.88

For Supercharged Hobby Fun . . .

BUILD AUTHENTIC SCALE MODELS OF CLASSIC CARS

(A) **2-in-1 Motorized Dragster Kit.** Here's the new sleek-bodied "Exterminator" . . . actual reproduction of drag strip racing car . . . *it's a full 2 ft. long!* Assemble twin engine powerhouse, single engine streamliner, or customize with components to create other variations. Features 2 modified Ford engines; operating steering, clutch, differential. Simulated hydraulic brakes, scale fuel system, exhaust headers; spoke and wire wheels front, racing "slicks" for rear . . bucket seat with safety harness and drag chute just like the latest dragsters! With components for multiple carburetor or fuel injection systems . . plus many other precision parts. Molded plastic, metal. One motor is battery-operated. Needs 2 "D" cells, order on Pg. 301. Instructions.

48 T 2489 M—Ship. wt. 5 lbs. *Mailable*. . $7.88

(B) **Build the Big "T" Custom Ford Pick-Up.** Big and beautiful—*over 16 in. long, ⅛ actual* car size . . . has real steering action too. It's a custom job . . . built around '24 Ford bucket, "powered" by hot Chevy engine with all the trimmings. Contains 203 precision parts. Features triple carbs, deluxe interior, twin bucket seats, authentic tires . . . soft, hollow, flexible. Components from 11 standard makes—Ford, Buick, Cadillac, etc. Colorful molded plastic, gleaming chrome plate. Instructions.

48 T 2567 M—Ship. wt. 5 lbs. *Mailable* $7.88

(C) **Build the Big "Tub" Custom Ford Sedan** here's another favorite with hot rod enthusiasts . . . *it's over 16 in. long, ⅛ the size of real car* Steering mechanism really works. Consists of "tub" of '24 Ford Touring Sedan, "souped-up" Chevy V-8 engine with speed accessories. Features 6 carbs, deluxe interior, twin bucket seats, authentic tires. Over 200 precision parts. Components from standard makes. Colorful molded plastic, gleaming chrome plate Assembly instr.

48 T 2561 M—Ship. wt. 5 lbs. *Mailable*. . . $7.88

(D) **3-in-1 Motorized Thunderbird.** Build classic 2-seater T-Bird . . . a favorite with sports car and racing fans alike. You can make 3 different versions—stock car, hot rod, or racer (see sketch). Authentic replica 16 *in. long*. Has powerful battery-operated motor. Hood and trunk raise and lower. Colorful plastic, metallized accessories Special racing decals. Needs 2 "D" cell batteries, order on Page 301

48 T 2566—Ship. wt. 2 lbs. 14 oz. $5.88

(E) **They're Way-Out. They're Real Weird-Out!** A fascinating threesome whose harried, hurried, and hairbrained antics create highway havoc. Young and old alike will recognize these "demons of the road." Features "Davey," the motorcyclist, "Daddy," the suburbanite, and "Digger," the dragster 3-D plastic models ready to assemble. Paint them your own way-out colors to make them even more wacky and wonderful. Order paint, Page 294. Each 8½x3x6 in. high.

48 T 2431—Ship. wt. 2 lbs. 4 oz. .. .. Set $2.33

(F) **Packard and Model "A" Ford Kit** Two classic beauties you can build yourself. 1/22 scale models of actual cars. 1930 Packard Sport Phaeton 9½ in. long, has over 135 pcs. Model "A" Ford Roadster 7 in. long, even has rumble seat. Each of die-cast metal . . . working steering mechanism, detailed engine parts, plastic seats, upholstery, rubber tires, accessories. Instructions. Paint them any color Order paint, Page 294

48 T 2551—Ship. wt. 3 lbs. 8 oz. $6.33

(G) **1955 Chevy and 1934 Duesenberg Kit.** Two automobile collector's items, both 1/24 actual car size Chevy can be customized in variety of ways; stock hardtop, convertible, custom continental, or futuristic bubble top. 8 in. long, has 130 precision parts . . . chrome and colored. With speed and customizing accessories. The mighty "Duesie," one of the greatest cars ever built, is 9 in. long, has 150 precision parts. Minutely detailed with supercharged engine, chrome wire wheels, 9 lights, 2 windshields, interior details. Of molded plastic Everything for assembly. Instr.

48 T 2552—Ship. wt. 1 lb. 14 oz. $3.88

(H) **New Electric Harness Racing Set** Harness Racing at its best! Fast Time! Anytime Thrill to top pacers and trotters as you race authentically styled horse-drawn sulkies around track . . even have realistic trotting gait. Vary speed with individual controls; sulkies powered by DC motors. Incl. 2 sulkies, track, fence, 2 controls, Power Pack, decals, Tri-Oval layout 4-ft. area. Extend layout with Gilbert straight track, see Pg. 325. Buy 2 sets for 4-lane racing. *Note.* See Road Races on Pages 322-325

48 T 2659—Ship. wt. 7 lbs $19.88

(K) **Design-a-Car Kit.** Design, build modern compacts—hardtops, convertibles, sedans, coupes, roadsters. Interchangeable hoods, grilles, etc.; realistic "chrome" fenders, clear windshields. Plastic pieces snap together. Assembled cars abt. 14 in. long. "Design-a-Matic" computer shows how to create 25 000 different cars

48 T 2591—Ship. wt. 2 lbs. 10 oz. $5.49

(L) **Motorized Hot Rod Racers Kit** Build them, race them! Authentic detail, accurately scaled 1932 Fords—Yellow Roadster, 6 in. long, Blue Custom Deuce Pick-Up, 6½ in. long. Plastic and chrome-plated parts, plastic tires. 36-ft. plastic tubing track—shape into figure "8" or 2 ovals. Everything for assembly. Each needs 2 "AA" Batteries, see Page 301

48 T 2668—Ship. wt. 1 lb. 11 oz. . $3.66

(M) **Battery-Operated Horse Race.** Here they come into the home stretch . . . all the excitement of real horse racing as jockeys bounce up and down in their saddles, horses speed around oval track. Each horse has motor individually controlled by on-off buttons. Includes 1 white, 1 black horse. Oval track about 40 in. long. Needs 2 "D" cell batteries, order on Page 301.

48 T 2544—Ship. wt. 3 lbs. 2 oz. $8.95

(J) **Automotive Physics.** Build working car chassis. Operating see-through mechanical assemblies. Learn how cars work. About 10 in. long. Ship. wt. 1 lb.

48 T 2590 ..... $3.98

Just "Charge It"

See Pg. 367 for Details

Save this catalog! All toys available till Oct. 1, 1964

Design-a-Car Kit
$5.49

Build Hot Rods . . . Race Them

1
G.I. Invasion Set
$7.98

2
Guerrilla Fighter Set
$3.99

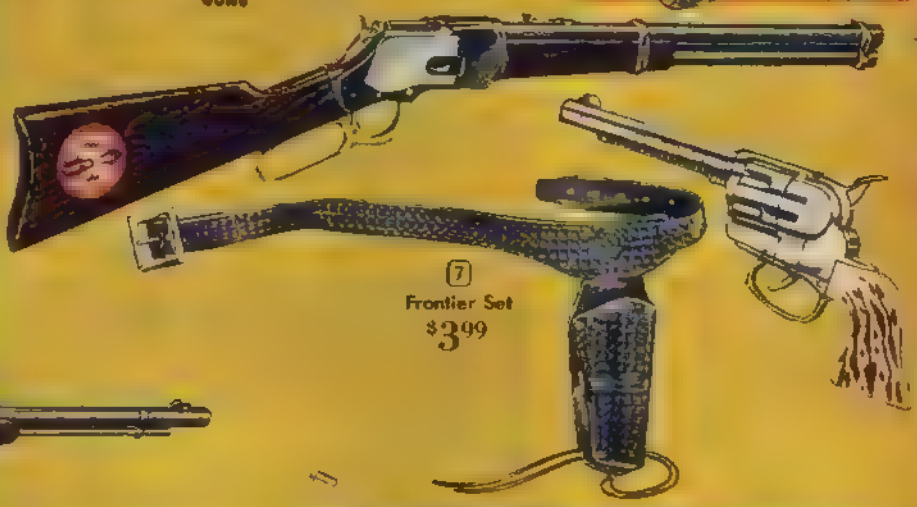
3
Shootin' Shell Fanner Set $2.57

4
Gunfighter Double Holster Set $5.99

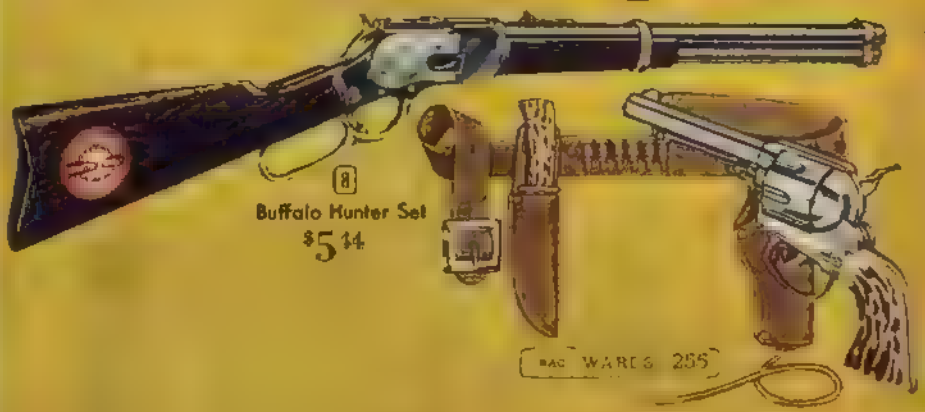
5
Double Holster and Rifle Set
$4.99

6
Dick Tracy Patrol Squad Set
$3.99

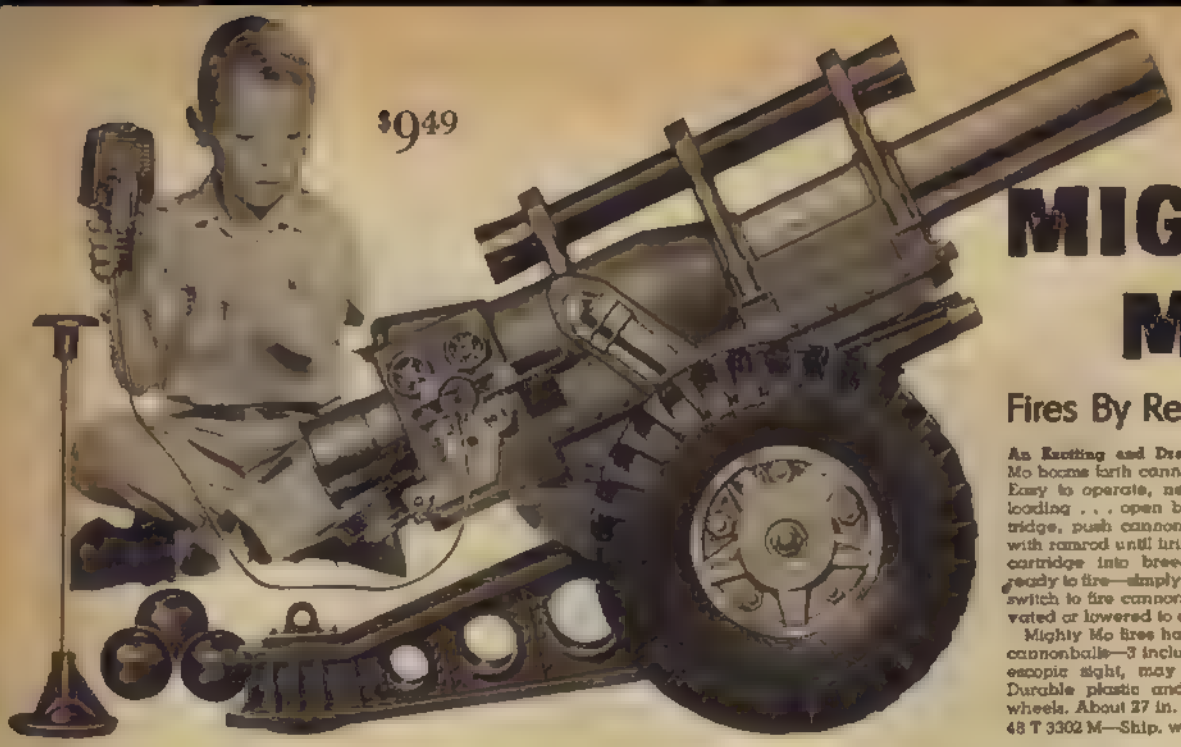
MATTEL
SHOOTIN SHELL
GUNS



7
Frontier Set
$3.99



8
Buffalo Hunter Set
$5.44



$9.49

MIGHTY MO

Fires By Remote Control

An Exciting and Dramatic Action Toy. Mighty Mo hoams forth cannonballs by remote control. Easy to operate, needs no batteries. Breech loading . . . open breech door, remove cartridge, push cannonball down into cartridge with ramrod until firing spring locks, then load cartridge into breech-lock door. Cannon is ready to fire—simply press remote control firing switch to fire cannonball. Cannon can be elevated or lowered to a variety of positions.

Mighty Mo fires harmless, lightweight plastic cannonballs—3 included with set. Gun has telescopic sight, may also be fired manually. Durable plastic and metal. 9¼-in. diameter wheels. About 27 in. long. *Mailable.*

48 T 3302 M—Ship. wt. 6 lbs. 12 oz. $9.49

Exciting Action Playtime Guns

REALISTIC REPRODUCTIONS WITH LOADS OF FUN POWER

A Ward Exclusive

(1) **Brand New G. I. Invasion Set** (opp. pg.) A complete invasion outfit for the young soldier. Realistic, recoiling plastic machine gun with lithographed camouflage pattern "shoots" authentic flashing light effect; mounted on metal swivel tripod. Sound of fast-action rat-a-tat-tat with every squeeze of trigger. 28-in. long machine gun operates on 2 "D" batteries (not included); order on Page 257

Cap*-firing, bullet-shooting Luger pistol has 8 plastic bullets. Plastic camouflage helmet and poncho for jungle fighting. Set also includes plastic canteen and mess kit with accessories for use on "field maneuvers."

48 T 3332 M—*Mailable.* Ship. wt. 4 lbs. $7.98

Guerrilla Fighter Set

(2) **All the "Fighting" Equipment** necessary for make-believe guerrilla warfare Slide-bolt action plastic machine gun with metal cap*-firing mechanism gives continuous fire-power . . . fires caps* either in bursts or single shots. Handy snap-on sling strap for easy-carrying. Authentically styled, camouflage-patterned, plastic poncho. Cotton Commando beret with official insignia. Harmless Commando knife (completely flexible) with "leather" belt scabbard.

48 T 3331 M—*Mailable* Ship. wt. 2 lbs. $3.99

Save This Catalog TOYS AVAILABLE UNTIL OCT 1, 1964

(3) **Mattel Shootin' Shell Fanner and Holster Set.** A realistic metal toy gun for the Jr. Gunfighter Revolving cylinder holds six Shootin' Shells , gun can be triggered for a single shot or fanned for rapid firing. Fires Shootin' Shells and caps.* Stag-horn type handle with built-in bullet loader. Black Dura-Hyde holster fits any belt, is embossed with Western-style design. Cartridges, bullet noses included

48 T 3328—*Mailable.* Ship. wt. 1 lb. $2.57

(4) **Mattel Shootin' Shell Fanner Gunfighter Double Holster Set.** Sure to please any young cowboy Metal pistols are modeled after authentic Old West hand guns. Fire Shootin' Shells and Caps.* Brown Dura-Hyde holster is embossed with Western style design. Tongue buckle on belt for easy adjustment. Play bullets in clips on belt plus Shootin' Shells and harmless plastic bullet noses.

48 T 3460—*Mailable.* Ship. wt. 3 lbs. $5.99

(5) **Cap*-Firing Double Holster and Rifle Set.** Combination of two fast shootin' metal pistols plus a plastic saddle rifle with metal cap*-firing mechanism will delight the young Westerner. White and Black genuine leather holster with Red and Black trim is decorated with Western style conchas and "jewels." Wide, adjustable belt with garrison buckle is completely detachable for extra play value. Rifle has pump lever-action that ejects plastic bullets; finished in Mahogany and Black colors. Harmless plastic bullets included. *Mailable*

48 T 3327 M—Ship. wt. 3 lbs. 6 oz. $4.99

(6) **Mattel's Dick Tracy Patrol Set.** Two realistic plastic and metal toy guns for the Jr. Detective Tommy-Burst features slide bolt action . . . squeeze trigger for single shot or burst of shots. Has official insignia on stock. Matching Shootin' Shell Snub-nose 38 pistol. Shoots plastic shells and fires caps.* Includes Dura-hyde belt holster, 6 Shootin' Shell cartridges and 12 bullet noses.

48T3457M *Mailable* Ship. wt. 2 lbs. 8 oz. Set $3.99

(7) **Mattel's Shootin' Shell Frontier Set** Shootin' Shell plastic Winchester rifle with lever action and secret trigger. Cap*-firing Fanner 50 metal pistol can be triggered for single shot or fanned. Black Dura-hyde holster with tooling. Includes 2 cartridges, 6 harmless plastic bullet noses.

48T3468M-*Mailable.* Ship. wt. 2 lbs. 8 oz. Set $3.99

(8) **Mattel's Cap*-Firing Buffalo Hunter Set.** Has a 25-in. Shootin' Shell plastic Winchester rifle packed with features . . . lever action and shell ejection, secret trigger for rapid firing of roll caps,* magazine storage for extra Shootin' Shells and caps. 9-in Shootin' Shell metal Fanner pistol loads 6 Shootin' Shells for single shots or rapid fanning . . . rawhide holster and scabbard . . . harmless, flexible 9-in. plastic-blade Buffalo hunting knife . . . also includes 3 cartridges, 30 bullet noses. *Mail.*

48 T 3362 M—Ship. wt. 2 lbs. 6 oz. . . . . Set $5.44

***In accordance with State Laws. Residents of Delaware and minors under 16 in Ohio may order only guns that do not shoot caps. Guns not sold to residents of Utah. No caps included with the sale of guns.**

NEW! Electronically Controlled Rifle Range

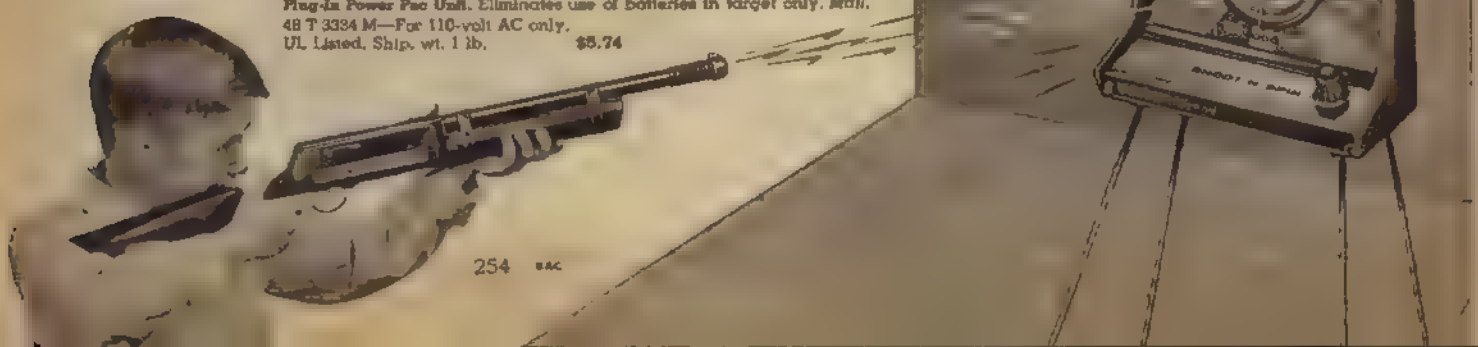
$14.95

Shoot-N-Spin Electronic Target Game 30-in. Plastic rifle "shoots" harmless beam of light (no darts or pellets). Hit the "bullseye"—bell rings and wheel spins. The spinner goes 'round and 'round and stops to indicate your score. Colorful, compact plastic target with metal stand. Rifle needs 3 "D" batteries, target needs 4 "D" batteries. *Mailable.*

48 T 3333 M—Batteries not incl., order Pg. 257 Ship. wt. 5 lbs. . $14.95

Plug-In Power Pac Unit. Eliminates use of batteries in target only. *Mail.*

48 T 3334 M—For 110-volt AC only.
UL Listed. Ship. wt. 1 lb. $5.74



ADULT SKIS
29.95 to 52.95

1 **Innsbruck laminated Hardwood** "Wedeln" model adult Ski Set Hickory and Ash laminated with Black lacquered top finish; have white and red plastic top edges. "Polaron" running surface and de luxe steel "L" edges. Adjustable cable harness with Squaw Valley release toe-piece and Austrian Kind forward throw. Sizes 6 ft.; 6 ft. 3 ins.; 6 ft. 6 ins.; 6 ft. 9 ins.; 7 ft.
W61-R 5367A... ..... 52.95

2 **Innsbruck laminated Hardwood "Slalom"** model adult Ski Set High gloss lacquered White top finish with black plastic top edges. Interlocking steel edges and "Polaron" plastic running surface. Adjustable cable harness with Squaw Valley release toe piece and Austrian Kind forward throw. Sizes 6 ft.; 6 ft. 3 ins.; 6 ft. 6 ins.; 6 ft. 9 ins.; 7 feet
W61 R 5366A. . . 39.95

3 **Innsbruck laminated Hardwood "Combi"** model adult Ski Set. Attractive high gloss lacquered top finish in stunning Gunmetal Grey. Adjustable cable harness features "safety" release toepiece and forward throw. Interlocking steel edges metal toe and heel protectors and safety straps. Sizes 5 ft. 9 ins., 6 ft., 6 ft. 3 ins.; 6 ft. 6 ins.; 6 ft. 9 ins.
W61-R 5365A. 29.95

4 **Junior "Combi" Skis** . . laminated Hardwood just like the senior models. Gleaming Blue lacquered finish with overlapped steel edges and smooth plastic base. Metal tip and tail protectors. Features "Top Boy" junior adjustable release bindings
W61-R 5363 Length 4 ft 13.95
W61 R 5364. Lgth. 4½ ft 14.95
W61-R 5312 Length 5 ft 15.95
W61-R 5313. Lgth 5½ ft. 16.95

5 **Here's an opportunity** to outfit your youngster with skis and poles at a reasonable price. "Junior Combi" solid Hardwood Skis are fitted with junior cable bindings and metal toe and heel protectors. Gleaming high gloss Red top finish with white painted top edges. Cane ski poles.
W61-R 5360. Length 3 ft. 6.98
W61-R 5361. Length 3½ ft. 7.98
W61-R 5362. Length 4 ft. 8.98

Junior "Combi" Skis
5-foot length 10.88

6 **Hardwood with Red top finish** and white painted top edges, steel running edges. "Top Boy" junior release bindings and metal toe and heel protectors.
FEATURE VALUE.
W61 R 5357. Length 4½ ft. 9.88
W61-R 5358. Length 5 ft. 10.88
W61 R 5359. Lgth 5½ ft. 11.88

7 **Nylon Shell Parka** for men or women. Made of Nylon with draw-string waist and hood. Entire parka folds up into its own kangaroo style pocket. Sizes Extra Small, Small, Medium, Large, Extra Large. 75 Black, 41 Teal, 08 Red, 40 Powder Blue
61 R 6041B.. .... 5.95

8 **Long sleeve Ski T-Shirt** of super combed Cotton. Elasticized turtle neck and cuffs won't stretch or sag. 28 inches long. Extra Small, Small, Medium, Large, Extra Large. 75 Black; 08 Red; 44 Sky Blue. Please state size colour and colour number.
61-R 6040B. 3.59

9 **Men's Ski Gloves** made of Cowhide. 80% Orlon and 20% wool laminated lining. Black with red trim. Sizes Small Medium, Large
61-R 6042A ..... Pair 4.95

10 **Men's full vision Ski Goggles**
61-R 5016. Pair 1.95
61-R 5017. Women's Ski Goggles (similar to above). ..... Pair 1.95

11 **"Tow-line" Ski Mitts.** Made of Cowhide with reinforced palms 90% Acrylic and 10% cotton pile lining. Sizes Small Medium Large
61-R 6043A. Tan colour.
Pair 4.95

12 **Ski Mitt Liners**, double thickness thermal foam for warmth. One full fitting size.
61 R 6044. ... . Pair 1.98

*Use Your Credit at EATON'S — NO DOWN PAYMENT. *See pages 298 and 299 for Details*

Authentic Ski Wear . . . designed for

Action!

13 Man's Parka. Heavy-weight, down proof Nylon insulated with 100% pure down (Bondicell in sleeves). Collar has hidden hood. Two zippered pockets. 75 Black; 44 Blue; 03 Burgundy. Sizes Extra Small, Small; Medium; Large, Extra Large. State size, colour and colour number
61-R 6046B. Length 30 ins. 29.95

14 Men's tapered Ski Slacks. Long-wearing mixture of 60% Wool, 40% Nylon. Self supporter waist-band with side tabs, shirt gripper. Four pockets. Sizes Short, Regular and Tall Men's 30 to 40-inch waist. State size and leg length
61-R 6047A. Black only . . 22.95

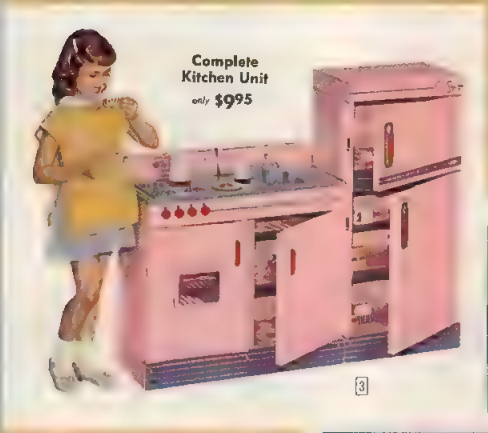
15 A wise skier protects his ears! Stretchy Ear-Band of double-knit Wool fits all head-sizes—men and women. 75 Black, 44 Blue; 08 Red; 70 White. State colour and colour number.
61-R 6045C. 95c

16 Women's reversible Ski Parka. Two colours: two styles. Copen Blue Nylon free hang style reverses to Light Blue Nylon quilted tube style. Sleek stretch quilt collar and waist-band. Two pockets. Full-length zipper. Bondicell interlining. Small, Medium; Large
61 R 6048A. State size 25.95

17 Women's Ski Slacks. A fine blend of Nylon Viscose and Wool; long wearing, slimly tapered. Selflex waist-band; two pockets. Self material foot-strap. Women's Short Regular and Tall. Sizes 8 to 20. State size and leg length on order
61 R 6049A. Black only. . . . 19.95

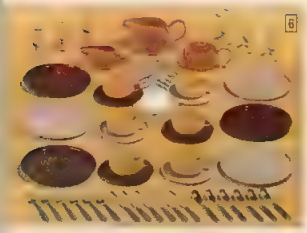
Libby's
VIENNA SAUSAGE
Libby's
PEACHES
Libby's
DICED CARROTS
Libby's
BEEF STEW
Libby's
FRUIT COCKTAIL
Libby's
SWEET PEAS
1

KOTTON KANDY
2


Complete
Kitchen Unit
only $995
3

4

5


6

7

8

9

DRINK
Coca-Cola
10

PEPSI
PEPSI-COLA
11

Electronic Shoot-N-Spin . . . thrills and suspense for the entire family

1

Magnetel Magnetic Table Game . . the discs have minds of their own

2

Real-as-life bowling game with alley over 4 feet long!

3

Automatic pinspotter

Skee Ball . . action and fun game for the whole family

4

World's fastest sport makes a game full of thrills and excitement!

5

6

7

8

9

10

11

12

Dad 'n Lad Games

A whole world of sports in miniature!

1 Electronic Shoot-N-Spin . . . a competitive game that helps develop marksmanship. Safe! Exciting! See who'll be the high scorer. Hit the "bullseye" and the wheel spins for your score. While the wheel spins, the bell rings and round and round the wheel goes and where it stops no one knows.

Full size rifle, 30 in. long, is molded of non-breakable Noralon . . . shoots beam of light for complete safety. Colorful target is compact in size, positive action. Includes metal stand. Gun uses 3 "D" batteries, target uses 4 "D" batteries. (Batteries not included.)
87-39-50F Shoot-N-Spin. (5 lbs.).....**$13.95**

1½ Amp. Power Pack AC Adapter for Target. Uses house current instead of batteries. UL approved. Shipping weight 1 lb. 8 oz.
87-39-68F Adapter.....**$5.95**

2 Magnetol Magnetic Table Game. Like pool, only the discs can veer in unexpected directions! Playing board has 9 hidden magnetic spots. Set includes 3 yellow and 3 black magnetic Magne-Discs that really come to life when they near one of the spots. Or, you can play regular pool games with the 10 non-magnetic numbered discs and cue disc. Ten games in all—ranging from magnetic Skid Pool to regular rotation pool. The two cue sticks are spring-loaded . . hit discs as lightly or hard as you want. 26¼x15⅞ in. playing board. Triangle included
87-41-80F Shpg. wt. 6 lbs. **$4.89**

3 Bowl-A-Matic . . . a real-as-life bowling game with an *alley over your fast long*. Pinspotter works mechanically—no batteries needed. And just like big $6,000 automatic pinspotters, it picks up standing pins, sweeps the alley of pins knocked down and replaces those left standing. Bowler lifts ball off the rack, then you position him to bowl and roll spares, strikes, splits, gutter balls, what have you! Here's all the fun of real bowling—plus looks and fine detail to dazzle your guest bowlers. Complete instructions and scoring pad included. Shipping weight 7 lbs. *Express*.
87-48-42C Bowl-A-Matic..... . **$10.95**

4 Skee Ball Game . . . designed for full family entertainment . . . so much like its popular amusement park counterpart. Balls fall into place in spring shooter. Player aims, pulls plunger and shoots for the inclined ramp. Ball spins up ramp and into one of five rings on target . . . rings run in value from 10 to 50 points . . high man wins!

Scoring balls drop through hole and are automatically returned and held for next player. Balls are released by a lever near the shooter. Automatic scoring mechanism keeps score up to 500 points, or can be turned back to zero after each player shoots his ten balls. It's another big action game by Eldon . . . with all the realism of the real thing. 12x6¾x42 in. long. Shpg. wt. 4 lbs.
87-48-59C Skee Ball *Express*.....**$7.95**

5 Electric Hockeymaster Game. Made in Canada—heartland of hockey! It's far and away the greatest little rink ever built for dad and lad to match hockey skills. Provides ball, plain puck and amazing magnetic puck for superb stick handling. Players actually "skate" down curved slots and can even make realistic passes. Whenever goals are scored, red goal lights flash on. Arching over the center ice is an attractive board. Window shields protect ends of rink. Puck return built into each goal. Uses 2 "D" flashlight batteries (not included). Heavy-duty 36x16 inch frame. Wt. 11 lbs. *Express*.
88-40-23C Hockeymaster **$9.95**

6 Tru-Action Electric Track and Field Meet. Stage your own Olympics! 19 athletes compete in many track and field events . . . and you're the one that controls them. 16 running figures race the 100-yd. dash, the 220-yd., the 440-yd and the mile. A most ingenious pole vaulter vaults higher and higher as he tries to clear the adjustable bar. Your hand on the control lever determines how far the brawny shot-putter hurls the magnetic shot, and how far the javelin thrower will throw the magnetic-tipped javelin. Size. 26x2x16 in. 110v, AC. Shpg. wt. 4 lbs. *Mailable*.
87-45-78F Electric Track Meet..... .**$4.99**

7 Electric Sports Car Race. Pick your favorite of the 4 powerful little daredevil cars, then root for it to win! Tricky roads, cutoffs and hairpin turns on the plastic roads make the winner anybody's guess. Speed 'em up or slow 'em down at the touch of a button. A UL approved Tru-Action game. 110v, AC. 27x16½ in.
87-38-28F Shpg wt. 4 lbs.....**$4.99**

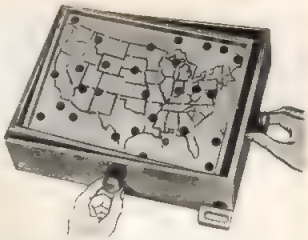
8 Tru-Action Classic Electric Football. Man alive, what realism! Thirty-four players—a 10-yard marker for measuring close ones—an actual photo of a bowl crowd—plus a giant gridiron with ultra-smooth electrical performance! Lifelike players have Vibra-Action "legs"—run, block, tackle, pass and kick like the pros. Coloring and numbering set lets you choose your own team colors and player numbers. And the wealth of players lets you master-mind a limitless variety of plays. 39x21½x3¼ inches. Shpg. wt. 9 lbs. 8 oz.
87-44-61F *Express* **$11.95**

9 Tru-Action Classic Electric Baseball. Matches big-league play in *every* way. When you're up, you bat lefty or right. When you're the field team, you take over the white pistol-grip "Pitcher-Fielder." It pitches curves, fast balls, slow balls . . . fields grounders and makes put-out throws. Fielders catch flies themselves! Infielders catch put-outs when players try to steal or run bases. All field men are strategically movable. World Series crowd pictured on big metal grandstand. 110v, AC. 25x25x6 inches. Shpg. wt. 9 lbs. 8 oz.
87-44-79F *Express* **$11.95**

10 Electric Pin Ball Game. Lights flash, bells ring up the score—it's fascinating! Trouble-free mechanism in sturdy wooden frame with heavy glass covering. Automatic scoring device registers to 100,000 points. Five steel balls, automatic loading. Hand-actuated kickers keep ball in play. Wooden legs. 115v, AC. 30¾x16¾x45 in. high.
87-38-69C Wt. 24 lbs. *Express*.....**$19.95**

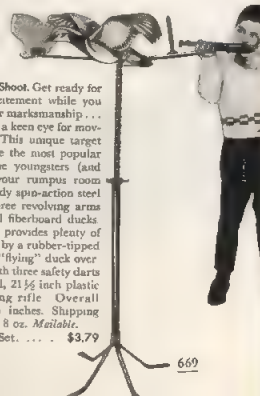
11 Foto-Electric Football . . . real football at its best! Strategy, action and suspense . . . see the ball carrier run, dodge tacklers, score the touchdown on the spectacular Play-Viewer. Includes self-contained football field with Play-Viewer, offense plays and defense formations; spinner dials to indicate kicks and runbacks; scoreboard. 18x13¾x5 in. with light and cord. (5 lbs.)
87-31-09F UL approved, AC-DC.....**$4.99**

12 Lucky Loopy. Hit Lucky Loopy . . . picture panels reverse with motous results. Played indoors or out . . . hilarious entertainment for the entire family, exceptional party fun. Features bowling-type scoring, with alternate rules for younger age ranges. Complete with 3 reversible picture panels on metal rod, 2 panel supports, 3 sponge rubber balls, score pad. Shpg. wt. 2 lbs. 12 oz
87-30-91F Lucky Loopy..... .**$2.69**



Coast-To-Coast Maze Game. Once you've won at this game, bet you'll know more U.S. geography than the average voter! Now you're in Montana, now in Kansas, now in Texas. Problem is to roll the steel ball "coast to coast" along the printed path without going "in the hole." Two twist-em dials tilt the board and guide the ball. Wood frame with rich maple finish. 14½x11x3½ inches.
87-46-44F Shpg. wt. 3 lbs.....**$4.39**

Hit the Spot . . . an action game that's so exciting you can't stop playing it. Hit highest spot for highest score . . . and win! Takes skill and concentration . . . manipulate the steel rods to achieve control of the ball. Game is constructed of selected lumber, beautifully finished in maple. Easy to follow rules are printed directly on the package insert. One or more can play. Overall size 21x8x4 inches high. Shipping weight 3 lbs. 9 oz.
87-46-51F Hit the Spot.. ..... .**$2.99**

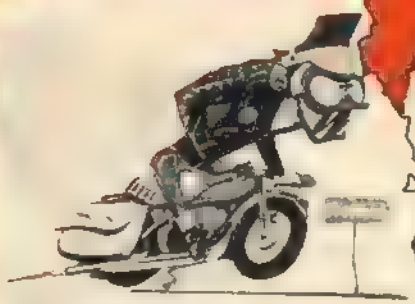


Flying Duck Shoot. Get ready for fun and excitement while you practice your marksmanship . . . and develop a keen eye for moving targets. This unique target game will be the most popular one with the youngsters (and adults) in your rumpus room arcade. Sturdy spin-action steel stand has three revolving arms with colorful fiberboard ducks. Gravity feed provides plenty of action. A hit by a rubber-tipped dart knocks "flying" duck over. Complete with three safety darts and powerful, 21½ inch plastic dart-shooting rifle. Overall height is 35 inches. Shipping weight 4 lbs. 8 oz. *Mailable*.
87-38-51F Set. **$3.79**

the wacky wonderful

DIGGER—THE WAYOUT DRAGSTER
Made on mouldy machines under a full moon breathing fire—here's a hot rodder to set the heart beating faster, the hands tremble, the eyes bulge. It's fun.
Model No. 530-100 .....$1.00 Retail

"DADDY"—THE SUBURBANITE
A jaunty, hail fellow who drives a coffin-like car and reaches the peak of his career every Halloween ...haunts houses, robs graves, produces panic and is completely loveable. Ugh! A perfect perplexed commuter.
Model No. 532-100 $1.00 Ret.



"DAVEY"—
THE MOTORCYCLIST ROAD BLASTER
A miserable person with all the charm of a hissing rattlesnake — a scary scamp who scoots in and out of traffic creating the biggest jam since strawberries. He's terrible.
Model No. 531-100.....$1.00 Retail

LEAKY BOAT LOUIE
His motorized washtub is a fearsome thing—makes even the highest seas lie down and play dead. And Leaky Boat Louie is as jauntily dressed as befits a man of the sea — yachting cap, cigar in mouth and cooling drink in hand, Louie makes more people leave the beach than the cry of "shark!" Louie is plain lousy. You'll love him.
Model No. 534-100 . $1.00 Retail

FRANCIS THE FOUL
The athlete with the golden feet—an invincible basketball player who completely terrorizes his opponents with his prowess on the court —a man of honor. Francis the Foul speeds across the floor shouting all is fair in basketball and war. His superlative play should make him All American Heel of the Year. Nobody, but nobody can foul up as quickly as Francis the Foul. A sweet person?
Model No. 535-100....$1.00 Retail

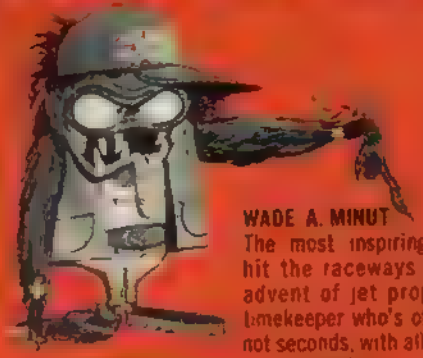
"FREDDY" FLAMEOUT
Never before and never again so dashing, so debonair, so devastating a pilot as fearless Freddie Flameout. All he needs is his trusty pocket sized blow torch, and balloons over each wing to make the most terrifying flight since the Wright Brothers. He'll scare you out of ten years' growth and you'll love every minute of it. You'll love Freddie Flameout!
Model No. 533-100 ..$1.00 Retail

hawk

Most Trusted Name In Modeling

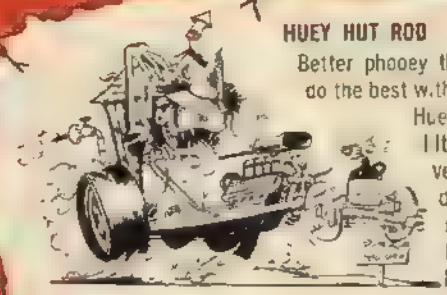
[illegible]

world of Weird-Ohs kits and Decals



WADE A. MINUT
The most inspiring sight to hit the raceways since the advent of jet propulsion, a timekeeper who's off by hours not seconds, with all the charm of a poisonous python. Just beautiful!
Model No 636 50c Retail

SLING RAVE "CURVETTE"
A hip chick a dolly who's slip you off your trolley, makes the scene big wherever the action: car rally, baseball diamond, football field. Got it made in the shade with her Capri pants, sun glasses and straw topper . . . a livin' doll.
Model No 637 50c Retail



HUEY HUT ROD
Better phooey than Huey but you gotta do the best with what you've got and that's Huey! The point of his head, the lilt of his eye, the shambles of a vehicle all combine to give Huey dash and class like you may never want to see again. Truly lovely.
Model No. 538 $1.00 Retail

DRAG HAG
An exemplary mother and child figure: she has all the appeal of cold oatmeal, and the child looks it. Here is emotion that'll tear at your heartstrings, bring a tear to your eye, for in truth, have you ever seen a sadder looking pair? Touching!
Model No. 536 . . . $1.00 Retail

ENDSVILLE EDDY
King of the Uglies is this serene, quiescent contained Endsville Eddy—the Eddy to end all. All brake and no brain, Eddy's ready for whatever the task—bedlam, ruin, riot. But underneath it all he has a heart full of chaos and calamity.
Model No. 537 . . . . . $1.00 Retail

WEIRD-OH DECALS
Weird-Ohs by Hawk Model give you a big profit encore in easily applied water applicated decals. Imagine making decals of the industry's hottest selling line — Weird-Ohs by Hawk! Modelers will proudly spot them on cars, bikes, motorcycles, books, walls, just anything and everything, even people. Weird-Oh decals are individually contained in translucent bags packed in easel backed display boxes.

Model No. 78-30
29c Each Retail

The Largest National Consumer Magazine Advertising Program in Hawk's History Will Keep Everyone Pasted On WEIRD-OHS!

the wacky wonderful

DIGGER—THE WAYOUT DRAGSTER
Made on mouldy machines under a full moon breathing fire—here's a hot rodder to set the heart beating faster, the hands tremble, the eyes bulge. It's fun.
Model No. 530-100 .....$1.00 Retail

"DADDY"—THE SUBURBANITE
A jaunty, hail fellow who drives a coffin like car and reaches the peak of his career every Halloween ...haunts houses, robs graves, produces panic and is completely loveable. Ugh! A perfect perplexed commuter
Model No 532-100 .$1.00 Ret.

"DAVEY"—
THE MOTORCYCLIST ROAD BLASTER
A miserable person with all the charm of a hissing rattlesnake - a scary scamp who scoots in and out of traffic creating the biggest jam since strawberries. He's terrible
Model No 531-100 . $1.00 Retail

LEAKY BOAT LOUIE
His motorized washtub is a fearsome thing makes even the highest seas lie down and play dead And Leaky Boat Louie is as jauntily dressed as befits a man of the sea – yachting cap, cigar in mouth and cooling drink in hand, Louie makes more people leave the beach than the cry of "shark!" Louie is plain lousy. You'll love him.
Model No. 534-100. $1.00 Retail

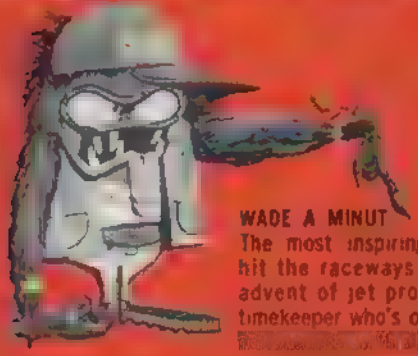
FRANCIS THE FOUL
The athlete with the golden feet - an invincible basketball player who completely terrorizes his opponents with his prowess on the court —a man of honor, Francis the Foul speeds across the floor shouting all is fair in basketball and war. His superlative play should make him All American Heel of the Year. Nobody, but nobody can foul up as quickly as Francis the Foul. A sweet person?
Model No. 535-100 ...$1.00 Retail

"FREDDY" FLAMEOUT
Never before and never again so dashing, so debonair, so devastating a pilot as fearless Freddie Flameout. All he needs is his trusty pocket sized blow torch, and balloons over each wing to make the most terrifying flight since the Wright Brothers. He'll scare you out of ten years' growth and you'll love every minute of it. You'll love Freddie Flameout!
Model No. 533-100 ..$1.00 Retail

hawk
Most Trusted Name In Modeling

[illegible] MODEL COMPANY
[illegible]
[illegible]

world of Weird-Ohs kits and Decals



WADE A MINUT
The most inspiring sight to hit the raceways since the advent of jet propulsion, a timekeeper who's off by hours [illegible] of a poisonous python. Just beautiful
Model No. [illegible] 50¢ Retail

[illegible] storm shaking trend [illegible] by [illegible] of Weird-Ohs Kits and Decals. They're that [illegible]

SLING RAVE "CURVETTE"
A hip chick, a dolly who'd slip you off your Polley makes the scene a-g where ever the action—car rally, baseba' diamond, football field. Got it made in the shade with her Capri pants, sun glasses and straw topper [illegible] dol
Model No 537 50¢ Retail

HUEY HUT ROD
Better phooey than Huey—but you gotta do the best with what you've got and that's Huey! The point of his head, the tilt of his eye the shambles of a vehicle all comb ne to give Huey dash and class like you may never want to see again. Truly lovely.
Model No. 538 $1.00 Retail

DRAG HAG
An exemplary mother and child figure she has al the appeal of cold oatmeal, and the child looks it. Here is emotion that'll tear at your heartstrings, bring a tear to your eye, for in truth have you ever seen a sadder looking pair? Touching!
Model No. 536. . .$1.00 Retail

ENDSVILLE EDDY
King of the Ugies is this serene, quiescent contained Endsville Eddy—the Eddy to end all. All brake and no brain, Eddy's ready for whatever the task—bedlam, ruin, riot. But underneath it all he has a heart full of chaos and calamity.
Model No. 537.....$1.00 Retail

WEIRD-OH DECALS
Weird-Ohs by Hawk Model give you a big profit encore in easily applied water applicated decals. Imagine making decals of the industry's hottest selling line Weird Ohs by Hawk! Modelers will proudly spot them on cars bikes, motorcycles, books walls just anything and everything, even people. Weird-Oh decals are individually contained in translucent bags packed in easel backed display boxes

Model No 78-30
29¢ Each Retail

The Largest National Consumer Magazine Advertising Program in Hawk's History Will Keep Everyone Posted On WEIRD OHS!

A ADMIRAL "W". Slim masterpiece of watchmaking! Winds itself automatically. Anti-magnetic waterproof*, shock resistant 17 jewel movement. Chrome plated top, stainless steel back. Matching expansion band.

	retail	Only
30-8585JX	$99.75	$27.95
ADMIRAL. Same, in yellow		
30-8586JX	$75.00	$30.50

B LEEDS. This coin-thin aristocrat belongs to the man of distinctive! Waterproof*, anti-magnetic, shock resistant. 17 Lifetime jewels. Unbreakable mainspring. Yellow top case, stainless steel back: matching expansion band.

	retail	Only
30-8587JX	$57.50	$22.95
LEEDS. Same, in yellow		
30-8588JX	$49.75	$20.75

C CARLSON "W" Only the features are expensive! Self winding, waterproof*, anti-magnetic, shock resistant. Luminous dial has sweep second hand. Chrome plated top, stainless steel back. Matching expansion band. 7 jewels.

	retail	Only
30-8583JX	$47.50	$19.95
CARLSON. Same, in yellow		
30-8584JX	$55.00	$22.50

D CASPER "W". Outstanding timepiece value! A winner in performance. It's waterproof*, anti-magnetic, shock resistant. Chrome plated top case, stainless steel back. Matching expansion band. 7 jewel movement.

	retail	Only
30-8579JX	$29.75	$13.75
CASPER. Same, in yellow		
30-8580JX	$37.50	$16.75

E ERNEST. Superior looks and accuracy at an amazingly low price. 17 Jewels. Waterproof*, anti magnetic, sweep second hand on luminous dial. Shock resistant, unbreakable mainspring. Chrome plated top case; stainless steel back. Matching expansion band.

	retail	Only
30-8581JX	$42.50	$17.95
EDGAR. Same, in yellow		
30-8582JX	$52.50	$21.75

HELBROS

Nationally advertised, recognized the world over as a leader in fine watches! The HELBROS *name is your assurance of superior quality and excellence in design. All feature Lifetime Jewels, guaranteed unbreakable mainspring and are shock resistant. All expansion bracelets can be lengthened or shortened for perfect fit by adding or subtracting links. Select your* HELBROS *or choose one for a proud gift. Gift boxed.*

F AVIATOR "W". Indicates time and date automatically! Winds itself automatically, too. Waterproof*, anti-magnetic shock resistant 17 jewel movement. Sweep second hand. Chrome plated top, stainless steel back. Expansion band.

	retail	Only
30-8595JX	$71.50	$29.75
AVIATOR. Same, in yellow		
30-8596JX	$82.50	$32.25

G CISCO. A winner in styling and reliability. Waterproof*, anti-magnetic, shock-resistant 21 jewel movement; unbreakable mainspring. Yellow top with stainless steel back, adjustable expansion band. Luminous dial; sweep second hand.

	retail	Only
30-8589JX	$62.50	$25.25
CISCO "W." Same, in white		
30-8590JX	$55.00	$22.50

NATIONALLY ADVERTISED IN

Good Housekeeping

LIFE
POST
LOOK
PLAYBOY
VOGUE
seventeen
Esquire

LIFETIME GUARANTEE

on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break and will be replaced by factory without charge for parts. Postage, insurance, handling and packaging charge $1.25

*Waterproof provided crystal and crown are intact, case unopened

Ultra thin

J BANGOR. Ultra thin dress watch enhanced by an elegant clean-swept dial enclosed in a modern yellow top case. Stainless steel back. Matching expansion band. 17 jewels for split-second accuracy.

	retail	Only
30-8591JX	$65.00	$26.75
BANGOR "W." Same, in white		
30-8592JX	$62.50	$25.35

K NASH "W". Convenience plus. This precision, calendar watch tells date automatically. Waterproof*, shock resistant, unbreakable mainspring. Chrome plated top; stainless steel back. 17 jewel movement. Matching expansion band.

	retail	Only
30-8593JX	$47.50	$20.25
NASH. Same, in yellow		
30-8594JX	$57.50	$23.75

All watches subject to 10% Fed. excise tax. Shipp. wt. approx. ½ lb. each.

A EBB TIDE "W". Tailored for women on the go. Trim in style, rugged in performance Waterproof*, shock resistant and anti magnetic. Chrome plated top case, stainless steel back, matching expansion bracelet. 17 Lifetime jewels.

	retail	Only
30-8597JX	$59.75	$24.95
EBB TIDE. Same, in yellow		
30-8598JX	$60.00	$25.95

B CATALINA. Excitingly new, petite marquise shaped case of 10K yellow rolled gold plate. Matching tapered links and flexible fresh blend into a slim bracelet. 17 Lifetime jewels, shock resistant, unbreakable mainspring.

	retail	Only
30-8601JX	$65.00	$25.95
CATALINA "W." Same white.		
30-8602JX	$65.00	$25.95

E HANSEL. Teenage special with the exacting features of more costly watches. Waterproof*, anti-magnetic, shock resistant 7 Lifetime jewels. Luminous, full figure dial, sweep second hand. Chrome plated top case, stainless steel back. Expansion band.

	retail	Only
30-8611JX	$39.75	$13.75

F GRETEL. Vivacious teenage charmer! Darling yellow top case frames a full-figure square dial. Shock resistant, anti-magnetic 7 jewel movement. Stainless steel back, matching expansion band.

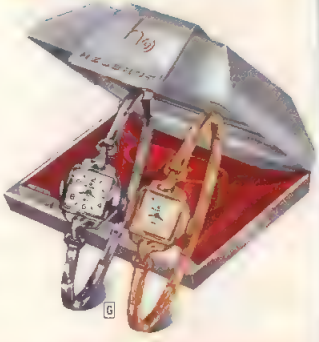
	retail	Only
30-8612JX	$35.00	$18.95
GRETEL "W." Same, in white.		
30-8613JX	$35.00	$18.95

C KATRINA. Four blazing diamonds shine brightly in this oval case of 10K yellow rolled gold plate; stainless steel back. Matching, adjustable expansion bracelet 17 Lifetime jewels, shock resistant.

	retail	Only
30-8599JX	$71.50	$29.75
KATRINA "W." Same white		
30-8600JX	$71.50	$29.75

D FLORA. Diminutive 21 jewel precision masterpiece! Unique diamond shape dial set in a sculptured case of 10K yellow rolled gold plate, stainless steel back. Matching expansion bracelet. Unbreakable mainspring, shock resistant.

	retail	Only
30-8607JX	$59.75	$24.95
FLORA "W." Same, white		
30-8606JX	$59.75	$24.95



G NORA. Fashion favored diminutive 17 Lifetime jewel timepiece! Fascinatingly faceted square case in yellow top with matching, expansion bracelet. Adjust quickly to fit any size wrist. Looks and works like watches costing many dollars more! Stainless steel back. Shock protected unbreakable mainspring.

	retail	Only
30-8603JX	$47.50	$19.95
NORA "W." Same, in white.		
30-8604JX	$47.50	$19.95

*Waterproof provided crystal and crown are intact, case unopened

HELBROS

HELBROS presents this prized collection of exquisite fashions in time. Choose a HELBROS . . . you'll know why the name is famous throughout the world for the ultimate in precision craftsmanship, combined with beauty of design. Electronically tested Lifetime Jewel movements, guaranteed unbreakable mainsprings, shock resistant. Expansion bracelets fit perfectly, thanks to the quick link-adjustment feature.

*Waterproof provided crystal and crown are intact, case unopened

NATIONALLY ADVERTISED IN...

H LIDO. Majestic creation! Elegant marquise shape case in glowing yellow with stainless steel back. Matching expansion bracelet. 7 Lifetime jewels; shock resistant.

	retail	Only
30-8609JX	$35.00	$13.95
LIDO "W." Same, in white		
30-8610JX	$35.00	$13.95

J ROYALLE. Delicately designed marquise shape case has yellow top . . complemented by matching expansion bracelet that tapers to adjustable links. Stainless steel back. 17 jewels; shock resistant.

	retail	Only
30-8605JX	$55.00	$22.95
ROYALLE "W." Same, white		
30-8606JX	$55.00	$22.95

All watches subject to 10% Fed. excise tax. Shpg. wt. [illegible] oz. ½ lb. each

Good Housekeeping

LIFE
POST
LOOK
PLAYBOY
VOGUE
seventeen
Esquire

LIFETIME GUARANTEE

on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break and will be replaced by factory without charge for parts. Postage, insurance, handling and packaging charge $1.25.

BELOVED CHATTY DOLL FAMILY

...now bigger and better!

2 new babies . . . more phrases . . . improved no-battery voices

[1] **New TINY CHATTY BROTHER . . . 15 in. doll** This 18-month-old towhead is a true member of the Chatty clan. Pull his Chatty-Ring—he laughs, cries or talks baby-talk. Hearts melt like popsicles in the sun when his voice pipes, "Me good boy!" or "You're nice!" —any one of 11 different random responses. He's a cuddly vinyl chap with movable arms, legs and head for active play. Silky blond hair is rooted, big blue eyes with lashes close to sleep. His one-pc suit has his name on front. Matched stripe-and-solid blue cap . . . slipper socks, too.
88-64-81F Brother. (2 lbs. 6 oz.) **$7.95**

[2] **TINY CHATTY BABY . . . 15-in. girl doll.** A sweet smaller version of Chatty Baby, she delights you with 11 typical 18-month-old's sounds and phrases when you pull her Chatty-Ring. She chuckles with glee, sobs appealingly, coos "Night night" and "Hi Mama!". Vinyl baby's chubby arms and legs move . . . head turns. Those trusting eyes close long lashes at bedtime; hair is rooted for brushing. She wears blue romper with striped attached panties and personalized bib. Slipper socks, barrbow. Wt. 2 lbs. 4 oz.
88-64-16F Brunette Tiny Chatty Baby . **$7.95**
88-64-08F Blonde Tiny Chatty Baby . . . **7.95**

CHATTY BABY . . . says 18 different things! Now more talkative and lovable than ever! Pull her Chatty-Ring and hear bright baby-talk (18-months style) . . . a gay gurgling giggle . . . or realistic sobs that call for pleasant cuddling of baby's chubby, 18-in. vinyl body. Arms, legs and head move. Lifelike eyes with lashes close. Rooted hair may be brushed before you add bow to match her removable red pinafore. Underneath baby wears lacy white romper . . . slipper socks.

[6] **88-60-28F** Brunette. Wt. 3 lbs. **$10.50**
[7] **88-60-02F** Blonde. Same as above . . . **10.50**

CHATTY CATHY . . . more fun than ever! Mattel's world-renowned chatterbox now says 18 different play-making phrases! Just pull the Chatty-Ring and the fun begins. You never know what her sweet voice will talk about next. New-look Cathy has twin ponytail hairdo . . . rooted so you can comb, brush, style it. She proudly models a festive new outfit: red "velvet" bodice and frosty white lace-over-taffeta skirt, as illustrated at right (19) . . . not striped dress shown in picture. Satin sash, panties, socks, velvety shoes. Plastic Cathy is 20 in. tall with movable arms, legs and head. Her bright eyes close . . . her fetching freckled face is soft vinyl. Wt. 3 lbs.

[13] **88-66-30F** Brunette Cathy **$10.50**
[14] **88-66-22F** Blonde Cathy. **10.50**
[15] **88-65-98F** Auburn Cathy. **10.50**

Chatty Baby's So Cute In These Outfits

[8] **Outdoors Outfit.** Rosy-pink corduroy coat with two embroidered rosebuds. Matching hat is frilled in pastel-pink sheer. A new outfit!
88-63-82F Outfit. Wt. 6 oz.. . . . . **$1.89**

[9] **Coveralls Set.** Chatty Baby's name is printed on these pink corduroy coveralls with cozy sewn-on feet. Striped blue and white tee shirt.
88-60-51F Outfit. Wt. 6 oz. **$1.99**

[10] **Leotard Set.** Gay red leotards boast black velvet feet. Crisp-white smock, bib, telephone rattle. (More in match with basic outfit.)
88-60-36F Outfit. Wt. 6 oz. **$2.19**

[11] **Sleeper Set.** Snuggly one-pc. zippered sleeper with pink posy print, tiny rick-rack. Soft blue-and-white blanket and rattle included.
88-60-44F Outfit. Wt. 6 oz. **$1.99**

[12] **Chatty Baby Gift Set.** Doll wears her red leotards with black velvet feet, white smock and name-marked bib. Lucky baby also owns zippered one-pc. sleepers with blanket, rattle . . . cord-rib coveralls with sewn-in feet, T-shirt plus pj's with knit ruffle stripe pants and terry-cloth top . . . matching terry booties.
88-63-74F Doll, Outfits (4 lbs. 6 oz.) . **$13.95**

Dress Tiny Chatty Baby in Playtime Fashions

[3] **Bye-Bye Outfit.** Blue pique coat has shawl collar. Matching hat with white trimmings
88-69-45F Outfit. Wt. 6 oz.. . . . . **$1.69**

[4] **Night-Night Outfit.** Ruffled nightie, printed with yellow rosebuds, trimmed in tiny rick-rack. Hooded terry-cloth robe and slippers.
88-69-52F Outfit. Wt 8 oz. **$2.19**

[5] **Tiny Chatty Baby Gift Set.** Doll and 3 cunning, complete outfits! *Pink Frill*: party dress of pink nylon sheer over check gingham. Matching panties, pink slipper-socks. *Bye-Bye*, blue pique coat and hat. *Fun Time*: gay coral-and-pink romper with pussycat yoke, matching hat and shoes.
88 63-90F Doll & Outfits. Wt. 4 lbs. **$10 50**

[20] **Chatty Baby Stroll-A-Buggy.** Converts to 9 accessories:
- carriage
- stroller
- carryall bed
- rocker
- swinging bed
- car seat
- swing
- rocker seat
- backwards-facing stroller

So husky with steel frame! So pretty with pastel-printed vinyl body, blue trim. For all 3 Chatty babies, dolls up to 20".
89-23-72C (11 lbs.) . . . **$9.49**

[21] **Chatty Cathy Stroller**—5 toys in one! It's a deluxe regular stroller with detachable shopping bag . . . a sleeper . . . a back-facing stroller (so doll can see "Mama"). Lift out body: it's a car seat or carry-about cradle. Quilted vinyl in print and cotton-candy pink. Removable canopy. Chrome-plated pusher, 29 inches high.
89-23-64C (6 lbs.). . **$6.39**

[22] **New Walk 'n Talk Stroller.** Now you can make your Chatty doll talk while you push her! (Strap loops thru Chatty-Ring and attaches to handle.) Flip-back canopy and body are red-and-print vinyl—with pictures of Chatty Baby and Cathy. Matching wardrobe carrier is removable. Chrome-trimmed steel frame, 26¾ in. high
89-23-56C (5 lbs.) . **$5.95**

New Nursery Set . . . For All Chatty Baby Dolls Described Above

Matching, custom-designed furniture creates a dainty doll nursery gives a little "talker" lots to brag about! Pretty pink-and-blue pieces are each personalized with Chatty Baby silhouette. There's roomy crib, chair and 2-door wardrobe for all baby's clothes. Rod holds frocks (or Brother's suits) on plastic hangers . . . the accessories stay tidy in a removable drawer.

All three pieces are made of sturdy corrugated fiber-board. They come in compact segments . . . scored for quick and easy assembly. Includes plastic wardrobe door knobs, and wooden white-tipped legs. Assembled sizes: wardrobe 17½x13½x6 in. deep, crib, 13¾x22x10 in.; chair, back height 10½ in., seat 9 in. wide, 6½ in. deep.
89-33-54C Set. Wt. 6 lbs. 6 oz.. . . . . **$4.39**

New Chatty Play Table . . . for All Chatty Baby Dolls. Sit baby at table—she's ready for feeding or fun. Remove seat . . . it's a cute rocker or a portable "infant's" chair. Or turn it into a car seat with a twist of the wrist! Strong plastic chair and metal tray assemble easily on chrome-plated steel frame. 24 in. high overall, on plastic wheels. Tray is 16 in. square.
89-24-71C Play Table. Wt. 6 lbs.. **$5.49**

BIG IDEAS
COME
FROM
IDEAL
Now...meet
Ideal's
latest
big idea!

MISTY...
Spokeswoman
for
Tammy.
She's in Tammy commercials
starting now! She's a doll...
a real live "in" teenager!
Here's how it works: Little girls
ask Tammy questions... Misty
answers. And sells Tammy
and all your Tammy merchandise!
All year round on Ideal's two
great TV shows... Magilla Gorilla
and Peter Potamus. Local spots, too!
With Misty working for you,
consider your Tammy shelves emptied!
IDEAL
Ideal Toy Corporation, 200 Fifth Ave., New York 17, N.Y.

ACTION APLENTY!

1 Mr. Kelly's Car Wash . . . by Remco. Fill the water tank, hook the car on the cable, press the starter switch, and presto . . . all the action of a real automatic car wash! Under the protective see-thru building cover, you can watch the car being wet down by the "specially designed" noness water system. See it move through the cleaning rollers, the dryer, and out the back and bright and shiny as new. Wipe it clean and even give it a wax job.

Comes with two big cars, wax cans filled with real wax for that extra polishing job, towels, sponges and a standing sign. 27 in. long. Operates on 2 "D" batteries (not included)
87-24-16F Shpg. wt. 4 lbs. **$6.79**

2 Clancy the Great . . . Ideal's Skating Monkey. What a lovable character this astounding 27 in. monkey is . . . and so realistic, he's practically a living pal. Just take Clancy by the hand, press the tiny concealed switch, and he'll roller skate right along with you. With typical monkey curiosity, he nods his head from side to side as he moves, making monkey sounds at all he sees

And Clancy'll do his famous hat trick for you. Just put his hat in his hand and start tossing coins. If he catches one, he'll skate right to you. (Two or more can compete to activate this chimp charmer.)

Clancy has a finely detailed vinyl head that "talks" when squeezed; a sturdy plastic body, soft vinyl hands; mar-no-floor roller skates. Comes with a package full of his own coins. Heavy duty motor operates on 3 "D" batteries (not included).
87-25-31F Wt. 8 lbs. 8 oz. *Express* **$12.95**

3 Mighty Matilda . . . Nuclear Carrier by Remco. Turn on the power switch . . . giant flattop automatically pushes ahead on hidden wheels. Press the alarm button, a bell rings . . . make ready for the enemy! Automatic revolving radar antenna tracks the enemy. Aircraft approaching? The rocket batteries let go with surface-to-air missiles.

Remote control electronic power switches move the big elevators up and down, lifting aircraft to the flight deck. Place the planes on the catapult, press the catapult button . . . off they zoom. When planes come in for a landing, arresting gear catches them. If arresting gear is missed, plane hits the crash barrier.

A giant flattop, 35 in. long, complete with 100 man crew, 12 pursuit planes, 9 bombers, 4 helicopters, 1 tow truck and 4 rockets. Not a water toy. Operates on 4 "D" batteries (not included).
87-23-90F Shpg. wt. 4 lbs. 8 oz. **$9.95**

4 Odd Ogg . . . by Ideal. Turn on the switch . . . Odd Ogg starts moving backward. Now roll one of the five plastic balls at him. If the center bar beneath his mouth is hit, he'll make a low, croaking sound and roll forward. But what happens if you miss the center bar? Odd Ogg opens his big mouth, sticks out his tongue, makes a "razzing" frog noise at you and backs away several feet. The object is to make Odd Ogg come forward . . . but you'll laugh along with him each time the ball misses the target

Plastic balls are retained under the bars and do not interfere with Odd Ogg's movements. To free them, the "go back" button is pressed and Odd Ogg moves away, disengaging the balls. Made of durable plastic . . . has heavy duty motor; operates on two D-cell batteries (not included) 14 in. long, 7 in. high For ages 5 to 12.
87-25-64F Shpg. wt. 4 lbs. 8 oz. . **$8.39**

5 Big Caesar and the Roman Legions . . . by Remco. Flick the switch and Big Caesar . . . the greatest fighting galleon ever known, moves into action! 16 oars start to row. Each thrust of the oars pulls the giant ship forward with authentic seagoing motion. On deck, a 25-man Roman legion stands poised for attack . . . 4 catapults take aim at the enemy . . . 2 horse-drawn chariots make ready to charge

Within striking distance looms the formidable fortress. Along its parapets, a mighty legion of 25 warriors prepare to defend their honor Now every child can imitate the realistic Roman battle he's seen on television and in the movies.

Comes with 50 Roman soldiers (30 spearmen, 8 bowmen, 10 swordsmen, 2 captains), 2 horse-drawn chariots, 4 catapults and a castle fortress. Not a water toy. Operates on 4 "D" batteries (not included). 29 in. long, 17 in. high.
87-24-08F Shpg. wt. 5 lbs. 8 oz. **$9.95**

6 Barracuda Atomic Submarine . . . by Remco. Complete in every detail! "Up" periscope and Barracuda noses ahead on concealed wheels. Twin propellers turn. "Nuclear Reactor" signal flashes red. Warning chime rings in engine room. Ready with four torpedoes! Four polaris missiles automatically fire overhead! Transparent deck allows you to see complete interior built-to-scale workings of a submarine Comes with four officers, four frogmen, 16 enlisted men, one frogman's raft. Not a water toy! Operates on 4 "D" batteries (not included). 37 inches long
87-23-82F Wt. 5 lbs. *Express* **$8.95**

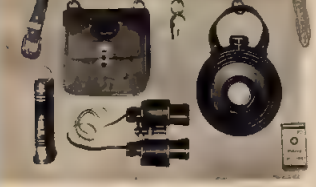
7 King Zor the Dinosaur . . . by Ideal. Press the button . . . King Zor lumbers forward until his forked tongue hits an obstruction. With an exasperated roar, he slowly backs away, turns side to side, and lurches forward again in a new direction.

But LOOK! King Zor has a sensitive spot—**HIS TAIL!** When rubber tipped darts, fired from the Dinosaur Gun, hit his tail, he r-o-a-r-s his protest. He backs away . . . turns from side to side in irregular movements . . . heads in the direction from which he was attacked . . . and, in great rage, shoots a ball at you. As his tail is hit again and again with the darts, the dinosaur shoots back one ball at a time. Finally, when King Zor hurls all the balls, his power is weakened . . . and the once-mighty dinosaur is now under control!

King Zor is made of sturdy plastic. He comes equipped with a Dinosaur Gun and a quantity of rubber-tipped darts. A supply of plastic balls are loaded in his body. He measures 31x12 in.; gun is 8¾ in. long. Heavy duty motor operates on two "D"-cell batteries (not included).
87-25-23C Wt. 7 lbs *Express* **$12.49**

8 Gaylord The Friendly Basset Hound . . . by Ideal. Gaylord can do practically anything a real dog can . . . walk alongside his master, go uphill and down . . . climb shallow steps; hold a bone in his mouth . . . and bark! Gaylord is mechanized You control his movements by a gentle tug of his leash. With each pull of the vinyl leash, Gaylord will go forward . . . or stop . . . or go backward. A hidden magnet enables him to catch a bone in his mouth. His attractive blue ribbon collar and leash are removable. His comical, waddling walk and sad-eyed face will endear him to youngsters . . . and even parents will be drawn to this lifelike, performing canine. Operates on four "D"-cell batteries (not included). 23 in. long, 7 in. high
87-25-49F Shpg. wt. 5 lbs. 8 oz. **$10.95**

9 Firebird 99 . . . by Remco. Take the wheel and pretend you are driving! Authentic dashboard looks just like Dad's! Ignition key switches off and on. Speedometer registers speed Directional signals blink . . . windshield wipers sweep side to side. Horn beeps. Rear-view mirror is adjustable. Glove compartment holds road map. Sturdily constructed of red plastic and metal. Uses two "D"-cell batteries (not included). Size: 13¼x6¾x9¾ inches high For ages 4 to 10.
89-10-93F Shpg. wt. 3 lbs. . . . **$5.39**

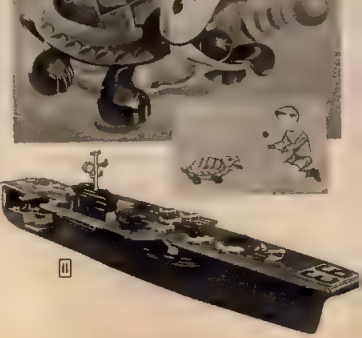


Camping Kit. Equips young outdoor fans with gear they need for regular or back-yard campouts. Keeps everything handy. Top grain leather belt has nickel snaps to secure leather saddle bag, whistle and canteen. Also included are flashlight, compass, binoculars. There's even a package of Band Aids for emergencies. 10 pieces add up to lots of excitement for any boy.
89-48-99F Shpg. wt. 2 lbs. 8 oz. **$4.49**

10 Tu Tu Turtle . . . by Ideal. He's a great, big, lovable, comical turtle who doesn't like to be pushed around . . . and shows it! Put his ball into his funny mouth, give him a good push backwards . . . and watch out! Suddenly that ball pops right back at you . . . and then Tu Tu comes trundling forward to play some more. Wonderful fun for the younger set . . . he's a built-in baby sitter! Tu Tu is made of sturdy plastic. Two lightweight plastic balls included. Size: 14½ in. long, 11 in. wide, 6¼ in. high.
87-27-21F Shpg. wt. 2 lbs. 6 oz. . . **$2.88**

11 Mighty Magee . . . by Remco. Authentic version of the navy's latest aircraft carrier . . . Mighty Magee will be the pride of any boy's fleet. Big elevator moves planes onto flight deck. Automatic catapult launches planes into air. Elastic arresting gear catches planes coming in for a landing. Made of sturdy plastic. Comes complete with 13 pursuit planes, 6 bombers and a tow truck Not a water toy . . . lots of fun, indoors or out. 18 inches long
89-10-02F Shpg. wt. 1 lb. 8 oz. **$2.19**

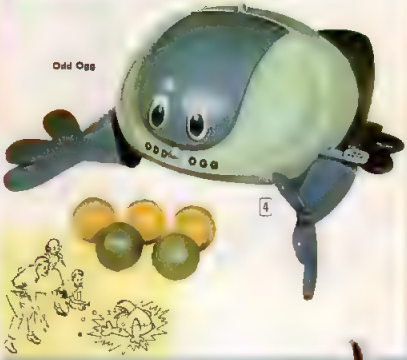
"D" Flashlight Batteries. Package of 2.
89-79-83F Shpg. wt. 8 oz. **29c**



Mr Kelly's Car Wash

Meet Clancy the Great

Mighty Matilda

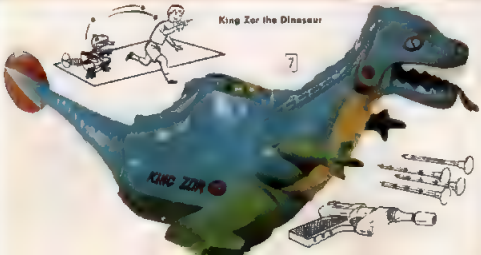


Odd Ogg

Big Caesar

Barracuda Atomic Sub

Gaylord, the Friendly Basset Hound



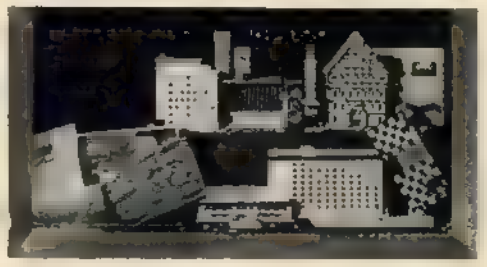
King Zor the Dinosaur

Firebird 99

A child can make anything with Lego ...but you just make money!

Since first introduced in America, Lego has grown so much in volume, sales and consumer acceptance that it has become a vitally important new stimulant in the toy business.

Lego is being dramatically pre-sold for you through national magazines; spot TV in major markets; in-store demonstrations flexible enough to fit your every need.



These top retailers are building traffic and profits with Lego... world famous F.A.O. Schwarz, J. L. Hudson, Stix Baer & Fuller, Rich's, Joseph Horne, to mention only a few of the major retailers backing Lego in 1963 and again in 1964.

Full 45% mark-up on year 'round sales. 1964 will continue the successful growth pattern for Lego that you can cash in on for years.

Lego is now available in gift sets; wheel toy sets; doll sets; modelmaker sets; special deluxe wheel sets; and Lego's full range of supplemental boxes.

Lego is truly a year 'round toy item!

LEGO® System BY Samsonite

A product of Shwayder Bros., Denver 17, Colo. In Canada thru Samsonite of Canada Ltd., Stratford, Ont. Prices slightly higher.

Visit the Lego Display at the Washington Room of the New Yorker Hotel. There's lots of brand new ideas—see the new modelmaker sets, the special deluxe wheel set, and many more money-making ideas about Lego ..Lego's selling excitement continues to build profits for you.

BIG SHOT CANNON
• Power-packed!
• Cannon traverses!
• Elevates . . . fires, too!
• Shoots caps, plus soft rubber missiles!
D
MIGHTY MATILDA
BATTERY-POWERED OPERATING CONTROL PANEL
• Alarm bell rings!
• Elevators lift planes!
• Planes zoom off!
• Missiles blast off!
• Radar antenna turns!
REMCO
Complete with 100-man crew, 12 pur suit planes, 9 bombers, 4 helicopters, 1 tow truck, 4 rockets
E
7.88
REMCO'S new nuclear aircraft carrier—ready for realistic action. Moves along on hidden wheels.
It's motorized! Flick a switch and it moves with real sea-going motion!
H
8.88
REMCO
IDEAL
Tu Tu really plays ball with you!
G
2.88
OARS MOVE!
K
9.99
IDEAL
Goes forward, stops, reverses! Turns Right! Turns Left!
J

Vivid Realism tests skill, challenges imagination

A **ELECTRIC SKILL-DRIVE SPEEDWAY.** By Emenee. Thrilling action! Breathtaking speed! Exciting competition! The entire family can join in the fun. You're racing against time, and you've got to be alert to be a winner. Your hands are on a real steering wheel, your foot on the real-life accelerator pedal. You watch the lap-counter—you check the timer dial—you keep an eye on the indicator light to make sure you're on the track. You're in control all the time—you steer the car, speed it up, slow it down. Sturdy styrene plastic. 110-120 volts AC UL and CSA listed. Blue/red. Measures: 36 x 16½ x 6½ in. No down payment—see page 70. Not available—pay shpg. on delivery.
X 923-4345 A Shpg. wt. 13 lbs..... 22.88

B **BIG SHOT CANNON BY MARX.** Roll into action with "Big Shot"—the battery-powered, missile-firing cannon truck. Truck has 4-in. diameter balloon wheels, carries a mounted missile-firing cannon and has complete push-button fire controls. Cannon electrically traverses, elevates and fires . . . all at the touch of a button. "Big Shot" fires both caps and 4-in soft rubber-tipped missiles. (3 missiles incl.) Has a radar antenna atop the truck, plus heavy-steel back bumper, elevation gauge, a steel firing mechanism and barrel. Measures 23½ x 11½ x 8½ in. Operates on 2 "D" batteries (not incl.).
X 923-4378 A—Shpg. wt. 5 lbs. 9.77

C **MIGHTY MATILDA THE NUCLEAR AIRCRAFT CARRIER BY REMCO.** Battery-powered rugged plastic flat-top with revolving radar antenna, moves along on hidden wheels. Operating panel gives complete control. Press alarm button, a bell rings. Remote-control electronic power switches move big elevators up-and-down, lifting aircraft to the flight deck. Place planes on the catapult, press catapult button—off they zoom. Enemy aircraft approaching—rocket batteries let go with surface-to-air missiles. When planes come in for landing, arresting gear catches them. If arresting gear is missed, plane hits crash barrier. Measures a big 33 in. long. Operates on 4 "D" batteries (not incl.). Not a water toy
X 923-4394 A—Shpg. wt. 5 lbs... Set 7.88

D **TU TU TURTLE BY IDEAL.** The great, big, loveable, comical turtle who doesn't care to be pushed around . . . and shows it. Put a ball into his funny mouth, give him a good push backwards, suddenly, the ball pops right back at you! Tu Tu moves forward to play some more. Made of sturdy styrene plastic. Includes two lightweight plastic balls. Green/yellow/red. Measures 18 in. long.
X 923-4097 A—Wt. 2 lbs. 12 oz. . . 2.88

E **BIG CAESAR GALLEY SHIP** By Remco. carries Roman Gladiator Legions. Includes two armies of gladiators, a castle fortress, ancient war weapons. The galleon itself is fully motorized. Flick a switch, galley moves into action 16 oars start to row. Each thrust of oars pulls the giant ship forward with realistic seagoing motion. Now every child can imitate the dramatic Roman battle he's seen on TV and in the movies. Operates on 4 "D" batteries (Batteries not included.) Not a water toy. 29 in. long
X 923-4402 A—Wt. 5 lbs. 8 oz. . . Set 8.88

F **BIG BRUISER WRECKER TRUCK.** By Marx. In durable plastic Many accessories—including flashing red roof-light, siren, safety guard tail-gate and towing crash-plate, operating steering wheel, windshield wipers and horn, tools and chest, jack, super balloon-type tires with bright silver-colored enamel rims, plus a separate 15-in. damaged truck with new replacement parts. Uses 4 "D" batteries (not incl.). Rear wheel drive, forward and reverse, and clutch change to electric winch, with 15-lb. pulling power. Measures a full 25 in. long.
X 923-4386 A—Shpg. wt. 6 lbs. . . . Set 9.77

G **DICK TRACY MOTORIZED COPMOBILE.** By Ideal. Ready to send any child off on the thrilling pursuit of lawbreakers. This sturdy styrene plastic police car looks just like the real thing: sleek, low and 24-in. long. The special control-stick makes the crime-busting Copmobile do exactly what you want it to. The trick is in the radio antennas which are really Copmobile controls. Make the Copmobile go forward, stop, then reverse—all by the touch of a rear antenna. Turns left, right, or takes a tight corner—with a touch of the forward antenna. Simulated radio hand mike sounds almost like a loudspeaker. A twist of the wrist and the mike becomes a police siren, loud and clear. Motor takes 2 "D" batteries (not included) Measures 24 in. long
X 923-4352 A—Wt. 5 lbs. . 9.99

"C" FLASHLIGHT BATTERIES.
X 952-1014 A—2 oz. Pk./2 29c
"D" FLASHLIGHT BATTERIES.
X 952-0974 A—2 oz. Pk./2 29c

Gaylord the Friendly Basset Hound

does practically anything a real dog can do . . . he walks, climbs, barks!

Catches bone in his mouth

Gaylord climbs up-and-down low steps

H **GAYLORD THE PUP.** By Ideal You control his movements by a gentle tug of his leash. Goes forward, backward, stops, barks. Hidden magnet enables Gaylord to catch a bone in his mouth. Motor powered by 4 "D" batteries (not incl.). Plastic. Brown/white. 23 in. long, 7 in. high. Semi-mallable—see page 81 for details.
X 923-4360 A—Wt. 6 lbs. 10.88

Dandy the Lion

King size...over 2 ft. long! 17" high...thrilling action! He roars, rears, prowls!

Responds to every command of his master's whip

I **DANDY LION.** Here's the animal every child will want to tame. Dandy responds to his master's whip. Turn on the motor . . . Dandy stalks toward you! Then lift his chin with the whip and he goes backward. Hit him again and he rears back and roars. Children love his realistic action. Of rigid plastic and metal. Tawny color with red tongue, green eyes, white teeth (whip incl.). Uses 3 "D" batteries (not incl.). Semi-mallable—see pg. 81.
X 923-4329 A—Wt. 8 lbs. 12.99

WORLD FAMOUS Pelham Puppets $4.99 to $7.89

Storybook Marionettes, hand-made in England. Fully jointed arms and legs. Tangle-free crossbar control. Instructions included. Ages 8 and up.

All with molded wood composition heads except (4), (6) and (10) which have round wood heads. Hand-painted, features Witch (10) has movable mouth, just pull string and she "talks."

Key	Catalog Number	Character	Height	Shipg. wt. lbs	Shipg. wt. oz.	Price
(1)	49 U 6181	Pinocchio	12 in.	1		$6.89
(2)	49 U 6184	Mama Bear	11½ in.	1	2	6.89
(3)	49 U 6178	Baby Bear	9½ in.		14	4.99
(4)	49 U 6179	Goldilocks	10 in.		12	4.99
(5)	49 U 6185	Papa Bear	11¾ in.	1	2	6.89
(6)	49 U 6134	Geppetto	12 in.	1		6.89
(7)	49 U 6187	Giant	15 in.	1	8	7.89
(8)	49 U 6180	Rec. Riding Hood	12 in.	1		4.99
(9)	49 U 6186	Wolf	14 in.	1	8	6.89
(10)	49 U 6123	"Talking" Witch	12 in.	1	2	7.89
(11)	49 U 6135	Cinderella	12 in.	1		6.89
(12)	49 U 6183	Gretel	12 in.	1		6.89
(13)	49 U 6182	Hansel	12 in.	1		6.89

Good quality Marionettes. Beautifully costumed. Hand made, fully jointed wood bodies, hand-painted round wood heads. Cross bar control. Ages 8 and up. Instructions. 12 inches tall. Made in England.

(14) 49 U 6176—Maiz.
(15) 49 U 6175—Frita
(16) 49 U 6177 Clown
Shipg. wt. 1 lb. Each $4.99

MATTEL'S Talking Puppets will amaze you

$3.99 and $4.66

Just pull their rings . . . each says many different phrases at random. Need no batteries. You move their mouths as they talk.

17 Dishonest John. Vinyl head, hands. Cotton body 12½ in. 49 U 6171 Wt. 1 lb. 12 oz. $4.66

18 Cecil. Rayon plush body, wiggly eyes. 13½ in. tall 49 U 6173—Wt. 1 lb. 2 oz. $3.99

19 Mr. Ed. Vinyl head, rayon plush body. 12½ in. 49 U 6172 Wt. 1 lb. 12 oz. $4.66

20 BugsBunny. Vinyl face. Rayon duff-plush. 15 in. to ears 49 U 6174 Wt. 1 lb. 8 oz. $4.66

Two-Show Puppet Kit

$4.66

Youngsters can give their own shows with this kit. Includes "Piglets 3" and "Moon Trip," 45 RPM record with 2 complete shows, corresponding scripts for the 2 shows and all necessary scenery beautifully drawn on cardboard and ready to cut out and color . . . everything but the stage for 2 complete shows. Four puppets made of cotton felt; 9 inches tall

49 U 6188—Shpg. wt. 1 lb. . $4.66

Puppet Set with Theater

$6.99

Stage & puppet shows complete with stained stage and scenery. Scripts for 2 people with corresponding 45 RPM record. The stars are Foxy Fox, Happy Hippo, George Giraffe, Zaggy Zebra . . . all cotton felt puppets, 9 in. high. Easily set up stage of corrugated fiberboard, 51 in. high, 28 in. wide, scenery drawn on cardboard, ready to color and cut out.

79 U 6122C—Shpg. wt. 6 lbs. Set $6.66

Push-button Marionettes

$2.59 each

Simple to operate . . even little tots can make them perform. Push button keys on plastic paddle control produce comic actions. Tangle-proof strings. Molded vinyl heads, cotton bodies. 12 inches tall.

1 **Yogi Bear.** 49 U 6196—Wt. 12 oz. . $2.59

2 **Alvin.** 49 U 6197—Wt. 12 oz. . 2.59

3 **Bozo the Clown.** 49 U 6198—Wt. 12 oz. 2.59

4 **Huck Hound.** 49 U 6199—Wt. 12 oz. . 2.59

Marionettes by Gund

$2.99 each

Junior puppeteers can start a fascinating hobby and put their imagination to work with these easy-to-operate cartoon characters. Simple one-hand control gives easy animation. Control, hands, feet molded of hard plastic. Molded vinyl heads with painted features. Colorful cotton percale and felt costumes. 12 inches high.

(5) 49 U 6130—Jiminy Cricket
(6) 49 U 6131—Mickey Mouse
(7) 49 U 6133—Olive Oyl
(8) 49 U 6132—Popeye

Shipping weight each 10 oz. . $2.99

Professional-type Ventriloquist Dummies

Danny O'Day **$6.77** Jerry Mahoney **$5.77** **$9.88**

9 **Danny O'Day.** Kids can make Danny's wisecracks as they move his mouth with string manipulation. Movable vinyl head; cotton stuffed body. Sportily dressed in checked jacket, solid color pants, white ascot and shoes. Instructions. 30 inches tall.
49 U 3639—Shipping weight 3 lbs. 4 oz. $6.77

10 **Jerry Mahoney.** Youngsters will have great fun making this TV character "talk." Mouth opens with string manipulation. Movable vinyl head; cotton-stuffed body. Dressed in cotton gabardine suit, sewn-on shirt front, tie, shoes. Instruction book. 24 inches tall. Shipping weight 2 pounds 8 ounces.
49 U 3594 . . . . . $5.77

11 **Schoolteacher-Nurse.** This 2-career personality is dressed as school teacher, ready to help you learn your lessons. She's wearing 2-pc. cotton suit with tickie vest, pants, high heels. Also has nurse's outfit . . with blue and white cap, red cross emblem. Vinyl head, arms, legs. Cotton-stuffed body. Rooted Saran hair. Pull string to move mouth. Instructions. 30 inches tall. Shipping weight 2 pounds.
49 U 3650. . . . . $9.88

Puppy Puppets

It's a dog's life with 3 molded latex rubber puppies . . Rags, the Fire House Dog, Tommy Terrier and Billy Beagle. Movable eyes. Detailed, hand-decorated. Easy to move. Washable. 7½ to 9½ inches high. Shipping weight 10 ounces.
49 U 6195. Set $2.66

Shari Lewis TV Puppets

Youngsters can act out their own shows with Shari's comic characters . . Lamb Chop, Hush Puppy, Charlie Horse. Soft vinyl heads make the funniest expressions. Cotton bodies. About 10 inches tall 45-rpm record included for dialogue. Shpg. wt. 1 lb.
49 U 6202. . Set $2.37

TV Puppets

89c each

Bring your favorite TV characters to life. Molded vinyl heads. Brightly colored cotton percale bodies with cotton felt touches. Washable. 10 in. tall.

(12) 49 U 6117—Bozo the Clown
(13) 49 U 6114—Huck Hound
(14) 49 U 6113—Yogi Bear
(15) 49 U 6119—Fred Flintstone
(16) 49 U 6189—Alvin
(17) 49 U 6201—Mr. Ed

Shipping weight each 6 oz. . . . Each 89c

Puppet Theater converts to Marionette Stage

$4.84

Hang plastic curtain from top and there's a marionette stage. Shift the curtain and you have a hand puppet playhouse. Sturdy reinforced fiberboard theater easy to set up, put away. Interlocking assembly. Folds flat for storage. Big 5 foot height gives the needed performing room for junior puppeteers. Puppets not included
79 U 6203C Shipping weight 9 pounds. . . . $4.84

WORLD FAMOUS Pelham Puppets $4.99 to $7.89

Storybook Marionettes, hand-made in England. Fully jointed arms and legs. Tangle-free crossbar control. Instructions included. Ages 8 and up.

All with molded wood composition heads except (4), (6) and (10) which have round wood heads. Hand-painted, features Witch (10) has movable mouth, just pull string and she "talks."

Key	Catalog Number	Character	Height	Shipg. wt. lbs	Shipg. wt. oz.	Price
(1)	49 U 6181	Pinocchio	12 in.	1		$6.89
(2)	49 U 6184	Mama Bear	11½ in.	1	2	6.89
(3)	49 U 6178	Baby Bear	9½ in.		14	4.99
(4)	49 U 6179	Goldilocks	10 in.		12	4.99
(5)	49 U 6185	Papa Bear	11¾ in.	1	2	6.89
(6)	49 U 6134	Geppetto	12 in.	1		6.89
(7)	49 U 6187	Giant	15 in.	1	8	7.89
(8)	49 U 6180	Rec. Riding Hood	12 in.	1		4.99
(9)	49 U 6186	Wolf	14 in.	1	8	6.89
(10)	49 U 6123	"Talking" Witch	12 in.	1	2	7.89
(11)	49 U 6135	Cinderella	12 in.	1		6.89
(12)	49 U 6183	Gretel	12 in.	1		6.89
(13)	49 U 6182	Hansel	12 in.	1		6.89

Good quality Marionettes. Beautifully costumed. Hand made, fully jointed wood bodies, hand-painted round wood heads. Cross bar control. Ages 8 and up. Instructions. 12 inches tall. Made in England.

(14) 49 U 6176—Maiz.
(15) 49 U 6175—Frita
(16) 49 U 6177 Clown
Shipg. wt. 1 lb. Each $4.99

MATTEL'S Talking Puppets will amaze you

$3.99 and $4.66

Just pull their rings . . . each says many different phrases at random. Need no batteries. You move their mouths as they talk.

17 Dishonest John. Vinyl head, hands. Cotton body 12½ in. 49 U 6171 Wt. 1 lb. 12 oz. $4.66

18 Cecil. Rayon plush body, wiggly eyes. 13½ in. tall 49 U 6173—Wt. 1 lb. 2 oz. $3.99

19 Mr. Ed. Vinyl head, rayon plush body. 12½ in. 49 U 6172 Wt. 1 lb. 12 oz. $4.66

20 BugsBunny. Vinyl face. Rayon duff-plush. 15 in. to ears 49 U 6174 Wt. 1 lb. 8 oz. $4.66

Two-Show Puppet Kit

$4.66

Youngsters can give their own shows with this kit. Includes "Piglets 3" and "Moon Trip," 45 RPM record with 2 complete shows, corresponding scripts for the 2 shows and all necessary scenery beautifully drawn on cardboard and ready to cut out and color . . . everything but the stage for 2 complete shows. Four puppets made of cotton felt; 9 inches tall

49 U 6188—Shpg. wt. 1 lb. . $4.66

Puppet Set with Theater

$6.99

Stage & puppet shows complete with stained stage and scenery. Scripts for 2 people with corresponding 45 RPM record. The stars are Foxy Fox, Happy Hippo, George Giraffe, Zaggy Zebra . . . all cotton felt puppets, 9 in. high. Easily set up stage of corrugated fiberboard, 51 in. high, 28 in. wide, scenery drawn on cardboard, ready to color and cut out.

79 U 6122C—Shpg. wt. 6 lbs. Set $6.66

Push-button Marionettes

$2.59 each

Simple to operate . . even little tots can make them perform. Push button keys on plastic paddle control produce comic actions. Tangle-proof strings. Molded vinyl heads, cotton bodies. 12 inches tall.

1 **Yogi Bear.** 49 U 6196—Wt. 12 oz. . $2.59

2 **Alvin.** 49 U 6197—Wt. 12 oz. . 2.59

3 **Bozo the Clown.** 49 U 6198—Wt. 12 oz. 2.59

4 **Huck Hound.** 49 U 6199—Wt. 12 oz. . 2.59

Marionettes by Gund

$2.99 each

Junior puppeteers can start a fascinating hobby and put their imagination to work with these easy-to-operate cartoon characters. Simple one-hand control gives easy animation. Control, hands, feet molded of hard plastic. Molded vinyl heads with painted features. Colorful cotton percale and felt costumes. 12 inches high.

(5) 49 U 6130—Jiminy Cricket
(6) 49 U 6131—Mickey Mouse
(7) 49 U 6133—Olive Oyl
(8) 49 U 6132—Popeye

Shipping weight each 10 oz. . $2.99

Professional-type Ventriloquist Dummies

Danny O'Day **$6.77** Jerry Mahoney **$5.77** **$9.88**

9 **Danny O'Day.** Kids can make Danny's wisecracks as they move his mouth with string manipulation. Movable vinyl head; cotton stuffed body. Sportily dressed in checked jacket, solid color pants, white ascot and shoes. Instructions. 30 inches tall.
49 U 3639—Shipping weight 3 lbs. 4 oz. $6.77

10 **Jerry Mahoney.** Youngsters will have great fun making this TV character "talk." Mouth opens with string manipulation. Movable vinyl head; cotton-stuffed body. Dressed in cotton gabardine suit, sewn-on shirt front, tie, shoes. Instruction book. 24 inches tall. Shipping weight 2 pounds 8 ounces.
49 U 3594 . . . . . $5.77

11 **Schoolteacher-Nurse.** This 2-career personality is dressed as school teacher, ready to help you learn your lessons. She's wearing 2-pc. cotton suit with tickie vest, pants, high heels. Also has nurse's outfit . . with blue and white cap, red cross emblem. Vinyl head, arms, legs. Cotton-stuffed body. Rooted Saran hair. Pull string to move mouth. Instructions. 30 inches tall. Shipping weight 2 pounds.
49 U 3650. . . . . $9.88

Puppy Puppets

It's a dog's life with 3 molded latex rubber puppies . . Rags, the Fire House Dog, Tommy Terrier and Billy Beagle. Movable eyes. Detailed, hand-decorated. Easy to move. Washable. 7½ to 9½ inches high. Shipping weight 10 ounces.
49 U 6195. Set $2.66

Shari Lewis TV Puppets

Youngsters can act out their own shows with Shari's comic characters . . Lamb Chop, Hush Puppy, Charlie Horse. Soft vinyl heads make the funniest expressions. Cotton bodies. About 10 inches tall 45-rpm record included for dialogue. Shpg. wt. 1 lb.
49 U 6202. . Set $2.37

TV Puppets

89c each

Bring your favorite TV characters to life. Molded vinyl heads. Brightly colored cotton percale bodies with cotton felt touches. Washable. 10 in. tall.

(12) 49 U 6117—Bozo the Clown
(13) 49 U 6114—Huck Hound
(14) 49 U 6113—Yogi Bear
(15) 49 U 6119—Fred Flintstone
(16) 49 U 6189—Alvin
(17) 49 U 6201—Mr. Ed

Shipping weight each 6 oz. . . . Each 89c

Puppet Theater converts to Marionette Stage

$4.84

Hang plastic curtain from top and there's a marionette stage. Shift the curtain and you have a hand puppet playhouse. Sturdy reinforced fiberboard theater easy to set up, put away. Interlocking assembly. Folds flat for storage. Big 5 foot height gives the needed performing room for junior puppeteers. Puppets not included
79 U 6203C Shipping weight 9 pounds. . . . $4.84

Sears puts at your fingertips
more of what America's children want most

Dress colors may vary

This Petitcollin Doll from FRANCE

Her big bright eyes
look out from
under an upswept hairdo
created by a
noted French hair stylist

Her dresses are
Paris-designed to captivate
even the most
fashion-conscious girls

Doll and Outfit	Outfit only
$11.98	$4.98

Doll in Pinafore-style Dress. Demurely perfect for a party, for an afternoon . white dotted cotton. Bow trims each sleeve and skirt. Bouffant petticoat adds flare to the skirt. Doll is also wearing shoes, socks, panties. All, except the plastic shoes, are cotton and washable

Shipping weight 2 pounds 6 ounces
49 U 3387 . ...$11.98

Outfit only.
49 U 3395 Shipping weight 5 oz. $4.98

Basic Doll with Slip and Panties

$7.98

One look at this saucy little doll and you'll know she's French Wide little-girl eyes have a flirty glance, are fringed with thick, sweeping lashes, and close dreamily when it's bedtime. 20 inches tall, she's all vinyl with fully jointed head, arms and legs Her rooted blonde hair is swept up in a delightful style. Basic outfit includes socks and shoes Build her wardrobe by ordering outfits from these 2 pages

Shipping weight 2 pounds 4 ounces.
49 U 3388 ... . $7.98

2 Doll and Outfit $12.98 Outfit only $5.98

3 Doll and Outfit $12.98 Outfit only $5.98

4 Doll and Outfit $11.98 Outfit only $4.98

1 Doll and Outfit $11.98 Outfit only $4.98

You can order a Petitcollin Doll with any one of these French outfits

1 **Doll with Scoop-neck Jumper.** For school, movie dates . cordu roy White on white blouse, big puffed sleeves. Cotton
49 U 3339—Shipping weight 2 pounds 9 ounces $11.98
49 U 3392—Outfit only Shipping weight 5 ounces 4 98

2 **Doll with Jacket Dress.** For shopping trip Pleated skirt has matching top Bolero frog closings gold-color buttons. Cotton
49 U 3342 -Shipping weight 2 pounds 9 ounces $12.98
49 U 3390—Outfit only Shipping weight 5 ounces 5.98

3 **Doll with Pleated Dress.** For an afternoon out. 4 pearl-colored buttons, pocket chain Checked cotton
49 U 3337 Shipping weight 2 pounds 9 ounces $12.98
49 U 3389 Outfit only. Shipping weight 5 ounces . 5.98

4 **Doll with A-line Jumper.** Set for school . checked blouse sewn to slip. Belt matches blouse. Cotton
49 U 3338—Shipping weight 2 pounds 9 ounces $11.98
49 U 3394—Outfit only Shipping weight 5 ounces... . . . 4.98

Dress colors may vary

Order toys from this catalog the year 'round—available till Sept. 21, 1964

Plush Pets for Youngsters to Ride

meet Puppet Friends

in make-believe land

A **TWO-WAY PLAY THEATER.** A handsome marionette stage when plastic curtain is in front—converts to puppet playhouse when curtain is in back. Made of reinforced fiberboard. Red-and-blue on white background. Theater measures 30½ x 58¼ in. high. Provides creative entertainment.
X 921-2424 A—Shipping weight 9 lbs. 3.66

B to D **PADDLE PUPPINETTES.** So easy to operate—children of any age can make them jump to life! Durable plastic push-lever paddle controls puppinettes made of gaily colored cotton and felt. All 12 in. tall. Shpg. wt. 12 oz. each
X 921-2465 A—Bear (B)
X 911-2481 A—Huckleberry Hound (C)
X 921-2473 A—Yogi Bear (D) ..... Each 2.44

E **DISNEYLAND PUPPET SET.** Stars famous Mickey Mouse, Minnie Mouse, Donald Duck and Pluto. All have soft vinyl plastic heads, colorful percale costumes, funny-squeaker voices. All 13½ in. tall.
X 921-2432 A—Shipping weight 1 lb. ..... Set of 4 for 3.49

G **POPEYE PUPPET SET.** Featuring Olive Oyl, Popeye, Wimpy, and Sweet Pea. Made with soft vinyl plastic heads, gaily colored percale costumes, squeaker voices. All 13½ in. tall.
X 921-2440 A—Shipping weight 1 lb. ..... Set of 4 for 3.49

plush, talking characters from TV land

H **MATTEL'S MR. ED TALKING HAND PUPPET.** What fun! Mr. Ed really talks—just pull Chatty-ring to operate patented voice unit (no batteries needed). Move his mouth as he talks. Soft vinyl-plastic head, rayon plush body, yarn mane. 12½ in. high.
X 921-2531 A—Shipping weight 1 lb. 12 oz. 4.99

J **MATTEL'S TALKING CECIL HAND PUPPET.** This lovable sea-serpent says many things, such as: "There goes a good kid"—just pull the Chatty-ring. Move his mouth as he talks. Wiggly ears, rayon plush body.
X 921-2549 A—13½ in. long. Shipping weight 1 lb. 4.99

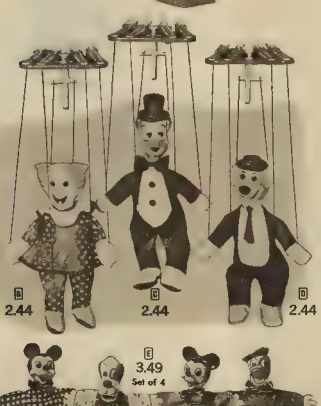
K **MATTEL'S TALKING BUGS BUNNY HAND PUPPET.** Wise-cracking Bugs says, "Eh, what's up, Doc?" and many other such phrases when Chatty-ring is pulled. No batteries needed. Gray and white rayon-plush with vinyl plastic face. 15 in. tall.
X 921-2556 A—Shipping weight 1 lb. 6 oz. 5.44

L **MATTEL'S TALKING BUGS BUNNY DOLL.** This "carrot-crunching" character is adorable in rayon plush, with vinyl plastic face and hands. Pull magic ring—you'll hear Bugs' voice wisecrack, "What's up, Doc?" and many other sayings. No batteries needed. 26½ in. tall.
X 921-2507 A—Shipping weight 3 lbs. 8.77

M **MATTEL'S SISTER BELLE TALKING DOLL.** Soft cotton body, cute plastic face, yellow yarn hair, removable striped cotton pinafore. Pull Chatty-ring and she says, "Sing me a song" and 10 other phrases. 17 in. high.
X 921-2515 A—Shipping weight 2 lbs. 5.44

N **MATTEL'S CASPER, THE TALKING GHOST.** The friendliest ghost ever! Says 11 ghostly phrases when you pull Chatty-ring. Soft white cotton terry cloth, bi-lapsed plastic head. 15 in. tall.
X 921-2523 A—Shipping weight 2 lbs. 5.44

P **MATTEL'S TALKING BEANY BOY.** Pull the Chatty-ring and Beany says one of 11 different phrases. Huggable "rag" doll with vinyl plastic head, feet, and hands. Beany-Copter hat. 17 in. tall.
X 921-2499 A—Shipping weight 3 lbs. 6 oz. 6.77



giant-size pets . . . ready for kids to "ride"

R **RIDE-ON BEAR.** Fine-quality brown rayon plush body, with steel-welded frame—holds up to 100 lbs. Sturdy plastic wheels. Locked-in eyes. 20-in. leash. 20¼ in. high. Semi-assemblable—see pg. 81
X 921-2457 A—Shipping weight 7 lbs. 7.99

S **RIDE-ON DONKEY.** Cuddly rayon plush outside—firmly stuffed with cotton inside. Grand for TV viewing. Sturdy plastic wheels. So big—23 in. high. Gray. Semi-assemblable—see page 81.
X 921-2572 A—Shipping weight 7 lbs. 4.99

T **RIDE-ON HORSE.** All-rayon plush body with firm cotton stuffing. Colorful vinyl plastic head. Mounted on sturdy caster wheels. 22½ in. tall, 20½ in. long. Semi-assemblable—see pg. 81.
X 921-2564 A—Shipping weight 8 lbs. 4.99

V **TV POODLE.** White short-pile rayon plush, rayon ribbon neck-bow. Floppy ears, red felt tongue, bobbed tail. Firmly stuffed with cotton. 24½ in. long, 28 in. high. Not assemblable—pay shpg. on delivery.
X 921-2580 A—Shipping weight 4 lbs. 3.77

Buy toys with Credit Command—see page 79.

SINGERS*

NEW SLANT NEEDLE 604 Deluxe Straight [illegible] Machine with reeling system which [illegible] lower thread supply directly from the needle. Shown in Normandy Cabinet in Cherry Finish.

Portable Models, too!

FEATHERWEIGHT* Portable. World's most popular lightweight portable Weighs a mere 11 pounds, yet does the work of a full-size Singer machine Comes with a complete set of attachments and a luggage-type carrying case

A SINGER* sewing machine with ordinary care and handling will give years of trouble-free sewing performance. If, however, a SINGER machine is ever in need of repair, service can easily be obtained from any one of over 1600 SINGER SHOPS from Coast to Coast.

The Brookville. Contemporary American design with a hint of Danish lineage gives *The Brookville* [illegible]

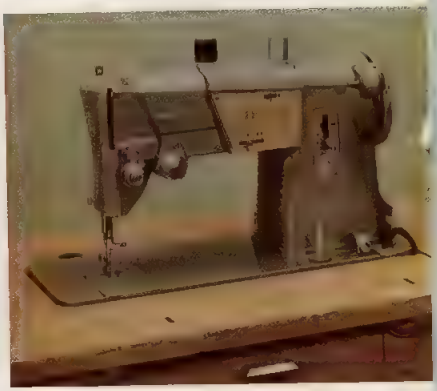
The Copenhagen . . . Danish Modern, [illegible] made of the finest [illegible]

The Cosmopolitan. [illegible]

*A [illegible] THE SINGER COMPANY

World's Finest Sewing Machines . . . by

SLANT-O-MATIC® Machine. Finest zigzag sewing machine made. You can mend, darn, make buttonholes, do hundreds of decorative stitch designs. Available in the cabinet of your choice or as a portable model



STYLE-O-MATIC® Machine. Has a multitude of deluxe zigzag features—and a small price tag! You can do fancy stitches, make buttonholes, sew on buttons, overcast, do straight stitching. Cabinet or portable model

In Beautiful Cabinets...and your choice of

YOUNG BUDGET Portable. Designed especially for young homemakers. Straight stitches beautifully even over pins. Back stitches too. Simplified threading with drop-in bobbin. Complete with attractive green carrying case

SPARTAN® Model Rugged dependable sewing machine economy priced. Has convenient drop-in top bobbin, backtack lever, dial tension, many other fine features. Machine and base only as illustrated

Visit your nearest SINGER SHOP. See and try our latest models. Or if you prefer a free *home* trial, one of our Representatives will gladly bring you the machine of your choice. With many sewing machine models to choose from, and the wide range of contemporary and period cabinets that are available you are sure to find the machine best suited to your needs and budget and a cabinet to enhance the decor of your home. Easy terms available after a small down payment.

Tomorrow's Toys Today!

New "Leap Year" STRUCTOS for a Big Jump on Competition

Built to be the run-away leaders in '64. Structo heavy-gauge steel trucks are headlined by toydom's first *complete line* of compacts in the modern trend. 7 Structo KOM-PAKS as cute as they are perfect in every detail. All of them "window" packed. Sensationally priced.

Throughout all the 44 models in the *seven* great Structo lines, you'll find more built-in dollar value. More operational features. Solid heavy-gauge steel construction for kidproof durability.

Made even more durable by a special Structo paint process. Phytochrome bondarizes the steel surfaces. Then 2 coats of high-gloss, *metallic enamel* finishes. Scuff-proof, chip-proof, crack-proof and weather-proof.

Delivery note: Structo trucks get there on time. Our giant 555,000 sq. ft. plant has everything it takes to fill your orders. Structo policy is to warehouse all numbers, at all times.

ROOMS 412-414-416
FIFTH AVENUE
BUILDING

Steel STRUCTO

STRUCTO MANUFACTURING COMPANY
General Offices and Factory: Freeport, Illinois
National Sales Office: 200 Fifth Avenue, New York 10, N. Y.

Sales and Display Rooms: Chicago, Room 1423 Merchandise Mart; Memphis, Room 607 M & M Bldg.; Marietta, Ga. 307 Alexander St., Dallas, Room 1244 Dallas Trade Mart; Denver, 1164 Eleti Street; San Francisco, 58 Second St.; Los Angeles, 2500 W. 6th St.; Portland (Oregon), Loyalty Building; Toronto (Canada), Foot of Federal St.

New '64 STRUCTO Steel KOM-PAK with *Big Sales IMPACT*

Tomorrow's Toys Today! For 1964...a whole fleet of compact trucks in heavy-gauge steel with genuine rubber tires, windshields, side and rear windows, seats and steering wheels...an exciting new caravan of operational Structo Kom-Paks designed for the modern trend. Perfectly scaled replicas, accurate in every detail. Built for play action...priced for selling action.

Plus 6 additional STRUCTO LINES . 44 MODELS in all . styled and priced for every kid in the U.S.A. Send for 1964 catalog

NO. 130 VISTA DOME KENNEL TRUCK

Another STRUCTO first: "See Thru" boxes for KOM-PAKS. They said it couldn't be done with heavy-gauge steel. STRUCTO has done it!

HEAVY GAUGE STEEL CABS AND TOPS

NO. 125 AUTOMATIC DUMP TRUCK

HEADLIGHTS, WINDSHIELD, AND REAR WINDOWS

NO. 120 VISTA DOME LIVESTOCK TRUCK

SEATS, STEERING WHEELS

NO. 115 VISTA DOME ARMY TRUCK

GENUINE RUBBER TIRES

ROOMS 412-414-416 FIFTH AVENUE BUILDING

NO. 110 WRECKER TRUCK

NO. 105 FIRE RESCUE TRUCK

NO. 100 PICKUP

Steel STRUCTO

STRUCTO MANUFACTURING COMPANY
General Offices and Factory: Freeport, Illinois
National Sales Office: 200 Fifth Avenue, New York 10, N. Y.

Sales and Display Rooms: Chicago, Room 1423 Merchandise Mart; Memphis, Room 607 M & M Bldg.; Marietta, Ga. 307 Alexander St., Dallas, Room 1244 Dallas Trade Mart; Denver, 1164 Elati Street; San Francisco, 58 Second St.; Los Angeles, 2500 W. 6th St; Portland (Oregon), Loyalty Building; Toronto (Canada), Foot of Federal St.

STROMBECKER

Strombecker, the industry pioneer, sets the pace again with all the new products your customers want—4 complete professional racing sets . . . 18 famous racing machines . . . a sensational line of advance design hobby tools . . . scores of pit, track and car customizing accessories . . . and the full line of Model Road & Raceways Accessories by Strombecker! For guaranteed year around traffic, sales and profits . . . for the products, packaging and displays that sell . . . you can rely on the first name and the last word in model road racing . . . "racing famous" Strombecker!

4 PROFESSIONAL RACING SETS! Realism . . .

NEW! No. 9925 STROMBECKER SPORTS CAR SET

The greatest economy-priced set on the market! Features two of Strombecker's most popular cars—The D-jag and Ferrari Testa Rosa. Also includes powerful 14-Volt power-pack, rheostat control throttles with speedometer and plenty of track to build a popular figure 8. All packed in colorful new gift carton
Retail $24.95.

NEW! No. 9935 STROMBECKER INTERNATIONAL RACING SET

New products! New Packaging! And famous Strombecker realism and racing action. Includes new Porsche RS 61 and Lotus MK XIX racing cars; rheostat control throttles with brake; automatic starting flagman; Chicane obstacle track and enough track to build a hot 168¾" competition layout!
Retail $29.95.

STROMBECKER

STROMBECKER CORPORATION, 600 North Pulaski Road, Chicago 24, Illinois

the first name and the last word in Model Road Racing!

. . Speed . . . Competition . . . Performance!

NEW! No. 9940 STROMBECKER FORMULA 1 RACING SET

The competition racing set of the year! It's Formula 1 racing action built around the world champion BRM and famous Cooper F.I. Features pre-wired terminal track rheostat control throttles with brake; automatic starting flagman; hump track with bridge, Chicane obstacle track and automatic lap counter with track. Huge competition circuit measures 206½" Packed in beautiful new gift box. Retail $39.95

NEW! No. 9959 STROMBECKER 4-LANE MARK IV RACING SET

The ultimate in big car professional racing. Four lanes, four great cars and plenty of racing room. Includes Ferrari Testa Rosa, Ferrari Berlinetta, XKE Jaguar and D-jag racing machines; 2 powerful 14 Volt power-packs and 4 rheostat control throttles each with brake. 40 track sections in official asphalt black builds a giant figure-8 layout 96" x 42"
Retail $64.95

Only Strombecker helps you sell every customer with professional racing sets designed and priced for every market! And only Strombecker guarantees follow-up sales with the greatest array of official pit, track and car customizing accessories in the business. No wonder Strombecker, the first name in road racing, is once again the last word in road racing . . . we planned it that way! Write for new full line catalog today!

STROMBECKER CORPORATION, 600 North Pulaski Road, Chicago 24, Illinois

SMART IS GOING

Only a fool would demean the power of television.

It is the greatest persuader on earth

The colossus among the world's propaganda forces

It sells . . . and it **can** sell **big!**

But . . . from now on . . . only disillusionment will come to the sales executive who leans on Television to do all of his selling job all of the time! New forces are at work. While commercials are strangling themselves fighting for places on the air to be seen and heard . . . new **forces** are at work! . . . powerful forces, neglected Cinderellas in the Advertising business . . . neglected because Advertisers are hypnotized by the glamour of the "witching-window" and beguiled by the stories of Television successes achieved, about once in every ten tries by a top, or a putty, or a doll-with-a-new-twist

One of the newest forces at work, proving its profit value to the toy business is one of the oldest forces in American Culture . . . the **Comics . . . NATIONAL COMICS!**

While you and your Advertising people are dreaming of big things in TV, here sleeping at your feet and waiting for your wake-up touch is a vast army of boys and girls from seven years to 14 years who are like an undiscovered gold mine — a diamond quarry — an oil field with oceans of rich crude deposits waiting to be piped into your "bottom line" . . . your profit line! This army of boys and girls who avidly eat up the contents of National Comics don't have a "viewer rating" of 6 or 10 or 22 or 30 like some TV shows

They have a 75 plus rating!

That's right! 75% of the boys and girls of our country get these comics and devour them every month.

We publish 42 different comic magazines! You get 7,000,000 ABC circulation per month — 21,000,000 different kid readers every four weeks. Some of the things you get in The National Comics Group make TV look like peanuts.

Here are a few things to think about! (Whether you are the Advertising Agent or the man or woman who is the Client): —

THOUGHT #1: If you buy a one minute spot on a National network Saturday morning, you put between $4,500 and $7,000 into that one minute, and after between 3,000 000 or 4,000,000 kids have seen your advertisement, it vanishes into thin air. If you put $7,000 into a single four-color page in National Comics, you'll buy an audience (not a captive but a paying one) of 7,000,000 children who read everything in the book for hours or days, and then pass it on to other children so that actually your $7,000 (or $3 000 or even $1,800) will give you a minimum of 21,000,000 enthusiastic readers, each of whom will probably read your ads many times

THOUGHT #2: In New York $800 on TV will buy a minute in the leading kid TV Show. BUT, in New York,

THE NATIONAL

MOST POWERFUL MEDIUM IN PRINT TO SELL TOYS AND NOVELTIES

MONEY INTO COMICS!

through National Comics, you can talk to 690 000 primary children readers at a full-page cost of $668 on a one-time basis $480 on a twelve-time basis With passed-on, 75% of New York kids read the 42 National Comics magazines! They average between five and 25 comic books per month . . . how can you miss a market like that?

THOUGHT #3: In Chicago, a campaign on TV (for example) costs about $45,000 to reach the kid market for about eight weeks.

That money in National Comics (Chicago audience) once a month, reaching 750,000 Chicago kids would last 20 years! Isn't that a shocker!

THOUGHT #4: Los Angeles has 1,180,000 children between 7 and 14 years of age. You can reach 3 in every 4 every month for a year and a half for what it would cost you to buy two weeks of spots on the leading Kid Show which reaches only **half** as many Los Angeles kids.

THOUGHT #5: To take a smaller market — Cincinnati, for example, which accounts for about 7/10 of 1% of the total population — you need at **least** $7,000 to saturate the market with a promotional toy and get action from the kids through TV. But you only have Cincinnati!

THAT MONEY BUYS THE WHOLE NATION OF CHILDREN IN NATIONAL COMICS!

Take a look at what you get in a few markets chosen at random when you buy one page in National Comics

Market	7-14 Yr. Old Coverage	% Of Coverage	Pro Rata Cost Of One Page
DAYTON	80,000	65	$27
PORTLAND	84,000	60	$26
SAN ANTONIO	94,000	75	$29
TAMPA	108,000	79	$36
COLUMBUS	85,000	65	$29
HOUSTON	160,000	75	$51
NEW ORLEANS	93,000	60	$32
DENVER	85,000	52	$28

Remember, kids who buy comics are not just your captive audience . . . they are readers . . . **devourers** of everything in the books, including your ads.

All you need to know is how to write comic copy the way TV people know how to write commercials . . but every good Advertising Agency is staffed to do the job

Come off that TV kick not all the way — but just far enough to see the trees inside the forest! They sure are green and loaded with fruit. Forty-two of them in the NATIONAL COMICS GROUP!

COMICS GROUP

Special Representative for Toy and Hobby Industries
THE CULVER COMPANY, 331 Madison Avenue
New York, N.Y. 10017 • Tel: TN 7-2450

SMART MONEY IS

21,000,

. . . and getting them every time, right where they live. And breathe. And devour every word (including the ads). In the Comics, NATIONAL COMICS.

Call it a Cult if you like. A Wholesome Cult, 21,000,000 strong. Whatever you call it, it's clear that National Comics get through to 21,000,000 different youngsters every four weeks as no other advertising medium possibly can! Capturing their imagination. Satisfying their curiosity. *Constantly delighting them with the written word and the lasting picture.* Why else would this eager young audience go out and spend its own money – $10,000,000 in 1963 alone – on National Comics?

All this is why smart money is going into comics, National Comics . . . one of the most dynamic, dependable forces in the advertising world – proving its profit value to the toy and hobby business daily.

SUPERMAN . . . BOB HOPE . . . BAT MAN . . . WONDER WOMAN . . . JERRY LEWIS . . . FLASH . . . GREEN LANTERN . . . just a handful of the 42 different comic magazines we publish! Young America knows the titles by heart and not only reads, but re-reads, every one of our 42 books. And unlike TV, powerful as it is, the kids never turn National Comics off.

"SMART MONEY IS

THE

SPECIAL REPRESENTATIVE FOR TOY AND HOBBY INDUSTRIES:

GOING AFTER 000 KIDS

NATIONAL COMICS ARE ALWAYS WORKING FOR YOU, DAY IN, DAY OUT. WHEN YOU PUT YOUR ADVERTISING MESSAGE INTO NATIONAL COMICS, THERE'S NEVER A CHANCE IT WILL VANISH INTO THIN AIR.

Unlike TV, you get unlimited mileage out of the advertising dollar you spend in The National Comics Group. In New York City, for example, a saturation campaign on TV costs about $55,000 to reach the kid market for eight weeks.

That money in National Comics (New York City audience) once a month, reaching 690,000 primary children readers, would last almost ten years.

Or, think of this: You can get a full page in National Comics for the cost of just producing a minute TV commercial film!

SO, IF YOU WOULD LIKE TO GET YOUR ADVERTISING MESSAGE ACROSS TO 21,000,000 KIDS MORE MEMORABLY THAN TV DOES IT FOR YOU, OR IF YOUR ADVERTISING BUDGET DOESN'T PERMIT TV, OR IF YOU WANT TO SUPPLEMENT YOUR TV SCHEDULE WITH FOOLPROOF PRINT,

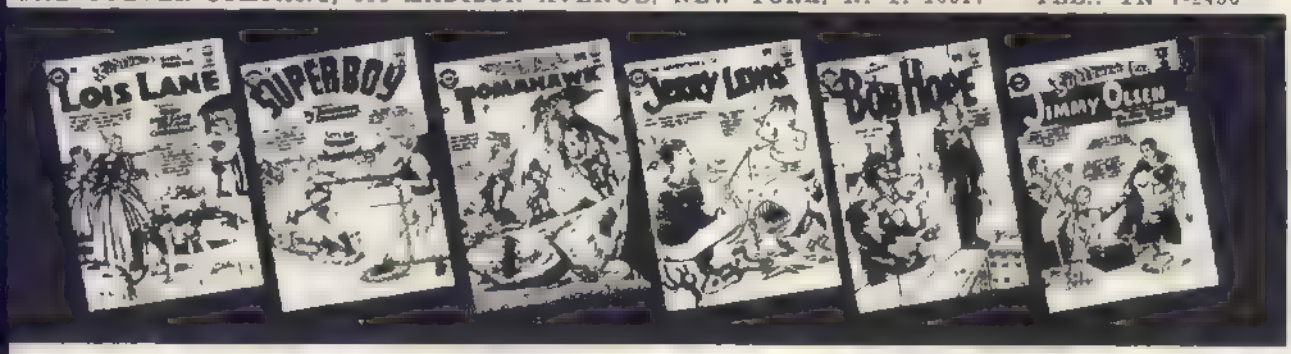
Concentrate your advertising budget on the books kids like best—42 of them in The National Comics Group!

GOING INTO COMICS"

NATIONAL COMICS GROUP

most powerful medium in print to sell toys and hobbies

THE CULVER COMPANY, 331 MADISON AVENUE, NEW YORK, N. Y. 10017 • TEL.: TN 7-2450



perk up! Take a PEEK at.....

Excitingly dressed DOLL in the PEAK of HIGH FASHION— exclusive creations by Oleg Cassini

Tina is unique — the only high fashion doll! Elegantly attired head to toes in enchanting round-the-clock originals by America's leading fashion designer. Each complete outfit sells at the same low price with unusually liberal markup!

Tina is irresistible — most realistic and life-like, perfectly proportioned, finely and tenderly detailed, completely lovable, a joy to play with.

Tina will be dynamically promoted — nationwide publicity, co-op advertising, free mats, colorful in-store motion displays, sales and merchandising aids. She's impulse packaged, too.

Tina is brought to you by ROSS PRODUCTS, INC. — THE TOY SOURCE WITH A WORLD OF RESOURCES — 32 years of import experience and world-wide manufacturing facilities brings to the American toy market, Quality-Made merchandise at astonishingly LOW PRICES!

Tina is [illegible]!

interest PIQUED?

See Tina and the complete ROSS TOY LINE AT —
Our permanent showroom — 14th floor ▪ 1107 Broadway, N.Y.C.

or at 200 Fifth Ave. — Room 1137

other OUTSTANDING FUN FASHIONED TOYS by ROSS . . .

Yogi Berra

INFLATABLE CATCHER

TOOL BOX

BEAUTY SALON

FOR DOLLS OF ALL NATIONS

AND MANY MORE

ROSS PRODUCTS, INC. [illegible] New York, N. Y. 10010

Tina*

Cassini

The Princess of Style

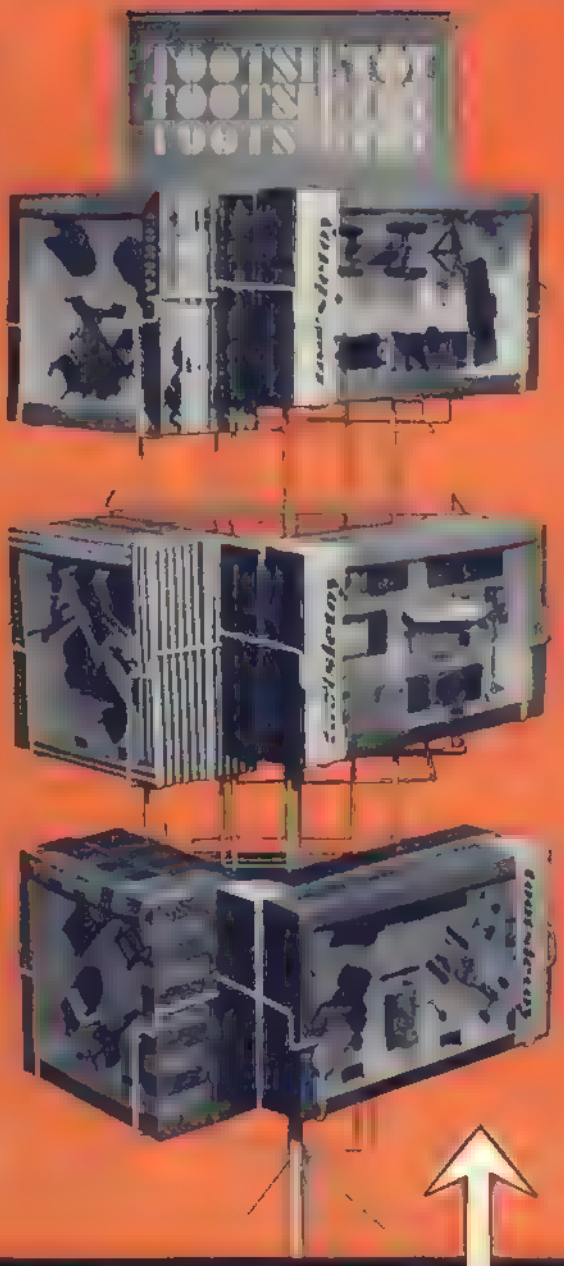
*"FAIR" PEEKING ALLOWED

ROSS Permanent Showroom
14th floor — 1107 Broadway
or at 200 Fifth Ave. — Room 1137

NEW!

and for lovers only!

. . . for kids who love fun, action and realism . . . for adults who love quality, dependability and value . . . and for you—if you love big-volume, high-profit sales. YOU DO—DON'T YOU?



NEW!

NO. 4260 TOOTSIETOY RACE TEAM SET

8-piece set includes Ferrari Lancia, Maserati, hot rod and midget racer and trailer made of unbreakable die-cast metal. With track-side figures. Packed in new gift carton. Retail $2.00

NEW!

NO. 2932 TOOTSIETOY "SUPER" PICK-UP TRUCK

Over 8½" long with unbreakable die-cast metal cab and chassis. Includes metal hub caps, steel axles, polypropylene grille and bumper and white sidewall tires. In new gift box. Retail $1.29

NEW!

NO. 5175 TOOTSIETOY AMERICAN RACING SET

Includes: Falcon and Corvair racing cars, 3-volt power-pack; 8 track sections; 2 control throttles, overpass bridge supports; grandstand; control tower; decals; track clips, wires and instruction. In colorful new gift box. Retail $15.00.

Write for new full line catalog today!

NEW!

NO. 2928 TOOTSIETOY "SUPER" TRACTOR

Realistic tractor measures 6¾" long, with unbreakable die-cast metal body, steel axles and extra large rear wheels. Highly detailed white polypropylene side panels, grille, steering wheel, exhaust and intake stacks. In new gift box. Retail $1.49

NEW!

NO. 3330 TOOTSIETOY GIFT SET MERCHANDISER

Assortment contains 1 dozen each of 13 fast selling Toots etoy boxed sets, including the new American Road and Race Team Set and new "Super" series. Beautiful floor display free! Total Retail $303.00.

tootsietoy®

DIVISION OF STROMBECKER CORPORATION *600 North Pulaski Road, Chicago 24, Illinois*

The "Stuff" dreams are made of!

. . . that's what you'll find new from Tootsietoy for 1964 . . . in wonderfully exciting "dream" products for boys and girls —electric trains and Table-Top racing sets . . . "Super" trucks and racing cars . . . soldiers and police cars . . . tractors and jeeps.

It's the matchless combination of Tootsietoy products . . . Tootsietoy packaging . . . Tootsietoy displays . . . and Tootsietoy popularity. This is the combination that has made Tootsietoy toys "America's favorite toys" for 86 years—and your guarantee of fast turnover and high profits!

"SUPER" TOW TRUCK

Realistic truck features windup winch boom and hook -measures 8½" long Unbreakable die-cast metal chassis and cab. Metal hub caps, steel axles, white sidewall tires, clear plastic windows and polypropylene grille and bumpers. In new gift box. Retail $1 49

NO. 2927 TOOTSIETOY "SUPER" U-HAUL TRUCK

Authorized replica of famous U-Haul truck measures 8½" long Unbreakable die-cast metal cab and chassis Steel axles, metal hub caps and white sidewall tires. Windows are clear plastic Polypropylene grille and bumper. In new gift box. Retail $1 49.

NO. 2453 TOOTSIETOY FERRARI LANCIA RACER

Authentic model of world famous racer includes driver and decals Made of unbreakable die-cast metal. Visually-packed on colorful, pilfer-proof card Retail 49¢

NO. 2931 TOOTSIETOY "SUPER" DUMP TRUCK

8¾" long truck features dumping action and operating handle Unbreakable die-cast metal cab and chassis Metal hub caps steel axles and white sidewall tires and clear plastic windows In new gift carton. Retail $1.49

NO 2916 TOOTSIETOY POLICE CHASE SET

4 piece set includes police car hot rod, 45 revolver and deputy sheriff's badge, all made of unbreakable die-cast metal and rugged polypropylene. Visually-packed on colorful pilfer-proof card Retail $1 00

NO. 2933 TOOTSIETOY "SUPER" INDIANAPOLIS "500" RACER

Realistic racer measures 7½" long Unbreakable die-cast metal construction, with spoked wheels, bottom racing pan and polypropylene roll bar, screen and tail pipes. In new gift box. Retail $1 00

Write for new full line catalog today!

tootsietoy®

DIVISION OF STROMBECKER CORPORATION *600 North Pulaski Road, Chicago 24, Illinois*

Let's get down to cases...

#390 Barbie doll case

#300 Barbie & Midge doll case

#5030 Barbie doll trunk

doll cases, that is!

Top quality materials throughout the manufacture of Standard's line of doll cases has established a trend in design and quality throughout the industry. The extra added attraction of Full Color Reproduction of the finest art and design available, plus the original beauty of "Barbie", a doll making history in the toy field, round out the case that Standard presents to you at the 1964 Toy Fair.

We're not doctoring anything but the quality, and the result is steady improvement. First quality vinyl, matching handles, the finest in hardware, beautiful full magazine type color screening, and now for the first time . . . PRINTED FLOWER CONTRASTING LININGS for added beauty!

See Standard's All New Line at 200 Fifth Avenue, Rooms—1428 & 351.

#370 Barbie wig case

New! Skipper doll case

#360

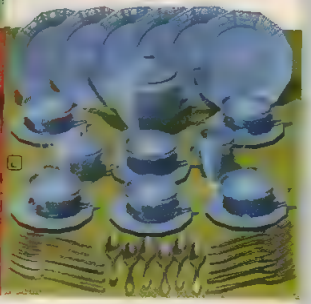
A lovely addition to the Barbie doll case line. A new approach to match the delicacy and taste of the new "Skipper" (Barbie's little sister) doll

Standard Plastic Products, Inc.
450 Oak Tree Avenue
So. Plainfield, New Jersey

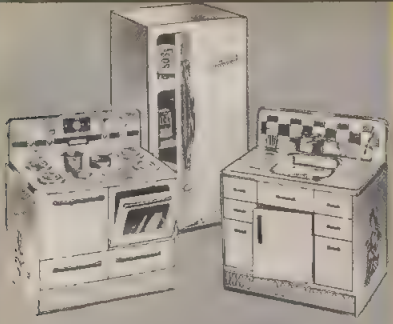
"Barbie", "Ken", and "Midge" are trademarks of Mattel, Inc. for its TEEN-AGE DOLLS. Used under license from Mattel, Inc. ©1964 Mattel, Inc.

"RITE-HITE"
Steel Appliances

Designed for little girls' stand-up play!



Delightful child-size homemaking equipment to stimulate imaginative, creative play



3-PC. KITCHEN SET — STOVE, REFRIGERATOR, SINK

A little girl's kitchen set—with stove, refrigerator, and a sink that actually works. Swivel faucet controls reservoir to turn water off and on. Plastic cooking utensils and dummy food boxes included for more authentic play. Metal appliances are white with simulated stainless steel trim. Stove and sink each 11" high, refrigerator 15" high.
H-78112A550—Ship. wt. 9½ lbs. **$7.50**

"RITE-HITE" PLAY FAIR MARKET AND SHOPPING CART

A play store with streamlined supermarket features! Colorfully lithographed steel check-out counter with manual conveyor belt; perfectly proportioned steel shopping cart; a cash register that really works, play money, play food, boxes, trading stamps, paper bags. Counter unit is easily assembled, serves as an attractive toy chest. 48½" high.
H-78124B1130—Ship. wt. 21½ lbs **$14.98**

FAMOUS BRAND NAMES BAKING SET

The baking set of famous brands . . . 23 mixes from Swans Down and Junior Chef . . . plus Log Cabin syrup . . . 21 junior sized utensils. Includes everything for making cakes, cookies, pies, puddings and much more. A delightful treat!
H-78162A335—Ship. wt. 3 lbs. **$4.95**
Same as Above, but with 14 mixes and 17 utensils.
H-78161A200—Ship. wt. 2 lbs. **$2.98**

"RITE-HITE" STEEL APPLIANCES DESIGNED BY WOLVERINE

A little girl's dream kitchen come true . . . . these quality constructed appliances are all working models proportioned for stand-up play. Made of heavy-gauge steel finished in pink with simulated stainless steel and decorative "snowflake" trim. Counter tops are shiny mosaic design. Play food boxes included. Cabinet units for toy storage. Easily assembled.

(A) **"RITE-HITE" STOVE**—Control knobs click. 18 x 15 x 27¾".
H-78106A740—Wt. 14 lbs. **$9.98**

(B) **"RITE-HITE" CABINET**—Sliding plastic top doors. 18 x 15 x 36".
H-78121AX935—Wt. 18 lbs. . . . **$12.98**

(C) **"RITE-HITE" REFRIGERATOR**—Magnetic door closures, foot pedal opens lower door. 18 x 15 x 36"
H-78107A935—Wt. 19 lbs. **$12.98**

(D) **"RITE-HITE" SINK**—Swivel faucet turns water off and on. Plastic reservoir, basin. 18 x 15 x 27¾".
H-78108A740—Wt. 14 lbs. . . . **$9.98**

(E) **GIANT FAMOUS NAME BAKING MIX SET**—A deluxe assortment of 42 baking mixes and 29 utensils. A little girl can really learn how to bake cakes and frost them; she can make pies, cookies, gingerbread, biscuits, corn muffins, puddings and pancakes. 10 boxes contain a variety of famous Swans Down cake mixes and the other mixes are Junior Chef. Complete with a miniature bottle of Log Cabin syrup and 29 utensils for an adventure in baking.
H-78163A665—Wt. 5 lbs. **$9.95**
Same as Above, but smaller set containing 28 mixes and 25 utensils.
H-78156A465—Wt. 4 lbs. **$6.95**

(F) **"LAUNDRA-MAGIC" TOY WASHING MACHINE**—A realistic washing machine, perfect for dolly's clothes. Machine whirls, tumbles, and actually builds up soap suds in the sealed "Magic Action" window to create the illusion of washing. Laundry is actually done with no water . . . no fuss. Automatic timer for 3-cycle washing. Operates on "D" batteries (not incl.)
H-78139A665—Wt. 3 lbs. **$9.98**
Batteries for above
H-58696C15—Wt. ½ lb. . . . **Each $ .20**

(G) **SINGER ELECTRIC SEWING MACHINE**—A real sewing machine that makes a perfect chain stitch . . . and it's electric for faster and more advanced sewing. Sleek metal cabinet is precision built; presser foot acts as a finger guard. Complete with plastic carrying case and sewing kit that includes material, patterns, thread, iron-on transfers, instruction.
H-78143A1975—Wt. 6 lbs. **$29.98**

(H) **BIG TOP COTTON CANDY MACHINE**—As gay and festive as the circus—and mighty tasty, too! Simply pour ordinary household sugar into this machine, and out comes mountains of cotton candy . . . as much and as fast as you desire. So easy to operate, and completely safe for any child to use. Plug-in unit operates on household current; UL approved. Comes complete with instructions and implements.
H-78153A799—Wt. 6½ lbs. . . . **$11.98**

(J) **FALLEN LEAVES TEA SET**—The warm fall colors of the fallen leaves design complement the modern styling of this graceful tea set. Any young lady would be thrilled. Made of break-resistant polystyrene. 40-piece set contains everything needed to set a table for six, including serving pieces and attractive gold metallized utensils.
H-78193A265—Wt. 2½ lbs. . . **$3.98**
Same as Above, 25 pc. service for 4.
H-78194A200—Wt. 1½ lbs. **$2.98**

(K) **RUSSEL WRIGHT DINNERWARE SET**—American modern dishes to grace the little homemaker's table. All pieces of high-impact plastic, designed by the famed Russel Wright. Knives, forks and spoons are aluminum with plastic handles. Complete service for three . . . plus creamer, sugar bowl with cover and gravyboat with stand. For hours of play fun!
H-78186A330—Wt. 4 lbs. **$4.95**

(L) **BLUE IRONSTONE TEA SET**—A delicate tea set patterned after world famous English china. White embossed border enhances the rich blue color of the dishes. Utensils are silver metallized. Made of break-resistant polystyrene. Set includes 41 pieces—complete service for six.
H-78191A265—Wt. 2½ lbs. **$3.98**
Same as Above, 31 pc. service for 4.
H-78192A200—Wt. 1½ lbs. **$2.98**

35-PIECE PATIO WARE SERVING SET

So much fun to entertain playmates and dollys in a casual manner when you have the proper dishes. 35-piece set in modern square style . . . just like mother's outdoor dishes. Everything to set a table for four, including silver metallized utensils and smart serving pieces. Made of break-resistant polystyrene with gay printed decorations.
H-78188A265—Ship. wt. 2½ lbs. **$3.98**

"B" Stock Items will be shipped Express or Truck — EXCEPT where Parcel Post or U.P.S. Delivery or Will-Call pick-up is applicable.

Tomorrow's Toys Today!

New "Leap Year" STRUCTOS for a Big Jump on Competition

Built to be the run-away leaders in '64. Structo heavy-gauge steel trucks are headlined by toydom's first *complete line* of compacts in the modern trend. 7 Structo KOM-PAKS as cute as they are perfect in every detail. All of them "window" packed. Sensationally priced.

Throughout all the 44 models in the *seven* great Structo lines, you'll find more built-in dollar value. More operational features. Solid heavy-gauge steel construction for kidproof durability.

Made even more durable by a special Structo paint process. Phytochrome bondarizes the steel surfaces. Then 2 coats of high-gloss, *metallic enamel* finishes. Scuff-proof, chip-proof, crack-proof and weather-proof.

Delivery note: Structo trucks get there on time. Our giant 555,000 sq. ft. plant has everything it takes to fill your orders. Structo policy is to warehouse all numbers, at all times.

ROOMS 412-414-416
FIFTH AVENUE
BUILDING

Steel STRUCTO

STRUCTO MANUFACTURING COMPANY
General Offices and Factory: Freeport, Illinois
National Sales Office: 200 Fifth Avenue, New York 10, N. Y.

Sales and Display Rooms: Chicago, Room 1423 Merchandise Mart; Memphis, Room 607 M & M Bldg.; Marietta, Ga. 307 Alexander St., Dallas, Room 1244 Dallas Trade Mart; Denver, 1164 Elati Street; San Francisco, 58 Second St.; Los Angeles, 2500 W. 6th St., Portland (Oregon), Loyalty Building, Toronto (Canada), Foot of Federal St.

New '64 STRUCTO Steel KOM·PAK with *Big Sales IMPACT*

Tomorrow's Toys Today! For 1964...a whole fleet of compact trucks in heavy-gauge steel with genuine rubber tires, windshields, side and rear windows, seats and steering wheels...an exciting new caravan of operational Structo Kom-Paks designed for the modern trend. Perfectly scaled replicas, accurate in every detail. Built for play action...priced for selling action.

Plus 6 additional STRUCTO LINES 44 MODELS in all... styled and priced for every kid in the U.S.A. Send for 1964 catalog.

NO. 130 VISTA DOME KENNEL TRUCK

Another STRUCTO first: "See Thru" boxes for KOM-PAKS. They said it couldn't be done with heavy-gauge steel. STRUCTO has done it!

HEAVY GAUGE STEEL CABS AND TOPS

NO. 125 AUTOMATIC DUMP TRUCK

HEADLIGHTS, WINDSHIELD, AND REAR WINDOWS

NO. 120 VISTA DOME LIVESTOCK TRUCK

SEATS, STEERING WHEELS

NO. 115 VISTA DOME ARMY TRUCK

GENUINE RUBBER TIRES

ROOMS 412-414-416 FIFTH AVENUE BUILDING

NO. 110 WRECKER TRUCK

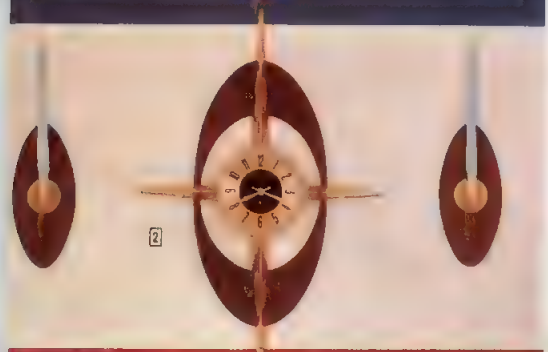
NO. 105 FIRE RESCUE TRUCK

NO. 100 PICKUP

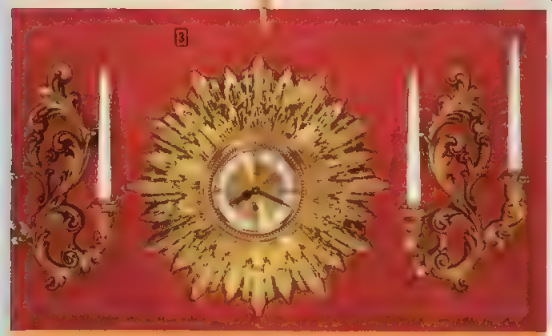
Steel STRUCTO

STRUCTO MANUFACTURING COMPANY
General Offices and Factory: Freeport, Illinois
National Sales Office: 200 Fifth Avenue, New York 10, N. Y.

Sales and Display Rooms: Chicago, Room 1423 Merchandise Mart; Memphis, Room 607 M & M Bldg.; Marietta, Ga. 307 Alexander St.; Dallas, Room 1244 Dallas Trade Mart; Denver, 1164 Elati Street; San Francisco, 58 Second St.; Los Angeles, 2500 W 6th St., Portland (Oregon), Loyalty Building; Toronto (Canada), Foot of Federal St.



2



3

4

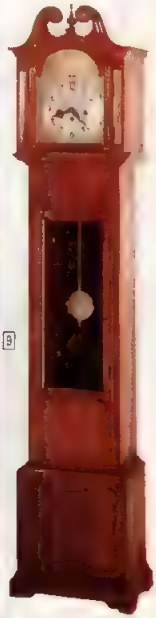
5

6

7

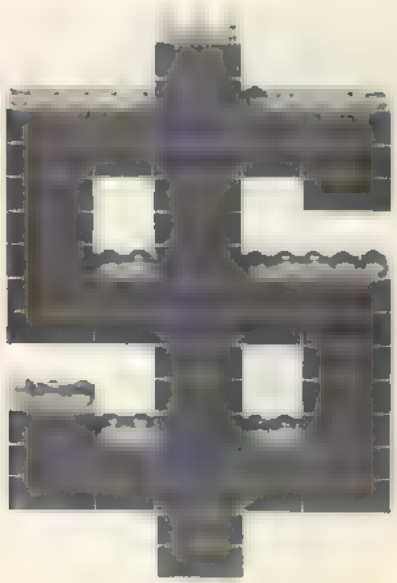
400 Day Clocks run for more than
a year without winding!

8



9

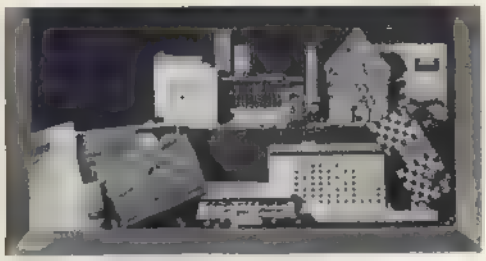
Visit the Lego Display at the Washington Room of the New Yorker Hotel. There's lots of brand new ideas—see the new modelmaker sets, the special deluxe wheel set, and many more money-making ideas about Lego... Lego's selling excitement continues to build profits for you.



A child can make anything with Lego ...but you just make money!

Since first introduced in America, Lego has grown so much in volume, sales and consumer acceptance that it has become a vitally important new stimulant in the toy business.

Lego is being dramatically pre-sold for you through national magazines; spot TV in major markets; in-store demonstrations flexible enough to fit your every need



These top retailers are building traffic and profits with Lego... world famous F.A.O. Schwarz, J. L. Hudson, Stix Baer & Fuller, Rich's, Joseph Horne, to mention only a few of the major retailers backing Lego in 1963 and again in 1964.

Full 45% mark-up on year 'round sales. 1964 will continue the successful growth pattern for Lego that you can cash in on for years.

Lego is now available in gift sets; wheel toy sets; doll sets; modelmaker sets; special deluxe wheel sets; and Lego's full range of supplemental boxes.

Lego is truly a year 'round toy item!

LEGO® System BY Samsonite

A product of Shwayder Bros., Denver 17, Colo. In Canada thru Samsonite of Canada, Ltd., Stratford, Ont. Prices slightly higher.

THESE CARS HAVE

ZA-ZOOOM™

THE SOUND OF POWER — BY MARX

Hear thrilling real-motor sound . . idles, roars . . revs up at turn of a dial. Even has a muffler screw to hush the exhaust sound

Step on stirrups, pull on reins, gallop off on Tony-the-Pony $24.88

Rollicking sidewalk hobbyhorse turns right or left, goes around in circle when you pull on reins. Heavy-duty plastic molded to look like a pony. Motorized with extra wide wheels for safe [illegible] Barrel [illegible] battery [illegible] order at right. [illegible] to saddle.

79 N 8610NM Shipping weight 20 pounds..... $24.88

Battery-powered so they really get out and move . . scoot along at speeds up to 5 miles an hour, stop easy, even reverse

MARX RIDERS are fun to drive

Authentic-styled Stutz Bearcat straight from the roaring 20's

$29.88 without battery

1 Step on running board, sit back in bucket seat, press the foot pedal and you're rolling. Clear the road with distinctive bulb horn. Heavy-duty plastic body, red with gold trim, anchored to steel chassis. Measures 42x15 inches with 5¾-inch wheels. Spare tire and brake. Za Zooom motor needs [illegible] batteries, order below. Order 12-volt Hot Shot battery below.

79 N 8618NM—Wt. 29 lbs. . $29.88

Roar down the straightaway in this scaled Marx-A-Kart

$19.99 with battery

2 Push the foot pedal down for a fast start . . grip the airplane-type steering wheel and drive to win.

Hand brake on rear wheel. Strong polyethylene body on steel frame. 5¾-inch plastic wheels. Size about 15 inches wide and 37 inches long.

[illegible] power, not included, order below. Za Zooom motor needs [illegible] batteries, order below.

79 N 8621LM Shpg wt. 20 lbs. $19.99

79 N 8611M—12-volt Hot-Shot Battery—Shipping weight 8 pounds..... 4.66

79 N 4660 "D" Battery Shipping weight each 4 ounces. Each 16c, 4 for 60c

NOTE: Items ending with suffix "N" (as 79 N 8624N) sent freight (rail or truck) or express

Drive it like Dad's car

- Floor accelerator, forward-reverse shift on dash
- Goes up to 5 miles an hour on battery power
- It's built big with plenty of room inside

The Electra $49.99 without battery

Roll in style in this all-steel snappy red and white car. Ball bearing axles, heavy-steel wheels and ribbed rubber tires for a smooth ride. Automatic circuit breaker makes driving easy. Chrome wrap-around bumpers both front and back take roughest use. Size about 42x18x19, wheels 7x1¾ inches. Battery not included.

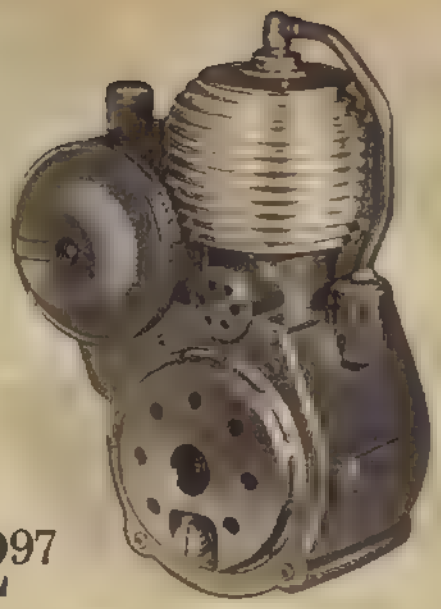
79 N 8624N—Shipping weight 44 pounds.....$49.99

Order any S17E 24 battery from page 1004, Fall General Catalog, for above car.

Now—add exciting motor sounds to any bike, trike or pedal car

ZA-ZOOOM™

THE SOUND OF POWER™ BY MARX



PLAY "ENGINE"..SIMPLE TO ATTACH

$2.97

- Looks and sounds like real hot rod engine
- Idles, purrs and roars with a twist of a dial
- Even has a muffler screw to hush the sound
- Mount it most anywhere . . handle bar, fender or rear brace . . installation, a snap

Roll along with the mighty sound of a battery operated "motor" It adds a new thrill to bike riding. Single-cylinder case made of high impact styrene plastic. Dial lets you set it for a sound from a timid idle to a mighty roar. Tone adjustment even lets you choose the pitch. Uses 2 "D" batteries, order below

49 N 8616—Shipping weight 1 pound. $2.97
49 N 4660 "D" Battery. Shipping weight each 4 ounces. . 2 for 32c; 4 for 60c

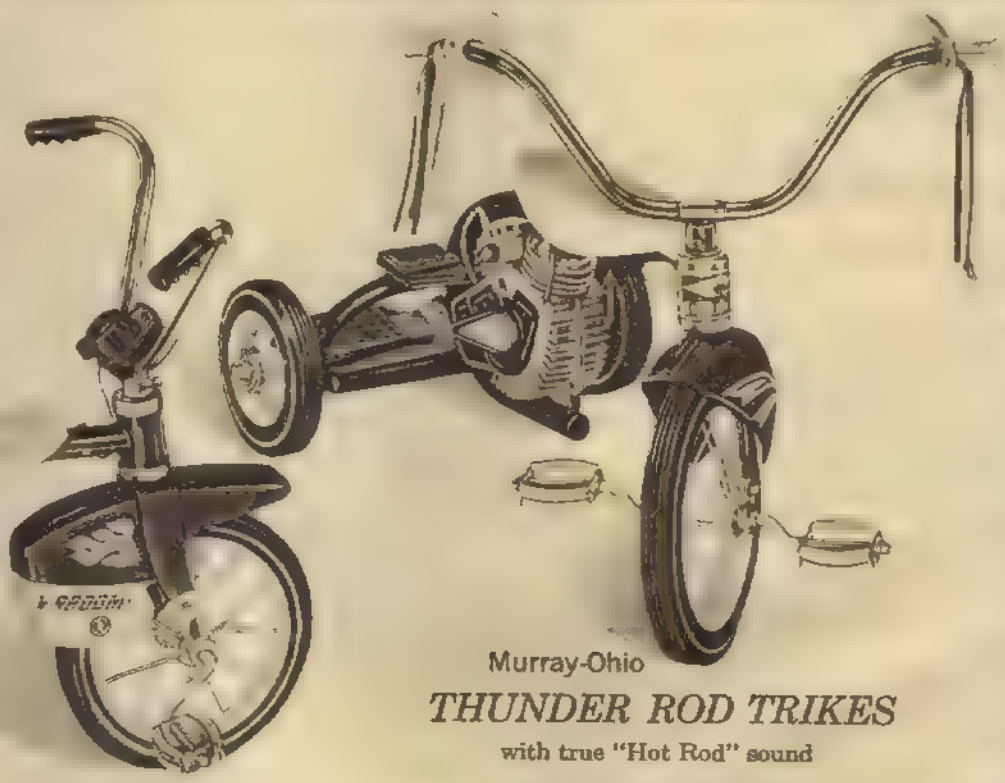
MATTEL'S

V-RROOM!

Tricycles with real motor roar

Idles, revs up, roars at turn of a dial. Wheelbase adjusts to "grow" with child

12-inch $14.99 16-inch $16.99



Murray-Ohio

THUNDER ROD TRIKES

with true "Hot Rod" sound

Stick shift for idle, rev-up or roar
Twin spark plugs "glow" with power

12-inch $14.99 16-inch $16.99

Insert the key (just like Dad's ignition key) and the battery operated "motor" starts to purr. Trike features unique size adjustment that lets you extend the wheelbase for years more use. Also has built in shock absorber action, adjustable, chrome plated motorcycle handlebars, big Glide Ride saddle seat and puncture-proof rubber tires. Unassembled. All steel in a delightfully dashing color we call "flamboyant red." Order 2 "D" batteries at right.

79 N 8614L—12 inch front wheel. Shipping weight 24 pounds $14.99
79 N 8615L—16-inch front wheel. Shipping weight 32 pounds . 16.99

Turn the "motor" on with excitingly different stick shift. Styrene plastic case mounted on underslung bar. Ball bearing front wheel, white wall tires. Chrome plated "highrise" handlebars capped with white knuckle guard grips and multicolor streamers. "Banana" seat is adjustable.

In "flamboyant red" Vinyl pedals and plastic hub caps. Unassembled. Uses 2 "D" batteries, order below. 12-in. size for boys and girls from 2 to 5 years, 16-in. size for ages 3 to 7.

79 N 8704L—12-inch front wheel. Shpg. wt. 27 lbs $14.99
79 N 8705L—16-inch front wheel. Shpg. wt. 30 lbs 16.99
79 N 4660—"D" Battery. Shpg. wt. each 4 oz. 2 for 32c 4 for 60c

June 6, 1944 . . . the command is "GO!"

you hit the beach with landing craft, men, tanks . . . fighter planes cover you, and paratroopers land ahead . . . German elite troops lie in wait . . . all in one exciting set!

211-piece set

5.99

1

170-piece convoy equipment set

2 **3.99**

Military play set For air-ground operations; 37 soldiers in action poses

3 106 pc set **2.44**

complete farm set 2.44

over 85 realistic pieces, each perfectly detailed

HAND-PAINTED EUROPEAN FARM SET Complete with thatched-roof farmhouse large haystack, prize bulls, cows, and work horses. Farmer, wife, sons, and daughters are all a full 2 in. high. Set also includes chickens, ducks, pigs, sheep, lambs —all the livestock a busy "young farmer" needs. Set is made of durable plastic

X 923-9831 A—Shipping weight 1 lb. .2.44

combat sets

Your troops are pinned down by enemy fire on Utah beach. The entire Allied Invasion Force awaits the outcome of this key battle. You send out a distress signal. Planes zoom in low, firing rockets at enemy positions. Landing craft hit the beach with reinforcements, tanks, and heavy artillery. Paratroopers drop behind the lines. The enemy is overwhelmed. The beach is yours!

1 BEACH LANDING SET. This exciting set comes equipped with 211 individual pieces—more than enough to stage a full-scale "invasion." All pieces are fully detailed models of actual fighting equipment Features 4 rolling tanks, an entire squadron of planes, landing craft, personnel carriers, paratroopers, camouflage-net emplacement, artillery—including howitzers Set also includes a reinforced platoon of U.S. combat soldiers, and a complete German fighting unit Durable plastic

X 923-9724 A—Shipping weight 5 lbs 5.99

•

With a reinforced combat platoon guarding the convoy, you move out on a dangerous mission through enemy territory. Suddenly the convoy is attacked! You call up the tanks, position the howitzers, mortars, and machine guns. Shells fly, scattering the enemy. A counterattack, led by the platoon leader, completely routs the enemy, inflicting heavy losses.

2 COMBAT MILITARY PLAY SET. Recreate the exciting battles of World War II. Set contains 170 pieces, including 72 soldiers, 9 tanks, 36 land mines, 6 trucks—enough equipment and rolling stock to outfit a complete convoy! All plastic

X 923-9757 A—Shipping weight 2 lbs. 3.99

■

The big offensive is bogged-down all along the front line. Casualties are running high, reinforcements badly needed. You arrive with fresh troops, equipment, and vital air support. Helicopters and ambulances evacuate the wounded. Supply trucks deliver fresh food and ammo. The enemy fights hard, but is beaten.

3 MILITARY SET. 106-pc. plastic set is designed for coordinated air-ground missions. Comes with realistic jets, and helicopters. Also includes tanks, jeeps, trucks, motorcycles. From Hong Kong

X 923-9740 A—Shipping weight 1 lb.. 2.44

SAVE THIS CATALOG—toys will be available till September 20, 1965.

3.99 over 130 pieces

COUNTY FAIR FARM SET. Give your young farm hands endless hours of educational fun! Completely equipped farm set comes with over 130 individual pieces—it's a precisely detailed, scale-model modern farm! Lithographed-metal barn measures 13 x 9 x 10 in. high, stands on metal base-plate. 12-in. high silo connects to barn and second-story hayloft. Durable polyethylene plastic bale-lift, tractor with accessories, pickup truck, live stock, farmers, tools.

X 923-9716 A—Shipping weight 4 lbs. 4 oz.. . . . . 3.99

Big mechanical barn has moving hay-lift, litter carrier and conveyor 247-pc. set 7.88

"BLUE RIBBON" MECHANIZED FARM SET Move bales into barn on mechanized hay-lift, direct litter carrier in and out of barn, load and unload corn on mechanical conveyor—247 pieces, and many operate mechanically. All pieces are beautifully detailed—everything a "young farmer" could want. Lithographed metal barn measures 13 x 9 x 10 in. high, has sturdy metal base-plate, 2 silos Plus '64 pickup truck, tractor, 2 chicken coops, 6 farm workers, vegetable garden, livestock. Accessory pieces of plastic. Assembles easily

X 923 9708 A—Shipping weight 4 lbs. 2 oz 7.88

it's **make-believe time** for imaginative children

Save this Catalog—
toys will be available
till September 20, 1965.

Like it—charge it! See
Credit Command, page 283.

1 **BUNNY OUTFIT.** Pink corduroy cotton with sewn-on bib of white Acrilan® acrylic White rib knitted anklets and cuffs. Large bunny ears.
Sizes. One size only—small (3-5).
X 924-0189 A—Shpg wt 10 oz.....4.66

2 **BALLERINA COSTUME.** Bodice front is slipper satin—back of form-fitting elasticized cotton springweave. Skirt of nylon-net ruffles, the top interwoven with Lurex® metallic thread Shoulder straps of stretch sequins.
Colors: 01 pink; 35 blue. *Be sure to state color number-and-name when ordering.*
Sizes Small (4-6), Medium (8-10), Large (12-14)
State size: Small Medium, Large.
X 924-0219 D—Shpg. wt 8 oz.....4.99

3 **MARY POPPINS DRESS.** Ankle-length floral-print skirt with blue ruffles. Matching floral-print ruffle at neckline, ribbon trim Laced bodice effect. Ruffled bonnet with ribbon ties matches dress. Parasol included.
Sizes: Small (4-6) Medium (8-10), Large (12-14)
State size Small, Medium, Large.
X 924-0201 B—Shipping weight 1 lb.....4.66

4 **FIVE-STAR GENERAL OUTFIT** Sanforized® olive-green twill jacket has two pockets, gold buttons and braid. 5-star ornament, cross-rifle insignia. Matching twill trousers with zipper fly and snug elastic back Overseas cap
Sizes: Small (2-4), Medium (6-8), Large (10-12)
State size: Small Medium, Large.
X 924-0177 B—Shpg wt. 1 lb. 2 oz.....5.97

5 6 **2-PIECE AIR FORCE AND ARMY PLAYSUITS.** Washable poplin Rib-knit collars cuffs and waistbands on jackets Shpg. wt. 9 oz
Sizes Small (3-5), Medium (6-8). *State size, Small or Medium when you order*
X 924-0185 B—Air Force—blue [5] ..2.42
X 924-0193 B—Army—olive drab [6]. .. .2 77

7 **SUPERMAN COSTUME.** Washable cotton playsuit Long-sleeved shirt in blue has official Superman shield. Blue trousers, red cape
Sizes: Small (4-6), Medium (8-10), Large (12-14)
State size: Small Medium, Large
X 923-6464 B—Shipping weight 1 lb.....4.77

8 **DELUXE COWBOY PLAYSUIT.** Brown/beige widewaeep cotton corduroy trousers. Cotton twill pants-back. Sanforized® cotton shirt
Sizes Small (4-6), Medium (8-10), Large (12-14).
State size: Small, Medium, Large
X 923 6506 B -Wt 1 lb. 2 oz..... 5.44

9 **DELUXE COWGIRL PLAYSUIT** Brown and beige embroidered corduroy skirt. Vest to match. Sanforized® cotton plaid shirt.
Sizes. Small (4-6), Medium (8-10), Large (12 14)
State size Small, Medium, Large
X 923-6498 B—Wt. 1 lb. 2 oz.....5.44

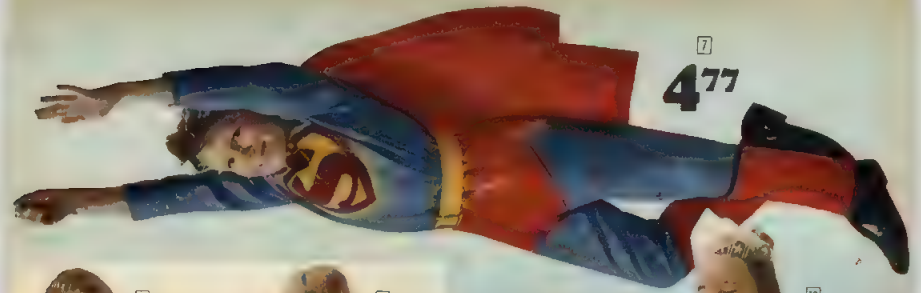
10 **FAIRY PRINCESS COSTUME.** In shimmering satin and sparkling silver-color Molded detachable wings with glittering tinsel flocking
Sizes. Small (4 6), Medium (8-10), Large (12-14)
State size: Small, Medium, Large
X 924 0227 B—Wt. 1 lb 8 oz.....4.77

11 **FATIGUE OUTFIT.** Sanforized® green cotton twill jacket trousers Ridgeway cap.
Sizes Small (2-4) Medium (6-8), Large (10-12)
State size: Small, Medium, Large
X 924 0243 B—Wt. 1 lb. 10 oz.. 6.66

12 **NURSE'S COSTUME** with authentic insignia on cap and cape. Convertible collar on white cotton coatdress White belt Blue cape.
Sizes: Small (4-6), Medium (8-10), Large (12 14).
State size: Small, Medium, Large
X 923 6449 B—Shipping weight 1 lb 3.66

13 **MARINE SERGEANT UNIFORM.** Sanforized® Navy Blue twill jacket, trimmed with red piping and red braid. Four pockets with gold buttons. Sanforized® Cadet-blue twill trousers Zipper fly, elastic back. White dress cap, belt.
Sizes. Small (4-6), Medium (8-10), Large (12-14)
State size Small, Medium, Large
X 924 0235 B—Wt. 1 lb. 10 oz.....6.66

14 **DRUM MAJORETTE'S COSTUME** in white and gold-color rayon satin Matching hat, belt, baton medal, gilt-tasseled white boot tops
Sizes. Small (4-6), Medium (8-10), Large (12-14)
State size Small, Medium, Large.
X 923 6480 B—Wt. 1 lb. 2 oz.....3.99



7
4.77

8
5.44

9
5.44

10
4.77

For parties
or just for play,
nothing's more fun
than colorful
costumes!

11
6.66

12
3.66

13
6.66

14
3.99

SET INCLUDES
- Stereo microscope
- Experiment card file
- Specimens, slides

NOW! See it in lifelike stereo with this

Bausch & Lomb Microscope Outfit

79.88

It has everything—even a Rite-Light electrical illuminator!

STEREO MICROSCOPE SET. The ultimate in home micro-science labs. Precision designed by Bausch & Lomb, a world leader in the manufacture of fine optical products. Features 3-D stereo microscope, constructed throughout to function trouble-free under constant use. 15x stereo scope gives natural three-dimensional viewing of rocks, coins, stamps, fibers, biological, and botanical specimens. Achromatic ground-and-polished glass lenses in metal tube. Metal stand, large melamine plastic focusing stage. Measures 11 1/4 in. high. Set includes laboratory equipment, experiment card file for recording observations, dissecting needles, forceps, microtome blade, slides, test tubes, specimens of fibers, insects, marine life, rocks. In maple case with styrene plastic compartments, clear front-sliding window. Not mailable—pay shipping charges on delivery. No down payment—see page 283 for Credit Command.

X 918-7683 A—Shipping weight 8 lbs. 79.88

Stereo microscope only. Not mailable—pay shipping on delivery.

X 918-7675 A—Wt. 7 lbs. 4 oz. 59.88

27.87

BAUSCH & LOMB MICROSCOPE SET Complete micro-science laboratory approved by educators for school and home use. Set includes experiment card file, instruction manual, slides, specimens, tools for dissecting and specimen preparation. 100x microscope designed by experienced engineers and made to rigid specifications. Achromatic ground-and-polished glass optics for high-image quality. Includes Micro-Lite electrical illuminator. In functional styrene package. Buy it with Credit Command—see page 283 for more complete information.

X 918-7667 A—Shipping weight 2 lbs. 27.87

220 PENNEY

Electrical items use 110-120 volts, AC. UL listed

View-Master® reel sets

1 **STEREO REEL PACKS.** (See opposite page.) Each pack contains 3 full-color stereo reels (total of 21 scenes). *State title number and name.* We pay postage

X 918-6073 B—One title (3-reel pack—21 scenes) 1.25

SIX RECENT RELEASES

*74—Bonanza
*75—Madame Toussaud's Waxworks
*77—Mary Poppins
*†78—Pebbles and Bamm Bamm
*80—TV shows at Hollywood studios
*84—Beverly Hillbillies

Beginner's Bookshelf

*32—Mother Goose Rhymes

Fairy Tales

*17—Snow White
*18—Cinderella
*21—Wizard of Oz
*23—Little Red Riding Hood
*25—Alice in Wonderland
*33—Peter Pan
*68—Goldilocks and the Three Bears
*85—Jack and the Beanstalk
*86—Littlest Angel
*87—Rudolph the Red-Nosed Reindeer

Christmas Stories

*22—Christmas Story
*24—Night Before Christmas
*35—Birth of Jesus

Cartoons

*†02—Huckleberry Hound/Yogi Bear
*†03—The Flintstones
*05—Casper the Friendly Ghost
*06—Bullwinkle
*†07—Topcat
*08—Bugs Bunny
*†15—Popeye
*†16—Quick-Draw Mcgraw
*29—Woody Woodpecker
*30—Tom and Jerry
*†31—Mighty Mouse
*67—Sword in Stone
*70—Beetle Bailey
*71—Deputy Dawg
*72—Cartoon Carnival
*79—Space Mouse

Disneyland

41—Fantasyland
42—Adventureland
43—Tomorrowland
44—Frontierland
92—Main Street

Disney Stories

*04—101 Dalmatians
*09—Lady and the Tramp
*12—Bambi
*13—Donald Duck
*19—Sleeping Beauty
*26—Mickey Mouse

Adventure Stories

*†10—Lassie and Timmy
*†88—Roy Rogers
*90—20,000 Leagues Under the Sea

Educational

*34—Wonders of the Deep
*37 Children's Zoo
*38—Wild Animals of the World
*76—Man on the Moon
*83—World's Fair of Yesteryear
*91—Wild Animals of Africa

U. S. Travel

*45—Grand Canyon
*46—Yellowstone National Park
*48—Washington, D. C.
*49—Niagara Falls
*50—Hawaii
*61—United Nations
*81—White House

* Includes story folder
† For use with stereo viewer only

Economy-priced telescopes

1 **60x 60mm VARIABLE POWER TELESCOPE.** Terrestrial type—use for astronomical viewing, too. 60mm objective lens—4-power eyepiece, 15, 30, 45, and 60x. All lenses coated, color-corrected. Built-in sunshade. 57-in. hardwood tripod, chain. Metal. White baked-enamel finish. From Japan.

X 918-6875 A—Shipping weight 10 lbs. 18.84

2 **50x 40mm VARIABLE POWER TELESCOPE.** Terrestrial type 40mm objective lens, eyepiece can be set for 25, 30, 35, 40, 45, or 50x. Metal. Pinion gear with knobs. Metal table tripod, metal-capped legs. White baked-enamel finish. From Japan.

X 918-6883 A—Shipping weight 3 lbs. 8.88

3 **25x 30mm HAND TELESCOPE.** Convenient, compact. Ideal for camping, hunting, vacationing. Extends from 5 to 14 1/2 in. Coated, color-corrected lenses for real viewing clarity. Leather case, lens caps. From Japan.

X 918-6891 A—Shipping weight 1 lb. 8 oz. 3.97

SAVE THIS CATALOG—order toys till Sept. 20, 1965.

View-Master® . . . MAGIC WINDOW ON THE WORLD

1 Disneyland set 5.74

See listings on opposite page

So close you want to touch it . . . so real you want to step into the picture—that's the world through a View-Master stereoscopic viewer. From nature's most exciting scenes to the enchanted world of Walt Disney to the exploration of outer space . . . your pleasure and your knowledge will increase through the magic of View-Master.

B

A

The perfect combinations

Show your View-Master reels with this economical projector and brilliant-image table-top screen. The whole family will enjoy these beautiful scenes at the same time.

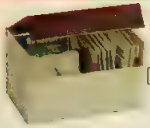
1 **COMPLETE DISNEYLAND CARTOON SHOW** Start your collection with this fine lighted stereo viewer plus a 49 picture all Disney show. Viewer can be used any time or place. Simply insert reel and touch large light bar. Slides come alive at their color rich best. Internal illumination brings out the finest in stereo viewing. Includes a pack of 7 Disney reels to total of 49 scenes) and two "C" batteries. In attractive gift box. Charge it—see page 293

X 918-9598 A—Shipping weight 2 lbs. 8 oz. . . . . Set 5.74

Above viewer only. With one 7-scene reel. Batteries not included. order below

X 918-6032 A—Viewer only. Shipping weight 2 lbs.....3.54

X 858-0086 A—"C" batteries. Shpg. wt. 3 oz.....1 pkg. of 2, 32c



2 1.97

2 **VIEW-MASTER® LIBRARY BOX.** Dust-proof box holds viewer plus dozens of reels. Protects slides from harmful effects of moisture. Sturdy plastic, beige-brown color.

X 918-6065 A—Shpg. wt. 2 lbs.....1.97

3 **STANDARD VIEWER.** Sawyer's® easy-to-use stereo viewer. Insert reel, hold viewer up to any light source. Enjoy full-color stereo viewing. Lever advance. Sturdy high-impact plastic case. Includes one special preview reel.

X 918-6024 A—Shpg. wt. 10 oz.....1.54

3 1.54

4 **PREVIEW GIFT PACK.** Includes stereo viewer [3] above plus a special 7-reel pack (totals 49 scenes) of cartoon favorites. Attractively boxed for Christmas giving

X 918-9564 A—Shpg. wt. 1 lb...3.67

4 Preview pack

A **TABLE-TOP SCREEN** Fine-grain glass-beaded screen gives bright, crisp image. Flame and mildew-resistant. Rolls together for easy storage. Sturdy easel support. 22 x 30 in. See projector below.

X 918-4375 A—Wt. 4 lbs...2.97

B **VIEW-MASTER® STANDARD PROJECTOR.** Ideal for any group showing. Projects slides in two dimensions. Easily operated—even by children. Push lever to change scenes. Throws a brilliant image up to 22 in. wide. Plastic. 30-watt projection bulb included. Operates 110-120 volts, AC. UL listed. Shipping weight 4 lbs. 6 oz.

X 918-6057 A.....9.47

30-watt replacement bulb for projector above.

X 918-6099 A—Wt. 2 oz.....97c

It's the World's Fair in color!

Here's the wonder and excitement of the 1964-65 New York World's Fair in rich, natural color. Choose either View-Master® reels or the Castle 8mm film.

5 **VIEW-MASTER WORLD'S FAIR REELS.*** 21 scenes in each. *Titles:* 01 General Tour; 02 Night Scenes—Amusement Area; 03 International Area; 04 Federal and State Area; 05 Industrial Area; 06 Transportation Area. *State title number-and name.*

X 918-8715 B—We pay postage. Reel 1.25

6 **CASTLE 8mm WORLD'S FAIR MOVIES.** See the sights everyone's talking about—at home! *Titles:* 01 Panoramic Tour; 02 View of Manhattan; 03 The Fair from the Air. *State title number-and name*

X 918-8038 B—50-ft. reel. 2 oz....Each 4.44

X 918-8046 B—200 ft. 8 oz.....Each 14.44

5

6

* Produced in association with Photo Lab Inc., official licensee New York World's Fair 1964-65.

Gown by Oleg Cassini—startling decorative effect by Art Award

$6.00

The full beauty of brilliant oil colors is combined with a luxurious velvet finished background to create startling new dramatic decorative excitement

Contents.
Two 16x20 panels
Artist oil colors
Brush cleaner
Three artist brushes
Complete instructions

Acclaimed #1
Craft Sensation at the 1964 Hobby Show & Toy Show

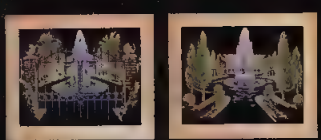
"BLACK VELVET"* numbered oil paint set, 900 series, subject selection

BV-901 MASTERPIECES AFTER REMBRANDT

BV-904 VELVET KITTENS

BV-902 VENETIAN MOONLIGHT

BV-905 IN A PERSIAN MARKET



BV-903 GARDENS OF ROMANCE

BV-906 STILL LIFE IN TEXTURE

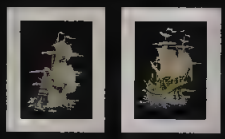
*T.M., Patents Pending.

"BLACK VELVET"* numbered oil paint set, 700 series, subject selection

BV-701 LADIES OF THE ORIENT

BV-702 SILKY HORSES

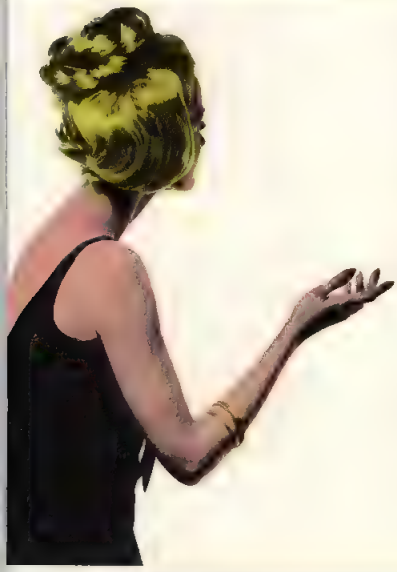
BV-703 KINGS OF LAUGHTER



BV-705 ON THE SPANISH MAIN

BV-706 ROMANCE OF THE BULL RING

BV-704 THE ROYAL COACH



$4.00

Brilliant oil colors combine with luxurious velvet finished background to create startling decorative excitement.

Contents:
Two 12x16 panels
Artist oil colors
Brush cleaner
Three brushes
Complete instructions

Acclaimed #1
Craft Sensation at the 1964 Hobby Show & Toy Show

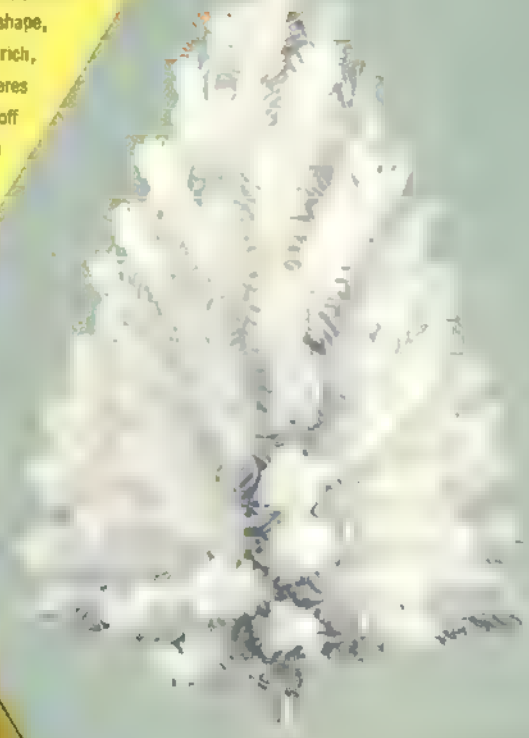
THE ART AWARD COMPANY, INC., 390 Wythe Avenue, Brooklyn, N Y

*T.M., Patents Pending

Make Your Own Comparison Test!

Stand a "Frostlite" tree next to any other make at any price! Make a critical comparison of the beauty, shape, fullness—the eye-appeal and the thick, rich, lustrous rayon blend stand-up pile that adheres to the branches and will not fall or shake off even under roughest treatment . . . then you'll KNOW that "frostlite" gives your customer more value for the money—is easier to sell, and gives you a better profit margin!

No. 7109-GW
7 foot green and white.
109 branches



No. 7109-W
7 foot all white
109 branches

This Medallion hang Tag is packed with every "Frostlite" tree. It identifies the tree of quality, so be sure to display it on the trees in your store!

No 7109-IB
7 foot ice blue
109 branches

No. 7109-G
7 foot gold
109 branches

FLOCKING SPECIALTIES, INC.
2117 N. WAYNE AVE.,
CHICAGO 14, ILL.

NOT ILLUSTRATED

781-W 7 foot white
81 branches

No. 781-GW -7 foot green and white
81 branches

NOT ILLUSTRATED

No 653-W—6 foot white
53 branches

No 441-W 4 foot white
41 branches

SEE US AT HOTEL NEW YORKER-ROOMS 1460 & 1461 DURING TOY FAIR

In a class by themselves!

imperial Frostlite

FLOCKED ALUMINUM
SPIRAL NEEDLE
CHRISTMAS TREES
WITH THE AURA OF ELEGANCE!

- *Frostlite gives you a complete QUALITY line at competitive prices!*
- *Compact packaging gives more stock in less space!*

Beautiful!

Breathtaking!

No. 7109-L
7 foot lime
109 branches

No. 7109-O
7 foot orchid
109 branches

SEE OTHER SIDE

4½ FT. WING SPAN ■ READY AND EASY TO FLY
■ 200 FEET OF KITE CORD INCLUDED ■ ASSORTED COLORS ■ ■ ■

Looks and flies like a giant Hawk. Design and material assures outstanding performance . . . high rate of climb. Has good maneuverability. Built to last, made of close woven cotton cloth hemmed completely around outer edge. Can be patched or sewed. Solid birch dowels. Comes complete and ready to fly, just attach kite cord and let it soar high into the air

ONLY $2.00 SUGGESTED RETAIL

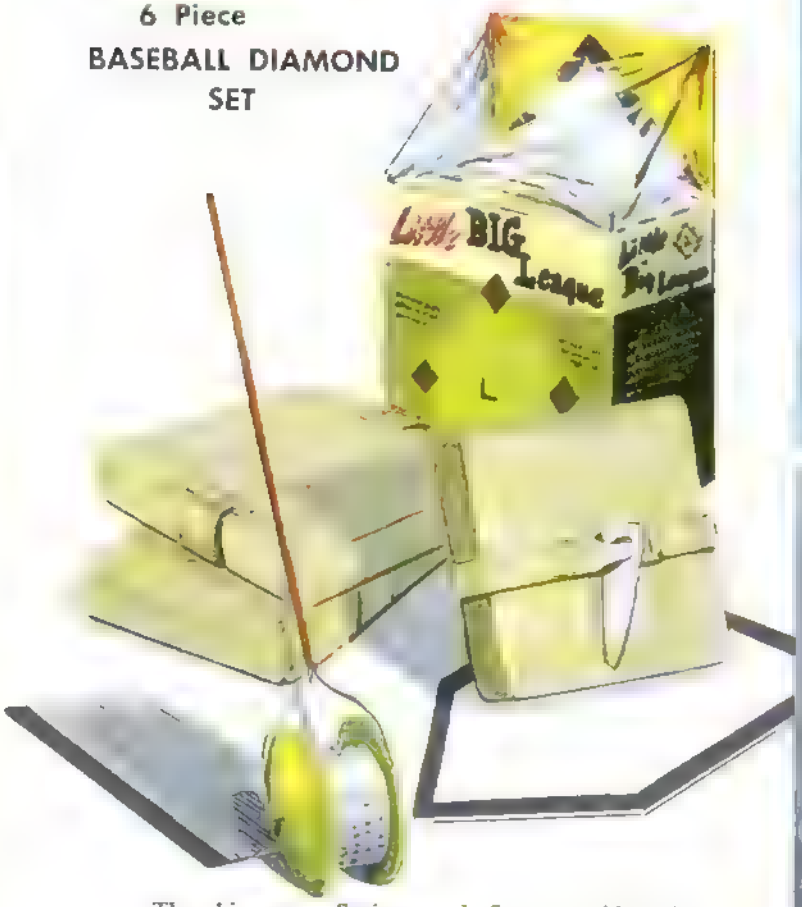
GLAD-BOY

P. O. Box 190 Franklin Park, Illinois
Phone: AREA CODE 312 / 279-8773

NEW!

LITTLE BIG LEAGUE

6 Piece
BASEBALL DIAMOND
SET



The big new Spring and Summer idea for those millions of "Little Leaguers." Perfect for back yard and street team. Every sand lot and "Sand Lot" games

Now kids of all ages can have their own true Little Big League equipment. Comes complete with 3 heavy duty cloth bags 12" x 12" and 1¾" thick with hard surface "home plate" and realistic "pitching rubber." 24" plastic handled "chalk baseline" marker for easy marking of diamonds making a most attractive kit. Packed in colorful self-display box with transparent cover for easy viewing.

Only ..... **$7.95** retail

another first for glad-boy . . .

PHANTOM HAWK

(Trade Mark Registered)

Designed for the maximum in repeat business. Solid, quality construction. Starts clubs and competion events within your area. Out dates conventional methods of kite flying.

Only **$2.00** retail

Colorful display box and individual poly bags offer the best in merchandising aids.

Extra kite cord in 300 ft. units available in self display boxes.

Only .....**25¢** retail

Rollin' up Fun for Kids from 3 to 93!

Rolling up profits for you too. The original "Wagon Wheel Hoop" . . . a big 14" diameter wheel made of high impact plastic, sturdy, durable, 24" solid birch "Wagon Wheel Hoop" handle to push and glide the wheel. "T" shape. Shipped in old-fashioned wooden barrel with full color display header, making the most unique display 2 dozen units in a barrel

Only .....**$1.00** retail

GLAD-BOY

P. O. Box 190 Franklin Park, Illinois
Phone: AREA CODE 312 / 279-8773

THE FIRST STYLIZED

TOY FUN SPIN CHAIR

WITH FULL 360° SWIVEL

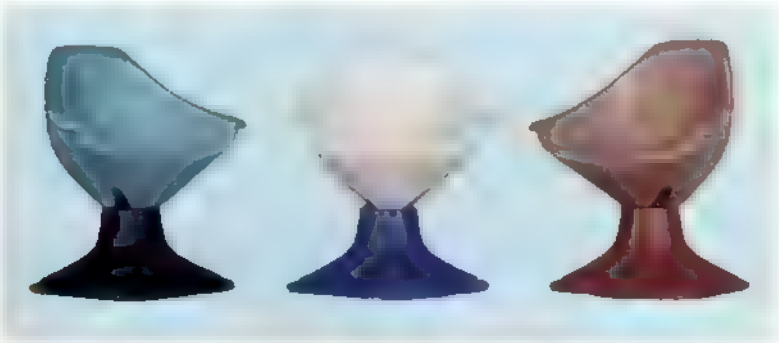
Swivit

PAT. PENDING

- INDESTRUCTIBLE POLYETHYLENE
- COLORFUL—WIDE CHOICE OF COLOR COMBINATIONS
- WILL NOT MAR FURNITURE OR FLOORS
- SIMPLE TO KEEP CLEAN
- SAFE FOR CHILDREN

SOME OF ITS USES . . .

• USE AS A MODERN TV CHAIR • AS A HIGH CHAIR • AS AN AUTO SEAT • AS A FUN CHAIR . EYE APPEALING!



Colors Available: No. S300 Turquoise and Black, No. S400 Orange and Brown, No. S500 White and Blue, No. S600 Beige and Brown
Approx. Ship. Wt. 22 lbs. Packed 4 Per Carton or 1 Per Carton 6¼ lbs. Ship. Wt.—One Combination of Color Per Carton
Seat Height 11 inches

TOY FUN CHAIR

Sitit

Same construction as SWIVIT CHAIR except with metal legs and does not swivel
Colors Available: No. K100 Yellow, No. K200 Red, No. K300 Turquoise, No. K400 Orange—All have Black metal legs
Approx. Ship. Wt. 48 lbs. Packed 12 Per Carton
One Color Per Carton—Seat Height 12 inches

FOR THOSE WHO WANT SOMETHING DIFFERENT!

PRINTED IN U.S.A.

COPYRIGHT 1964

NEW . . . EXCITING CONCEPT IN CHILDREN'S TOY FURNITURE

Rokit

PAT. PENDING

ROCKIN' CHAIR

Colors Available: No. R100 Yellow, No. R200 Red, No. R300 Turquoise, No. R400 Orange

Approx. Ship. Wt. 16 lbs. Packed 4 Per Carton or 1 Per Carton 5½ lbs. Ship. Wt. One Color Per Carton, Seat Height 10 inches

- INDESTRUCTIBLE POLYETHYLENE
- WILL NOT MAR FURNITURE OR FLOORS
- WIDE CHOICE OF COLOR COMBINATIONS
- SIMPLE TO KEEP CLEAN
- SAFE FOR CHILDREN—NO SHARP EDGES

SOME OF ITS USES . . .

TV CHAIR • ROCKIN' CHAIR • HIGH CHAIR • AUTO SEAT • FUN CHAIR • AT THE BEACH • AS A SWING • WITH TOY STORAGE

FOR TOY STORAGE . . .

Back panel can be cut on indented edge of oval without structural damage to chair.

PERMANENT SHOW ROOM, 1107 Broadway, New York

MOULDED PRODUCTS, INC. *DIVISION OF* ***MAGNA TEK, Inc.***

MAPLE PLAIN MINNESOTA

NyLint Quality Real Action Scale Model Steel Toys

No. 6800 JALOPY $1.98
Drag race winner with steel body, simulated fabric top.

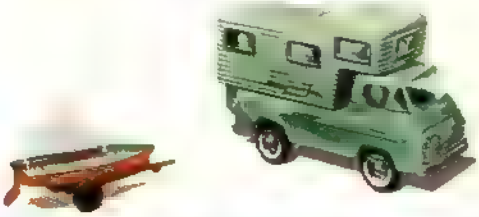
No. 6700 AMBULANCE $3.98
Realistic scale model with removable rolling stretcher.

No. 6000 AMERICAN EMERGENCY UNIT $3.49
True-scale replica of rugged Emergency Truck

No. 6100 HYDRAULIC DUMP $4.98
Sturdy dump truck with powerful hydraulic action.

No. 5800 FORD ECONOLINE VAN $3.49
Scale model of Ford's most popular truck

No. 4100 TRUCK AND U-HAUL RENTAL TRAILER $5.98
Streamlined scale model Ford Pick-up and U-Haul Trailer



No. 5400 BOAT, TRAILER & CAMPER $4.98
Boat really sails — rudder and centerboard adjust — 3 toys in one.

No. 6600 MOBILE HOME $9.98
Truck, house trailer with removable roof, and 9-piece furniture set.

No. 7100 FUN-ON-THE FARM $3.49
19-piece set including scale model pick-up, life-like children and animals.

No. 6300 HORSE VAN $7.98
Streamlined scale model . . . with thoroughbred horses and colts.

No. 5900 RACE TEAM $3.98
Econoline Truck with trailer and model racer and driver

No. 6200 KENNELS $3.98
Twelve blue-ribbon dogs in labeled kennels . . . on Econoline truck.

No. 6900 HOLIDAY INN AIRPORT COURTESY CAR $3.98
True-to-life realism with four working doors, simulated fabric upholstery.

No. 6500 PAYLOADER $8.98
Crank hoist lifts and dumps full loads.

No. 4500 RANCH TRUCK $3.98
Six removable stake panels, trailer hitch.

NYLINT TOOL AND MANUFACTURING CO.
ROCKFORD, ILLINOIS

QUALITY NYLINT TOYS

TOY MFRS. U.S.A. AMERICAN TOYS

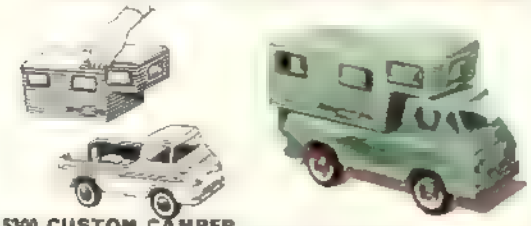
NyLint real action scale model toys are outstanding for quality, safety, and real fun value. They offer the appealing realism of actual in-use equipment. They have built-in play attraction because of operational parts that move and do things. They are ruggedly constructed of heavy gauge steel for dependable long-life durability. All American made in a modern high-precision plant. You can feature them with confidence . . . *and profit.*

NyLint Quality Real Action Scale Model Steel Toys

No. 5800 TRUCK AND MIXER $5.98
Rugged dump truck . . . cement mixer lifts and turns.

No. 5500 TRUCK FOR PEPSI COLA $5.98
Streamlined model of beverage truck used by Pepsi Cola Bottlers

No. 4200 BULLDOZER $7.98
Rugged, accurate scale mode . Big blade, sure-grip tracks.



No. 5300 CUSTOM CAMPER $3.98
Scale model . . . has overcab compartment, door opens, sliding windows.

No. 5700 CONSTRUCTION SET $9.98
Two rugged scale model trucks, authentic cement mixer, and box trailer.

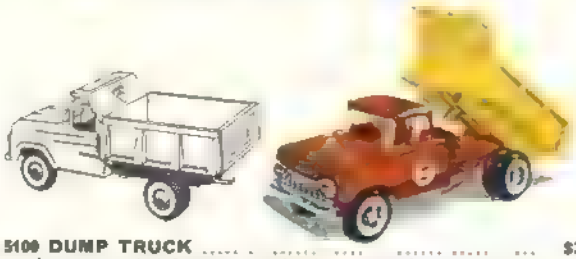
NB. 7200 HAPPY RANCHERS $7.98
Truck, trailer, farm couple and animals plus Paint-Your-Own Coloring Set

NB. 4300 TRUCK & U-HAUL RENTAL FLEET $7.98
Modern scale model Ford Truck and two U-Haul Rentals.

No. 5200 PICK-UP TRUCK $2.49
Scale model . . . rugged all steel construction.

No. 2200-A MICHIGAN SHOVEL $9.98
Features new magnetic hoist plus opening bucket; locking winches.

No. 4600 HYDRAULIC DUMPER $6.98
Rugged, all steel dumper with powerful hydraulic lift



No. 5100 DUMP TRUCK $3.98
Lever operated dumping mechanism, rugged construction.

No. 5600 FARM SET $11.98
Pick-up truck, stake body truck, trailer, mares, colts, cow, calf and bull

No. 7000 LAWN AND GARDEN SERVICE $4.98
Truck trailer and 12-piece equipment set in display merchandiser.

No. X-100 SUPER-SELLER REVOLVING FLOOR-DISPLAY MERCHANDISER $507.00
Complete with Toy Deal.

**NYLINT TOOL AND MANUFACTURING CO.
ROCKFORD, ILLINOIS**

QUALITY NYLINT TOYS

AMERICAN TOYS

NyLint real action scale model toys are outstanding for quality, safety, and real fun value. They offer the appealing realism of actual in-use equipment. They have built-in play attraction because of operational parts that move and do things. They are ruggedly constructed of heavy gauge steel for dependable long-life durability. All American made in a modern high-precision plant. You can feature them with confidence . . . *and profit*

RADIO LINE
THE LEADER... FOR 30 YEARS IN WAGONS AND SCOOTERS!
Our Chicago World's Fair Building in 1933-34 was visited and remembered by millions. Today, as in 1933, Radio Steel & Mfg. Co. maintains its dominant position in the industry.
RADIO STEEL & MFG. CO.

MILLIONS

OF VISITORS TO THE NEW YORK WORLD'S FAIR 1964-1965 WILL SEE LEADING RADIO LINE PRODUCTS AT THE HOUSE OF GOOD TASTE!

HGT

RADIO LINE wagons, scooters, garden carts and wheelbarrows have been selected by the HOUSE OF GOOD TASTE for prominent display. These three model homes and hidden assets buildings are located at the main entrance to the Fair. An estimated 90,000,000 people attending the Fair during the two year period will be exposed to the RADIO LINE.

NyLint Quality Real Action Scale Model Steel Toys

No. 6800 JALOPY $1.98
Drag race winner with steel body, simulated fabric top.

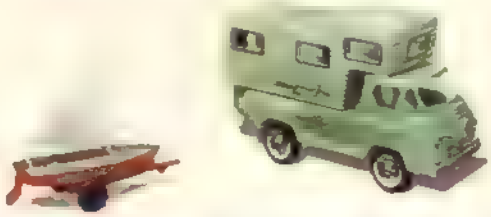
No. 6700 AMBULANCE $3.98
Realistic scale model with removable rolling stretcher.

No. 6000 AMERICAN EMERGENCY UNIT $3.49
True-scale replica of rugged Emergency Truck.

No. 6100 HYDRAULIC DUMP $4.98
Sturdy dump truck with powerful hydraulic action

No. 5800 FORD ECONOLINE VAN $3.49
Scale model of Ford's most popular truck.

No. 4100 TRUCK AND U-HAUL RENTAL TRAILER $5.98
Streamlined scale model Ford Pick-up and U-Haul Trailer



No. 5400 BOAT, TRAILER & CAMPER $4.98
Boat really sails . rudder and centerboard adjust — 3 toys in one

No. 6600 MOBILE HOME $9.98
Truck, house trailer with removable roof, and 9-piece furniture set.

No. 7100 FUN-ON-THE FARM $3.49
19-piece set including scale model pick-up, lifelike children and animals

No. 6300 HORSE VAN $7.98
Streamlined scale model . . . with thoroughbred horses and colts.

No. 5900 RACE TEAM $3.98
Econoline Truck with trailer and model racer and driver.

No. 6200 KENNELS $3.98
Twelve blue-ribbon dogs in labeled kennels . . . on Econoline truck

No. 6800 HOLIDAY INN AIRPORT COURTESY CAR $3.98
True-to-life realism with four working doors, simulated fabric upholstery

No. 6500 PAYLOADER $6.98
Crank hoist lifts and dumps full loads

No. 4500 RANCH TRUCK $3.98
Six removable stake panels, trailer hitch

NYLINT TOOL AND MANUFACTURING CO.
ROCKFORD, ILLINOIS

QUALITY NYLINT TOYS

AMERICAN TOYS

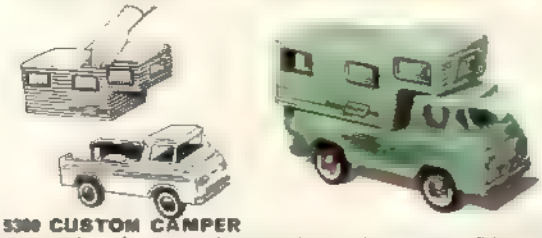
NyLint real action scale model toys are outstanding for quality, safety, and real fun value. They offer the appealing realism of actual in-use equipment. They have built-in play attraction because of operational parts that move and do things. They are ruggedly constructed of heavy gauge steel for dependable long-life durability. All American made in a modern high-precision plant. You can feature them with confidence . . . *and profit*

NyLint Quality Real Action Scale Model Steel Toys

No. 5000 TRUCK AND MIXER $5.98
Rugged dump truck . . cement mixer tilts and turns

No. 5500 TRUCK FOR PEPSI COLA $5.98
Streamlined model of beverage truck used by Pepsi Cola Bottlers

No. 4200 BULLDOZER $7.98
Rugged, accurate scale model Big blade sure-grip tracks.



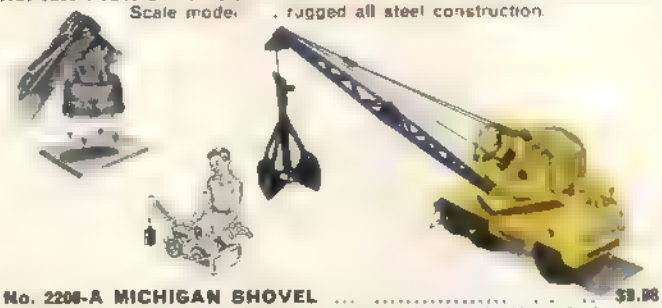
No. 5300 CUSTOM CAMPER [redacted]
Scale model . . . has overcab compartment, door opens, sliding windows.

No. 5700 CONSTRUCTION SET $9.98
Two rugged scale model trucks, authentic cement mixer, and box trailer.

NO. 7200 HAPPY RANCHERS $7.98
Truck, trailer, farm couple and animals plus Paint-Your-Own Coloring Set.

NO. 4300 TRUCK & U-HAUL RENTAL FLEET $7.98
Modern scale model Ford Truck and two U-Haul Rentals

No. 5200 PICK-UP TRUCK $2.49
Scale model . . rugged all steel construction.



No. 2200-A MICHIGAN SHOVEL $9.98
Features new magnetic hoist plus opening bucket; locking winches.

No. 4600 HYDRAULIC DUMPER $6.98
Rugged, all steel dumper with powerful hydraulic lift.

No. 5100 DUMP TRUCK $3.98
Lever operated dumping mechanism, rugged construction

No. 5600 FARM SET $11.98
Pick-up truck, stake body truck, trailer, mares, colts, cow, calf and bull

No. 7000 LAWN AND GARDEN SERVICE $4.98
Truck, trailer and 12-piece equipment set in display merchandiser.

No. X-100 SUPER-SELLER REVOLVING FLOOR-DISPLAY MERCHANDISER . . $507.00
Complete with Toy Deal.

NYLINT TOOL AND MANUFACTURING CO.
ROCKFORD, ILLINOIS

QUALITY NYLINT TOYS

AMERICAN TOYS

NyLint real action scale model toys are outstanding for quality, safety, and real fun value. They offer the appealing realism of actual in-use equipment. They have built-in play attraction because of operational parts that move and do things. They are ruggedly constructed of heavy gauge steel for dependable long-life durability. All American made in a modern high-precision plant. You can feature them with confidence . . . *and profit.*

MOULDED PRODUCTS PRESENTS

PRINCE · KING · PONY

FEATURING THE EXCLUSIVE . . .

The step-up frames are sturdy, well braced and are designed for the utmost in balance, safety and years of rough riding. The design is made to resist crawling or tipping and the plastic caps at the feet prevent marking. The step feature of the frame enables children of all ages and sizes to mount the unit.

PRINCE

PRINCE

No. 335-1 or 335-2. Fully moulded, unbreakable, polyethylene body with outstanding detail. Mounted on Chrome steel uprights, suspended on 40 lb. springs, with patented step-up frame and branded hardwood side rails. Heavy vinyl rein with metal bit, metal chrome stirrups

Colors Available: Palomino No 335-2 or Pinto No. 335-1

35" Body Length . . . . . Approximate Shipp ng Wt. 18 lbs.
16" Wide . . . . . 40 lb. Test Springs
23" Saddle Height . . K.D. Cartons—Individually Packed

KING

KING

No. 344-1 or 344-2. Fully moulded, unbreakable, polyethylene body, with realistic detail. Mounted on chrome steel uprights, suspended on 60 lb. springs, with patented step-up frame, and branded hardwood side rails. Heavy vinyl rein with metal bit, metal chrome stirrups.

Colors Available: Pinto No. 344-1 or Palomino No 344-2

44" Body Length . . . . . Approximate Shipping Wt 21 lbs
21" Wide . . . . . 60 lb. Test Springs
26" Saddle Height . . . K.D. Cartons—Individually Packed

PONY

No. 330-1 or 330-2. The most realistic pony in any stable. Fully moulded polyethylene with fine detail throughout. Mounted on chrome steel uprights, suspended on 40 lb. springs, with patented step-up frame, hardwood side rail, and metal chrome stirrups. Red br dle and reins, metal bit.

Colors Available: Pinto No. 330-1 or Palomino No. 330-2

28" Body Length . . . . . Approximate Shipping Wt. 14 lbs
16" Wide . . . . . 40 lb. Test Springs
21" Saddle Height . . . . K.D. Cartons—Individually Packed

PONY

REPLACEMENT SPRINGS

Springs are 6" long packed in display cartons 9¾ x 6¾" x 3½". Two dozen large springs to a carton. Mailable. Large springs testing 60 lbs. King and small springs testing 40 bs for other mode s

SPRING SUSPENSION LICENSED UNDER U S PATENT RE· 23849

COPYRIGHT 1964

featuring THE ALL METAL STEP•UP•FRAMES

PATENTED

★ RANGER

No. 430-1. Fully moulded polyethylene with fine detail throughout. Mounted on durable all metal stand, suspended on 40 lb. springs, with patented step-up frame, metal chrome stirrups. Red bridle and reins, metal bit

Color Available: Pinto

28" Body Length	Approximate Shipping Wt. 18 lbs.
16" Wide	40 lb. Test Springs
21" Saddle Height	K.D. Cartons—Individually Packed

★ STALLION

No. 444-2. Fully moulded, unbreakable, polyethylene body with realistic detail. Mounted on durable all metal stand, suspended on 60 lb. springs, with patented step-up-frame, heavy vinyl rein with metal bit, metal chrome stirrups.

Color Available: Palomino

44" Body Length	Approximate Shipping Wt. 21 lbs.
21" Wide	60 lb. Test Springs
26" Saddle Height	K.D. Cartons—Individually Packed

PONY SCOOTER OR PONY ROCKER

No. 5240-No. 5241—Moulded polyethylene scooter or rocking horse mounted on non-marking casters or rockers with foot rest
Color: as displayed.

SCOOTER—

18" long Ship. Wt. 3½ lbs
16¼" high. Individually cartoned. 7" wide
Saddle 9½" high

ROCKER—

28½" long.
17" high. Ship Wt. 5 lbs
12¾" wide
Saddle 10½" high.

STICK HORSE No. 6244

38" long. Packaged 2 doz. per ctn.
7" moulded polyethylene head.
Approx. ship wt. 17½ lbs.
Color: Assorted

★ BRONCO

No. 435-2. Fully moulded, unbreakable, polyethylene body with outstanding detail. Mounted on durable all metal stand, suspended on 40 lb. springs, with patented step-up frame, heavy vinyl rein with metal bit, metal chrome stirrups.

Color Available: Palomino

35" Body Length	Approximate Shipping Wt. 14 lbs
16" Wide	40 lb. Test Springs
23" Saddle Height	K.D. Cartons—Individually Packed

★ COLT

No. 427-1. Fully moulded polyethylene with fine detail throughout. Mounted on durable all metal stand, suspended on 30 lb. springs, metal chrome stirrups. Red bridle and reins, metal bit

Color Available: Pinto

27" Body Length	Approximate Shipping Wt. 12 lbs.
15" Wide	30 lb. Test Springs
15¾" Saddle Height	K.D. Cartons—Individually Packed

MOULDED PRODUCTS, INC. *DIVISION OF* ***MAGNA TEK, Inc.***

PERMANENT SHOW ROOM, 1107 Broadway New York

MAPLE PLAIN — MINNESOTA

NEW
NEW
NEW

Never Before a Toy Typewriter with So Magnificent a Touch!

Tom Thumb® *proudly introduces its smooth, effortless, new* ELECTRIC *typewriter . . . the product of years of research by the leader in the field . . .* ***the typewriter kids will demand in '64!***

. . . See Reverse Side for Complete Details

This Cord Leads to 1964's Hottest Potential Profit-Maker

Space-age youngsters will clamor for this electronic marvel from America's leading producer of quality toy typewriters.

Boys and girls alike today demand the same scientific convenience their parents enjoy and they'll quickly recognize that this exciting machine is the most up-to-the-minute, easiest-to-operate toy typewriter available.

We've done everything we could to produce a terrific item. The demand for this great new product should be equally terrific.

Tom Thumb® ELECTRIC 101

Dimensions 13¾" deep 10¾" wide 4½" high
Packed individually. Weight approximately 12½ lbs
Shipped F.O.B. Jackson, Michigan

Uniformly-Printed Pica-Style Characters

Ball-Bearing Carriage
for smooth, efficient ever so quiet operation

Nylon Type
assures clean, sharp, easy-to-read characters

Attractive, Permanent Two-Tone Green Finish
Lightweight, uniquely designed molded case

56 Characters
Complete alphabet capitals numerals and punctuation

Back-Space Key
A brand new convenience for the ELECTRIC 101

Replacement Ribbons Available

Tom Thumb® ELECTRIC toy typewriter

never before a toy typewriter with so magnificent a touch

SOLD EXCLUSIVELY BY WESTERN STAMPING COMPANY

WESTERN STAMPING COMPANY 2203 WEST MICHIGAN AVENUE, JACKSON, MICHIGAN

Please send more information ☐ *price list* ☐ *on the ELECTRIC 101 to.*

*Name*_____ *Title*

*Company*_____

*City*_____ *State*_____

Are you a jobber? Department Store ☐ Discount Store ☐ Chain Toy Store ☐ Mail Order House ☐

Food Store ☐ Super Market ☐ Other (please specify)_____

Regular Customer ☐ *New Customer* ☐ _____

CREDIT REFERENCE OR BANK IF NEW CUSTOMER

Tom Thumb® toys are made in America by American people

and are protected by the following U.S. patents 2,705,553, 3,057,443

OTHERS PENDING

ANNOUNCING
THE
VERY LATEST
THING
IN TV TOY
SALESMEN!

STAR OF IDEAL'S 2nd FULL HALF-HOUR KID T.V. SHOW...

Ideal Toy Corporation, 200 Fifth Avenue, New York 17, New York

GUN THAT SHOOTS AROUND THE CORNER New! Gun Shoots at right angle in either direction, straight ahead, or any angle in between Accurate mirror-sight Gun barrel swivels 180 degrees Semi-automatic shoots soft rubber balls (10 included).

SAFETY-BAKE OVEN New! Bakes delicious cakes, pies, pretzels, candy, etc, with 2 ordinary electric light bulbs Easy! While one pan bakes, another pan cools. Slide in third pan, which pushes other pans through baking chamber and cooling chamber

ROMP AND ROLL. New! Each set makes dozens of life-size playthings with light, strong plastic parts that just press together 4-wheel cart, cradles, tables, love seats, wagons all kinds of FUN-iture on wheels! 3 sets

The Most Impressive Line of New and Success-Proved Toys in KENNER History!

Backed by Heaviest-Ever Network TV
Plus Saturation Campaigns in Many Markets
Exact Schedules and Items to be announced.

LET'S PLAY HOSPITAL with working elevator New! Play from all 4 sides Arrange and change movable walls, furniture, equipment Dress and play with doctors, nurses, patients. Have fun arranging 16 rooms wards x-ray room, nursery, etc 30" high, 4 floors. Sets up easily

AMERICA'S TOP-SELLING BUILDING AND BRIDGE SET LINE. Beautifully restyled Girder & Panel Sets 1, 2 3 contain see-thru first floors, curved walls, etc Bridge & Turnpike Sets 4, 5, 6 contain cloverleafs with connecting expressway bridges, toll houses, etc Storage cans Entire line backed by heaviest-ever network plus nationwide local TV

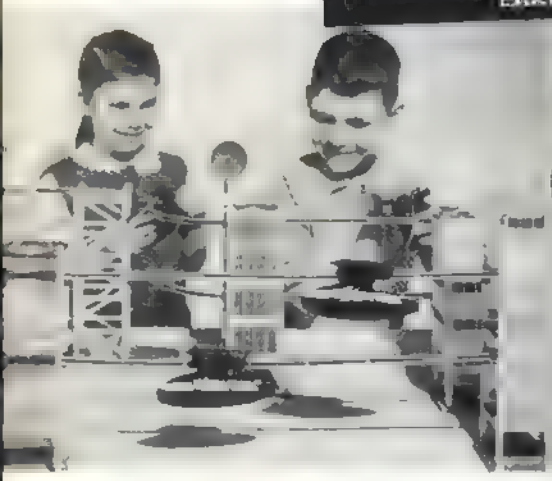
MEET "AAWK-AAWK" AND HIS FRIENDS New! Big, colorful, cuddly, flexible foam animals Yogi Bear, a Disney animal, Oggie the Octupus, Winnie the Worm and AAWK-AAWK, Kenner's famous TV bird Bendable (molded with wire armature), Washable. 14" to 24" high.

More For '64 →

The Most Impressive Line of New and Success-Proved Toys in KENNER History!

Backed by Heaviest-Ever Network TV
Plus Saturation Campaigns in Many Markets

Exact Schedules and Items to be announced.



SKY RAIL GIRDER & PANEL BUILDING SETS Parts just snap together to build and operate dozens of sky rail systems of tomorrow Outstanding test market success in '63. Now to be backed by heaviest-ever network plus nationwide local market TV.

SEE-A-SHOW STEREO VIEWER SETS New! Color cartoon shows of TV favorites in 3-D So real you feel you're in the show Great values! 3 regular sets, each with viewer, 5 shows. Deluxe set with viewer, 15 shows.

GIVE-A-SHOW PROJECTORS. One of top-selling toy lines of all time! New No 505 (Popeye) set features all-new shows of 16 top TV stars, No 504 (Flintstones), Deluxe Set, with Kaleidoscope "movies"; Super Show, Refills. All backed by network, plus nationwide local TV

ELECTRIC MOLD MASTER. Combat group set a sell-out in test markets in 63, going national this Fall New! ROAD BUILDER Set molds working models of highway equipment Both sets backed by heaviest-ever network plus nationwide local TV.

FLINTSTONES BUILDING BOULDERS. Sensational sell-out nationally in 1963 Builds castles, forts, archways, tables, etc., with interlocking plastic "Boulders." Production greatly expanded again Backed by Network and nationwide local TV.

SPARKLE, PRESTO AND PRESTO-SPARKLE PAINT SETS. Now Shrink-Packed! Color and glitter top TV favorites like Popeye, Rocky and Bullwinkle, Dick Tracy and others Backed by heaviest-ever network plus heavy local TV in over 100 markets.

Kenner's impressive new line for '64 also includes exciting new Jet-Shoot Games JET-PUTT MINIATURE GOLF, JET-PITCH HORSESHOES; JET-PUSH SHUFFLEBOARD; JET-SHOOT TIC TAC TOE Just Aim, Press 'n Play Jet of air propels ball, disk or horseshoe into scoring position Fun for all ages. CAR-PLANE Child "pilots" plane by remote control from inside car window Makes it fly, climb dive. Safe, does not extend beyond line of car DOLLY'S NURSERY BIRDS and DOLLY'S NURSERY BUTTERFLIES "just like mine when I was a baby" MOTORIZED HOME WORKSHOP with 7 power tools that turn, shape, bore, drill, saw and sand. BATTERY MOTOR PLAY DRILL— "just like Daddy's, but SAFE!" Kenner's famous line of infant mobiles: NURSERY BIRDS, NURSERY BUTTERFLIES, MUSICAL NURSERY BIRDS — "Baby's First Playthings".

KENNER PRODUCTS COMPANY, ***Cincinnati 2, Ohio***

NEW YORK REP. SHOWROOMS 1416-1424, 200 5th Ave. Bldg.

Kenner's PRESTO-SPARKLE PAINTING SETS

FIRST—COLOR YOUR PICTURES WITH PRESTO PAINTS...
THEN—MAKE THEM GLITTER LIKE JEWELS
WITH SPARKLE PAINTS!

NETWORK TV in 165 MARKETS plus Saturation local TV in many markets!

3 SETS each under $1.98*

3 BIG SETS! The TV-Character sets each feature 2 BIG Comic Strips and 6 other pictures of the TV favorites to color and sparkle. The No. 270 set has 9 BIG PICTURES of action, adventure, and beauty. All sets contain 6 Presto-Paints, and 5 Sparkle Paints.

*For trade guidance only and does not signify regular or actual price

No. 272

No. 271

NOW! ALL SETS SHRINK-PACKED!

NEW!

EASY-TO-BUY ASSORTMENT at $1.98*

Nos. 270/271/272 PRESTO-SPARKLE ASSORTMENT
with Bullwinkle and The Three Stooges

No. 270 Presto-Sparkle Painting Set ..... 4 each
No. 271 Rocky & Bullwinkle Presto Sparkle Painting Set ...4 each
No. 272 The Three Stooges Presto Sparkle Painting Set....4 each

1 doz assorted, wt. 13 lbs.

No. 270

U.S. Patent No. 2,825,150, other Patents Pending. Canadian Pat. No 605,257, other Pats. Pending.

BIGGEST SELLING LINE OF PAINT SETS IN AMERICA

OVER 10,500,000

SPARKLE and PRESTO PAINT SETS SOLD!

Made in U.S.A.
Printed in U.S.A.

©1964, KENNER PRODUCTS CO., CINCINNATI 2, OHIO

New York Rep. Showrooms 200 Fifth Ave. Bldg.

Kenner's PRESTO-PAINTS

NETWORK TV in 165 MARKETS plus Saturation local TV in many markets

Paint BRILLIANT WATER COLORS without water or brushes . . . no dipping . . . no spilling. Just pick up and paint!

No. 141

NOW! ALL SETS SHRINK-PACKED!

NEW!
No. 142

2 SETS each at price range under 98¢*

2 SETS each at price range under $1.98*

Each 98c set contains 6 Presto-Paints . . . go on smoothly, cover evenly, blend beautifully; 6-Panel real comic strip of Popeye or Mighty Mouse, and 4 other action pictures of these TV favorites.

Each BIG 1.98 set contains 12 Presto-Paints, Two BIG 8-panel comic strips of Popeye or Mighty Mouse, and 6 BIG additional pictures to Presto-Paint!

*For trade guidance only and does not signify regular or actual price.

241

NEW!
No. 242

2 EASY-TO-BUY ASSORTMENTS at .98* and 1.98*

141/142 98c POPEYE AND MIGHTY MOUSE PRESTO-PAINT ASSORTMENT:

No. 141 Popeye Presto-Paints
No. 142 Mighty Mouse Presto-Paints
1 doz. assorted, wt. 6½ lbs.

241/242 1.98 POPEYE AND MIGHTY MOUSE PRESTO-PAINT ASSORTMENT:

No. 241 Popeye Presto-Paints
No. 242 Mighty Mouse Presto-Paints
1 doz. assorted, wt. 12 lbs.

See back page

REACH!
for NICHOLS TOYS
WESTERN, MILITARY AND DETECTIVE
SHOOTIN' IRONS
CAP PISTOLS – RIFLES
COMBINATION SETS – MINIATURES
NOVELTIES AND CAPS
NICHOLS
REDESIGNED
REPACKAGED
HOLSTER
SETS
SEE
YOU AT
THE
TOY FAIR
Hotel New Yorker
Suite 522-523
Showroom:
200 Fifth Ave. Bldg.
J. R Sales
Room 306
NICHOLS
INDUSTRIES, INC
JACKSONVILLE, TEXAS

NICHOLS SURE AS SHOOTIN' SELLING THE YEAR 'ROUND

TALLEY W NICHOLS
Chairman of the Board
Nichols Industries

CRAWFORD GODFREY
President
Nichols Industries

BOB KOSLOW
Sales Manager
Nichols Industries

DAVE ALTSHULER
Suite 505,
Bendix Bldg.
Los Angeles, Calif.

PAUL CORBY
Paul Corby
Associates
Detroit, Mich

DICK THOMPSON
O M. Thompson Co.
Seattle, Wash.

PHIL HEDGER
Hedger Associates
Chicago, Ill

STANLEY C
JUSTER
J R. Sales Co
New York, N. Y.

AL RAPPAPORT
J R Sales Co
New York, N Y.

A. L. McLEOD
A. L. McLeod & Co.
Reading, Mass.

BILL KALWEIT
11417 S Oakvale Rd.
Hopkins, Minn.

ABE MOSS
The Sheldon Co.
Atlanta, Ga.

IRWIN
MORGENSTERN
The Sheldon Co.
Greensboro, N. C

CECIL R.
SWINNEY
P O. Box 1191
Jacksonville, Texas

THOMAS CURRY
E K. Curry Co.
Denver, Colo.

E. K. CURRY
E. K. Curry Co.
Denver, Colo.

C G. "Woody"
WOODRING
Connelly-Woodring
Sales
Kansas City, Mo

JACK E
FREEMANN, JR
Freemann and
Harman
Narberth, Penna.

BOB HARMAN
Freemann and
Harman
Narberth, Penna.

SEND FOR NICHOLS FREE
1964 FALL AND HOLIDAY
CATALOG

NICHOLS INDUSTRIES, INC.
JACKSONVILLE, TEXAS

NAME _____

ADDRESS _____

CITY _____ STATE _____

☐ DEALER ☐ JOBBER ☐ CHAIN

☐ OTHER _____

RADIO LINE
THE LEADER... FOR 30 YEARS IN WAGONS AND SCOOTERS!
Our Chicago World's Fair Building in 1933-34 was visited and remembered by millions. Today, as in 1933, Radio Steel & Mfg. Co. maintains its dominant position in the industry.
RADIO STEEL & MFG. CO.

MILLIONS

OF VISITORS TO THE NEW YORK WORLD'S FAIR 1964-1965 WILL SEE LEADING RADIO LINE PRODUCTS AT THE HOUSE OF GOOD TASTE!

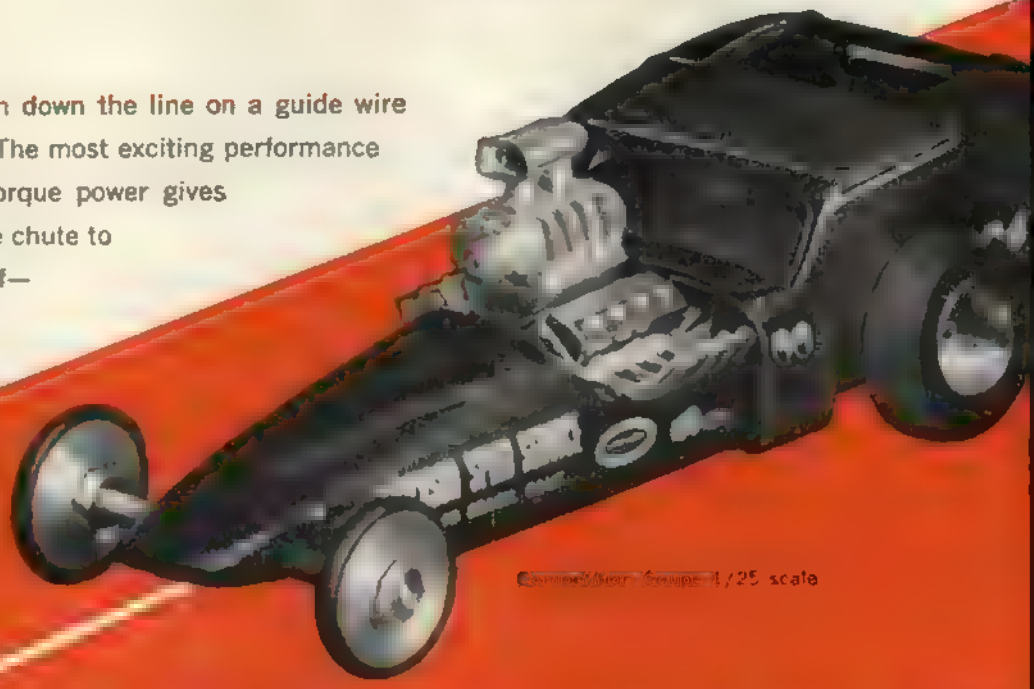
HGT

RADIO LINE wagons, scooters, [illegible] parts and wheelbarrows have been selected by the HOUSE OF GOOD TASTE for prominent display. These three model homes and hidden assets buildings are located at the main entrance to the Fair. An estimated 90,000,000 people attending the Fair during the two year period will be exposed to the RADIO LINE.

Scoop! HUBLEY'S NEW INSTANT

Newest idea in drag racing! Most sensational drag

Hubley's fabulous Dragsters flash down the line on a guide wire or regular straight slotted track. The most exciting performance of any dragster made. Instant torque power gives continuous acceleration out of the chute to the end of the run. Be fast yourself—cash in on the fastest growing CRAZE in the nation.

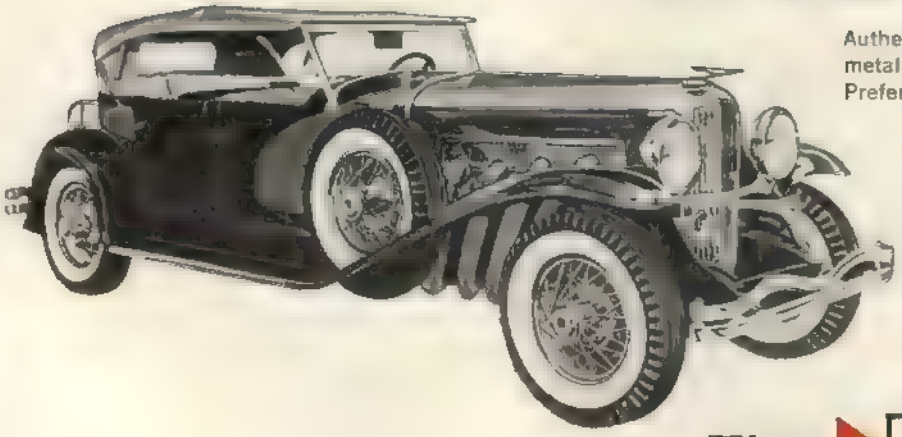


Competition Coupe 1/25 scale

NO BATTERIES! FULL POWER OUT OF THE CHUTE! FEWER PARTS! OUT-PERFORMS

COME IN AND SEE THEIR STARTLING PERFORMANCE!

2 NEW GREAT SCALE



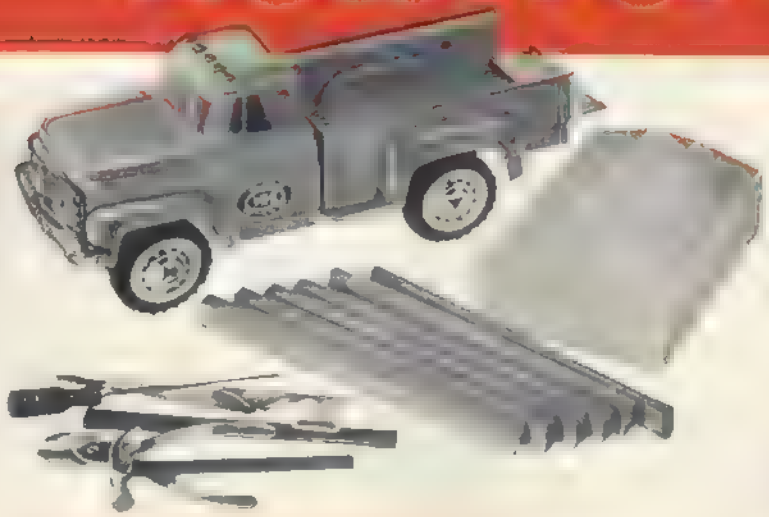
Authentic super detailing taken from the actual cars. True metal kits with metalized plastic and plastic accessory parts. Preferred by car modelers the world over.

SJ DUESENBERG

The king of Classics—fabulous SJ Duesenberg with its famous supercharged power plant. Exact replica of the 153 inch wheel base chassis. LeGrand body Phaeton with dual cowl. Over 150 parts, one foot long (1/18 inch scale) and the most detailed model ever built. Fully illustrated directions. Suggested list price $10.00

The Hubley®

New for '64

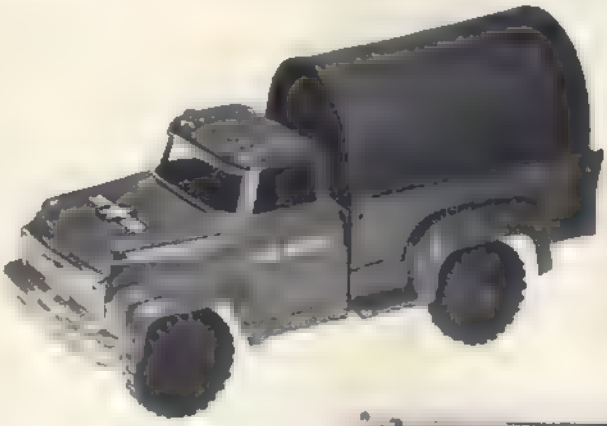


NO. 1929—NEW CARPENTER'S TRUCK

Lots of play value! Mighty Metal die cast truck 12" long, painted in blazing bright red. Deep tread, white side wall tires. Removable tool box with 5 tools and 6 pieces of wood.

NO. 1928—NEW PILE DRIVER TRUCK

Works like the real thing. Die cast metal truck 13" long. Pulling the string raises the weight, and when it hits the top the weight is released, driving the stake into the ground. 6 stakes included.



NO. 1890—NEW U.S. ARMY TRUCK

Very official looking Army Carryall truck in O.D. color with Army decals on the side, star on the hood. Made of die cast metal, 12" long, with cloth tarp, flat wire bows for truck bed cover.

NO. 2043—NEW WESTERN SADDLE GUN

Lever action, cap firing repeater carbine, 26¾" long. Made of high impact styrene with die cast firing mechanism. Walnut stock and foregrip with black barrel and breech.

NO. 2130—NEW MILITARY CARBINE WITH GRENADE LAUNCHER

Looks like the real thing! High impact plastic, die cast firing mechanism, 26¾" long. 250 shot repeater with sling, grenade launcher and 2 grenades. Camouflage decoration.

Hubley®
LANCASTER, PA.

THE HUBLEY MANUFACTURING COMPANY, LANCASTER, PA.

V-RROOM!

MATTEL'S REVOLUTIONARY
SOUND AND ACTION TOYS!

NEW! V-RROOM!
***REAL MOTOR ROAR* GUIDE-WHIP™ RACER #0589**

This is the most spectacular V-RROOM! toy [illegible]. Whenever the whip is turn, you hear the powerful sound of the V-RROOM! unit, and the faster the racer goes, the loud[illegible] the sound. And using the GUIDE-WHIP kids can spin the racer around [illegible] they can even [illegible] their skill by sending it through an obstacle course. The kids have never seen or heard a racer [illegible] before. And it works without batteries. Length: 4½"

NEW! V-RROOM! *REAL MOTOR ROAR* DUMP TRUCK #0561

A powerful battery operated motor sends the V-RROOM! DUMP TRUCK forward and backward, around in a circle, and powers the dumping action. And all the while the operator controlled V-RROOM! unit *idles, roars, and revs up realistically*. And the truck actually vibrates when running. Constructed of sturdy, high impact plastic. Length: 19¼"

NEW! V-RROOM! *REAL MOTOR ROAR* SKIPLOADER #0562

It actually works like a real skiploader, and it actually sounds like one! Using the control handles, the operator scoops up a load, carries it, then dumps it — while the V-RROOM! unit automatically and realistically revs up, and idles. Made of high impact plastic. Battery powered. The V-RROOM! SKIPLOADER is *big, powerful, loud, and sensational!* Length: 27⅛"

"V-RROOM!" IS THE TRADEMARK OF MATTEL, INC. FOR ITS MOTOR-SOUND UNIT

V-RROOM!

MATTEL'S REVOLUTIONARY
SOUND AND ACTION TOYS!
THEY LOOK REAL, THEY WORK LIKE REAL,
THEY EVEN SOUND REAL!

NEW! V-RROOM! *REAL MOTOR ROAR* HOT-RODDER ENGINE #0572

It looks and sounds just like a real motorcycle engine... and every kid is going to want one for his bike! Turn the key and listen to the authentic motorcycle idle. Then turn the control to full speed and listen to the almost unbelievable motor-roar. Control panel attaches to handlebar. V-RROOM! unit attaches to bike frame. Key operated, battery powered (2 "D" batteries not included.)

V-RROOM! IS THE TRADEMARK OF MATTEL, INC. FOR ITS MOTOR SOUND UNIT

NEW! V-RROOM! *REAL MOTOR ROAR* BICYCLES

V-RROOM! 20" BICYCLE—#6061—It's got everything! The key operated V-RROOM! unit idles, roars, and revs up like a motorcycle! Bike has adjustable chrome-plated motorcycle handlebars, adjustable sandle seat, streamlined tank with lots of storage space, simulated shock absorbers, coaster brakes, kick stand, and pneumatic tires with a "knobby tread" rear tire for traction and speed! (2 "D" batteries for V-RROOM! unit not included.)

V-RROOM! 16" BICYCLE—#6060—This smaller bike is just as sensational as the big one! Comes with adjustable and removeable training wheels, semi-pneumatic tires. Has MATTEL'S fantastic V-RROOM! real motor roar. (2 "D" batteries not included.)

NEW! V-RROOM! *REAL MOTOR ROAR* TRICYCLES

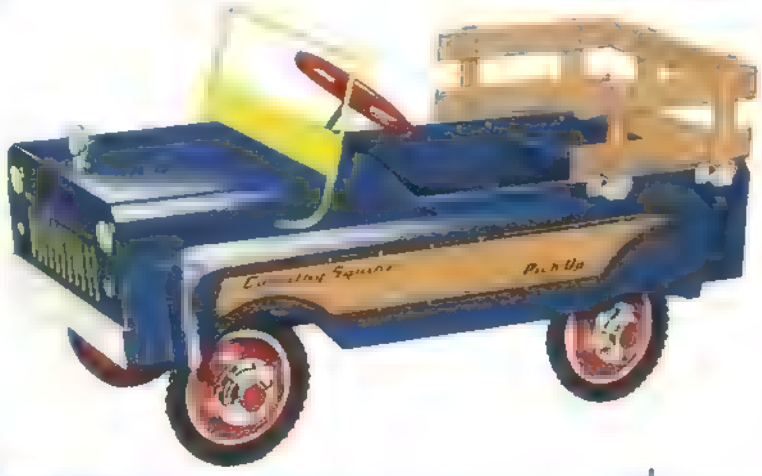
V-RROOM! 12" TRICYCLE—#6040—It's the most exciting trike the kids have ever seen! Comes with realistic looking, realistic sounding, key operated V-RROOM! unit (2 "D" batteries not included). Has an adjustment for growing kids: the wheelbase can be lengthened. Tires add to safety, and stability. Cycle seat provides speed, steering and motor action. For a smooth ride. Complete with adjustable chrome-plated handlebars, semi-pneumatic puncture proof tires.

V-RROOM! 16" TRICYCLE—#6041—Just right for the older members of the family set. Has all the features of the 12" trike, including the powerful V-RROOM! real motor roar. (2 "D" batteries not included.)

SEND FOR OUR NEW 1964 CATALOG

3 REASONS WHY GARTON IS AMERICA'S PROFIT LINE
SEE MANY MORE AT THE TOY FAIR

SPACE 407
MARCH 9-13 1107 BROADWAY, NEW YORK



5406 COUNTRY SQUIRE

Length overall 40 inches.

Ball bearing rear axle supports. Adjustable pedals. Improved gear eliminating dead center. Shorter turning mechanism.

8 inch nylon bearing wheels, puncture proof chevron tread semi pneumatic tires. Equipped with windshield, metalized gun sight large metalized hub caps with jewels, and three removable wood racks.

One in carton. Weight 38 lbs.

3380 3381 3383 VELOCIPEDES

Extra strong arched backbone. Frame of 1¼ inch steel tubing with 2 inch head.

Ball bearing pedal wheel. Exclusive wide-track non-tip, super semi-pneumatic tires with white sidewalls

Chrome plated fender and ¾ inch plated adjustable handle bar with metalized trim. Sabre handle bar grips and streamers.

Vinyl saddle with plated double coil springs and crash rail.

Finished in two coats flamboyant blue

Two piece red and white vinyl pedals. Plated truss rods. Second step plate Metalized head shield and new style metalized hub caps with jewels.

No.	*Pedal Wheel*	*Rear Wheels*	*Weight Per Carton*
3380	10-inch	7-inch	20 lbs
3381	12-inch	8-inch	22 lbs.
3383	16-inch	10-inch	26 lbs

5555 SPIN-A-ROO

(Registered U.S. Patent Office)

51 inches long, 21 inches wide, 24 inches high. Ball bearing chain drive completely enclosed for safety

Rubber enclosed universal steering joint on front wheel permitting 360° turn.

Adjustable steel seat with high safety back.

Double frame of square steel tubing.

6 inch ball bearing front wheel and 10 inch ball bearing rear wheels with large semi-pneumatic tires.

5 inch suspended ball bearing heavy duty caster wheel at rear

Jet type steering wheel with grips.

Packing — One per carton

Weight — 45 lbs.

Garton
TOY COMPANY
SHEBOYGAN, WISCONSIN

SEND FOR OUR NEW 1964 CATALOG

3 REASONS WHY GARTON IS AMERICA'S PROFIT LINE
SEE MANY MORE AT THE TOY FAIR

SPACE 407
MARCH 9-13 1107 BROADWAY, NEW YORK

5406 COUNTRY SQUIRE

Length overall 40 inches.

Ball bearing rear axle supports. Adjustable pedals. Improved gear eliminating dead center. Shorter turning mechanism.

8 inch nylon bearing wheels, puncture proof chevron tread semi-pneumatic tires. Equipped with windshield, metalized gun sight, large metalized hub caps with jewels, and three removable wood racks.

One in carton. Weight 38 lbs.

3380 3381 3383 VELOCIPEDES

Extra strong arched backbone. Frame of 1¼ inch steel tubing with 2 inch head.

Ball bearing pedal wheel. Exclusive wide-track non-tip, super semi-pneumatic tires with white sidewalls.

Chrome plated fender and ¾ inch plated adjustable handle bar with metalized trim. Sabre handle bar grips and streamers.

Vinyl saddle with plated double coil springs and crash rail.

Finished in two coats flamboyant blue.

Two piece red and white vinyl pedals. Plated truss rods. Second step plate. Metalized head shield and new style metalized hub caps with jewels.

No.	*Pedal Wheel*	*Rear Wheels*	*Weight Per Carton*
3380	10-inch	7-inch	20 lbs.
3381	12-inch	8-inch	22 lbs.
3383	16-inch	10-inch	26 lbs.

Goes forward or backward....
tilts to spin

5555 SPIN-A-ROO

(Registered U.S. Patent Office)

51 inches long, 21 inches wide, 24 inches high. Ball bearing chain drive completely enclosed for safety

Rubber enclosed universal steering joint on front wheel permitting 360° turn.

Adjustable steel seat with high safety back.

Double frame of square steel tubing

6 inch ball bearing front wheel and 10 inch ball bearing rear wheels with large semi-pneumatic tires.

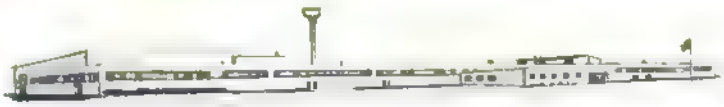
5 inch suspended ball bearing heavy duty caster wheel at rear.

Jet type steering wheel with grips.

Packing — One per carton

Weight — 45 lbs.

Garton
TOY COMPANY
SHEBOYGAN, WISCONSIN



Charmin' Chatty $19.87

Travels Around the World

(A) **She's amazing—says 216 different things in** English, French, German, Spanish, Italian, Russian, Japanese and British accent. 24-in doll like the one shown on front cover (see Charmin' Chatty below), but with 9 Chatty Records, doll's travel outfit, passport and shoulder bag PLUS child's Stewardess cap, bag and language folder
48 T 4283 M—Ship. wt. 5 lbs. *Mailable.* **$19 87**

FRONT COVER TOYS

V-8 Roadster with Lighted Visible Engine. Fun for all, exciting action . . . pistons flash red and green, radiator fan whirls, motor "roars" as it streaks across floor. Driver doesn't stop for obstacles, car reverses and changes course when it hits an object. Lithographed metal, plastic engine. Abt. 1½ in. long. Needs 2 "D" batteries —not incl. buy below. Imported.
48 T 2926—Ship. wt. 1 lb. 13 oz **$3.98**
48 T 2339 X—"D"-cell Batteries.
Ship. wt. ea. 4 oz. . . . . Each 21c; 4 for 79c

Charmin' Chatty, the Changeable Record Doll. She's the "talkingest" doll of her kind and a *wonderful* playmate. Little girls can act out situations with her and she can even play games with them! She talks at random, says 120 different things, even "talks silly" and recites poems and proverbs. Simply insert a Chatty Record® in her side and pull the Chatty Ring®. Lifelike molded plastic, movable head, arms, legs. Rooted Saran hair (no color choice), eyelashes. Wears navy blue skirt, white middy blouse with red sailor collar, panties, socks, saddle shoes. Removable plastic "specs". Doll 24 in. tall with 5 Records, Charmin' Chatty Booklet. *Mailable*
48 T 4287 M—Ship. wt. 4 lbs. 8 oz. **$13.87**

Marx-a-Kart, Colorful, self-powered Hot Rod—complete with plastic crash helmet and goggles. Will delight young racing fans. They can run it forward, stop it, back it up—has steering mechanism and hand brake and it's powered by a 12 Volt battery that lets it "speed" at about 3 MPH. Realistically styled of sturdy polyethylene plastic on tubular steel frame. 5¼-in. molded plastic wheels, front bumper. Comfortable bucket seat, simulated motor details. Size overall abt. 37 in. long x 14¾ in. wide x 20 in. high. Battery not incl. buy below. Frt., Trk., or Exp.
48 T 5376 R—Ship. wt. 20 lbs. **$19 98**
48 T 2335 MX—12-Volt Hot Shot Battery for above.
Ship. wt. 8 lbs. *Mailable.* **$4 95**

Western Locomotive—fascinating action! It "hoots" . . lights flash . . . makes puffing sounds as piston action pushes front end of engine "boiler" in and out. Turn it loose on the floor—it runs into an obstacle, it turns and chugs away in a different direction. Abt. 14½ in. long with cowcatcher. Lithographed metal. Needs 3 "D" batteries (buy above; see V-8 Roadster). Imported
48 T 2927—Ship. wt. 1 lb. 14 oz. **$3.98**

"Monza Power 8" Table-Top Racing. Tootsie toy set has speed and thrills of grown-up model racing but it's small scale. 2 realistically detailed 3⅛-in. die-cast metal Mini-scale Corvair Monza racing cars, 2 push button throttles, 6 track sections. Colorful cardboard grandstand and tower. UL Listed Power Pack. Over-under track layout 31½ x 12½ in. Instructions. *Mailable*
48 T 8096 M—Ship. wt. 3 lbs. 10 oz. **$9 95**

See Page 322 for more Road Race Sets

Outfits, Games for Charmin' Chatty

(B)-(D) **"Let's Play" Doll Outfits,** each with a Chatty Record. **Birthday Party** incl. doll's dress, "cake", paper hats; **Pajama Party,** doll's nightie, slippers, hair curlers and net; **Nurse,** doll's hospital gown, child's cap, armband and stethoscope. *Dolls not included.* Ship. wt. each 9 oz.
(B) 48 T 4292—Let's Play Birthday Party **$3 29**
(C) 48 T 4291—Let's Play Pajama Party. . . . **2 59**
(D) 48 T 4290—Let's Play Nurse. **2.44**

(E) **2-in-1 Charmin' Chatty Game Set.** Play Chatty-at-the-Fair and Chatty-Skate-'n-Slide with doll and with other playmates. Includes Chatty Records so doll can talk and tell moves. *Ages 5 to 9.*
48 T 4289—Ship. wt. 8 oz. **$1.69**

TV Flintstone Tots

(F) **Bamm Bamm, adorable new "Stone Age" playmate** for Pebbles—he protects her with his plastic cave-man's club. Lifelike vinyl with movable arms, legs and head. Rooted hair. Wears pretend "furskin" caveman outfit with bone decoration, jaunty cap to match.
48 T 3899—Abt. 17 in. tall. Ship. wt. 3 lbs. **$7 97**

(G) **Pebbles, cute daughter of Fred Flintstone.** Lovable pixie face, rooted ponytail hairdo held by a make-believe prehistoric bone. Life-like plastic with movable arms and legs. Wears smock and bikini-style panties.
48 T 3900—Abt. 16 in. tall. Ship. wt. 2 lbs. . . . **$7 97**

See Baby Pebbles on Page 214

Jewelry For Boys And Girls . . . Cherished Gifts

WATCHES have Stainless Steel Case Backs . . . Shock Protected . . . Unbreakable Mainsprings

(17) **Barbie, Popular Teen-Age Fashion Doll** in color on dial, with her pert ponytail and smiling face. Yellow gold color case. *State:* White (01), Red (20) or Blue (10).
45 T 78—Gift boxed. Ship. wt. 6 oz. **$8.95**

(18) **With FREE Baseball—Mickey Mantle, Willie Mays,** other player's autographs reproduced on dial. Bright chromed case, expansion band.
45 T 79—79c F.E.T. Incl. Ship. wt. 10oz. . **$8.44**

(19) **Tots Who Know Colors** learn to tell time the educator-approved way. Match colors with hour, minute hands. Bright chromed case, expansion band.
45 T 22—Gift Boxed. Ship. wt. 6 oz. **$7.44**

(20) **Boys' Mercury by Timex**—Bright chromed case, full numeral dial—takes lots of rough 'n tumble wear. Gift boxed. *Postpaid.*
45 TP 109—Leather strap. **$7.65**
45 TP 121—Matching expansion band. **8.75**

(21) **Girls' Petite by Timex**—Bright chromed case, full numerals, sized for her wrist. Gift boxed.
45 WP 114—Leather strap. *Postpaid.* . . . **$7 65**
45 WP 93—Expansion band. *Postpaid.* **8 75**

(22) **Zorro's Name on Black Dial**—Bright chromed case, strap with Western motif. *Postpaid.*
45TP28—On miniature sombrero; Gift boxed **$7 65**

(23) **Cinderella**—full numerals. Bright chromed case, ribbon strap. Ceramic figurine.
45 TP 33—Gift Boxed. *Postpaid.* **$7 65**

(24) **Leather-Like Jewel Case Holds Girls' 5-Pc. Gift Set.** Yellow gold-color watch, expansion. Adj. ring with heart-shaped stone, bracelet with 5 charms, purse with apply-yourself initials.
45 T 354—Ship. wt. 10 oz. 60c F.E.T. incl. . . **$9.44**

(25) **5-Pc. Boys' Gift Set**—yellow gold-color watch, matching expansion, sweep second hand. Gold-color pencil, simulated ruby warrior-head ring, genuine leather wallet with secret compartment. In tooled jewel box. Ship. wt. 10 oz.
45 T 352—Price Includes 60c Fed. Ex. Tax **$9.44**

(26) **Waterproof, Luminous "Skindiver"**—for underwater fun. Black dial, sweep hand, marked second track. Bright chromed case, expansion.
45 T 305—Santa Gift Box. Ship. wt. 8 oz. . **$9.88**

(27) **Santa Has Petite Girls' Dress Watch** tucked in his tummy. Yellow gold color, expansion.
45 T 320—Ship. wt. 8 oz. **$9.88**

Rings (28) (31) for Boys, (32)-(35) for Young Men (36)-(40) for Girls, (41)-(46) for the Jr. Miss. Gift Boxed. Ship. wt. each 5 oz. *Be sure to state size.*

Initial Rings (28)-(35) all initials except X, Z.

(28) **Sterling, Genuine Onyx.** *State size and initial.*
45 T 4290 T—Sizes 4-9. . **$3.27**

(29) **Genuine Onyx, 10K Yellow gold on Sterling.** *State size and 1 initial*
45 T 4297 T—Size 3-6 . . . **$5 94**

(30) **10K Yellow Gold on Sterling,** genuine onyx. *State 1 initial and size.*
45 T 4296 T—Size 5-9. . . . **$6 27**

(31) **Initial on 12K Yellow** gold filled, genuine onyx. *State size and 1 initial*
45 T 4295 T—Size 5-8. . . . **$3 94**

(32) **Genuine Diamond on Black Onyx.** 10K Yellow gold. *State size and initial.*
45 T 4294 T—Size 6-10 . . **$13 94**

(33) **Florentined Sterling.** *State size and initial.*
45 T 4293 T—Size 6-10 . . **$3 94**

(34) **Massive 12K Yellow** gold filled setting, onyx. *State size, 1 initial.*
45 T 4292 T—Size 5-8. . . . **$3 94**

(35) **Genuine Onyx, Sterling** *State size, initial.*
45 T 4291 T-Size 6-9 . . . . **$3.27**

(36) **Simulated Birthstone**— 10K gold. *State month.*
45 T 4370 T—Size 3-5. . . . **$3 47**

(37) **Simulated Birthstone,** 10K gold. *State month.*
45 T 4371 T—Size 3-7. . . **$4 94**

(38) **Cultured Pearl,** 10K Yellow gold setting.
45 T 4399 T—Size 3-6. . . **$3.97**

(39) **Simulated Birthstone.** 10K gold. *State month.*
45 T 4398 T—Size 3-5 . . . **$5.97**

(40) **Pearl, Simulated Birthstone** pendant. 12K Yellow gold filled. *State month.*
45 T 4369 T—Wt. 3 oz. **$3.97**

(41) **Heart with Cultured Pearl.** 10K yellow gold setting.
45 T 4397 T—Size 3-7. **$5 97**

(42) **Black Onyx, Genuine Diamond.** 10K Yellow gold.
45 T 4396 T—Size 5-8. . **$7 97**

(43) **Smokey Topaz** in 10K Yellow gold setting.
45 T 4395 T—Size 5-8 . **$6 47**

(44) **Twin Cultured Pearls,** 10K yellow gold setting.
45 T 4394 T—Size 5-8. **$5.97**

(45) **Simulated Birthstone,** rhinestone cluster. 10K Yellow gold. *State month*
45 T 4393 T—Size 5-7. . **$5.97**

(46) **Cultured Pearl Solitaire,** 10K Yellow gold setting.
45 T 4392 T—Size 4-7. **$5.97**

See Inside Back Cover for Index and Ordering Information

TIMEX
Barbie
$8.95
17
18
FREE
base ball
$8.44
"Time Is
Teaches Tots
To Tell Time
19 $7.44
Girls' 5-Pc. Set
$9.44
Boys' 5-Pc. Set
$9.44
Santa Brings
Your Watch
26 $9.88
27 $9.88
28
29
30
31
Just
Like Dad's
35
34
33
32
LITTLE MISS
FINGER FASHIONS

HELLO, I'M TAMMY . . . THIS IS MY FAMILY

Tammy Is A Typical Teen and she has a wonderful family—there's her lovely Mother (10), and handsome Father (8), Ted, her big brother (13), and Pepper (17), her mischievous little sister. They live in a comfortable house and ride in Tammy's car. Dolls are fully jointed, have painted features. Tammy, Mother and Pepper rooted hair in latest styles, Ted, Father molded hair. Ted and Father can wear the [redacted].

(1)

TAMMY

only

$1.66

at Wards 12 in.

(1) **Tammy Doll,** dressed for fun in playsuit, teen favorite sneakers. About 12 in. tall.
48 T 4389—Ship. wt. 8 oz. **$1.66**

(2) **Jacket** pants, boots, ski poles, skis, mittens. Ship. wt. 6 oz.
48 T 4350—Outfit only... **$3.99**

(3) **Dress, Belt,** typewriter, portable phone, book, shoes.
48 T 4348—Outfit. Wt. 4 oz. **$2.59**

(4) **Dress, Jacket,** hat, shoes, camera, purse, date book. Wt. 4 oz.
48 T 4120—Outfit only **$2.89**

(5) **Tennis Shorts, Blouse, Belt,** socks, shoes, racket, sunglasses.
48 T 4347—Outfit. Wt. 4 oz. **$2.19**

(6) **Petticoat, Panties,** bra, slippers, comb, brush, mirror. Ship. wt. 3 oz.
48 T 4346—Outfit only **$1.88**

(7) **Coat, Hat,** shoes, stockings, purse, bracelet, hat box, gloves.
48 T 4349—Outfit. Wt. 6 oz. **$3.39**

(8) **Father Doll** abt. 13 in. Wears slacks, shirt, shoes
48 T 4352—Ship. wt. 8 oz. **$3.49**

(9) **Suit, Shirt, Shoes.** Ship. wt. 4 oz.
48 T 4355—Outfit only **$2.99**

(10) **Mother Doll** abt. 12 in. Wears lovely dress, shoes.
48 T 4351—Ship. wt. 9 oz. **$3.37**

(11) **Dress, Stole.** Ship. wt. 4 oz.
48 T 4368—Outfit only..... **$1.69**

(12) **Cozy Brunch Coat,** slippers.
48 T 4367—Outfit. Wt. 4 oz. **$1.39**

(13) **Ted, Tammy's Brother**—abt. 13 in. Wears shorts, shirt, shoes.
48 T 4353—Ship. wt. 7 oz. **$2.99**

(14) **Blazer,** slacks, shirt, tie
48 T 4375—Outfit. Ship. wt. 4 oz. **$2.97**

(15) **Bermuda Shorts,** sweater, socks
48 T 4376—Outfit. Ship. wt. 5 oz. **$1.89**

(16) **Pajamas,** slippers. Ship. wt. 4 oz.
48 T 4374—Outfit only **99c**

(17) **Pepper Doll,** abt. 9 in. Wears saucy playsuit, shoes.
48 T 4354—Ship. wt. 6 oz. **$2.29**

(18) **Coat, fur collar,** fur hat. Wt. 4 oz.
48 T 4378—Outfit only **$1.69**

(19) **Petticoat and Pants** Ship. wt. 3 oz.
48 T 4377—Outfit only **89c**

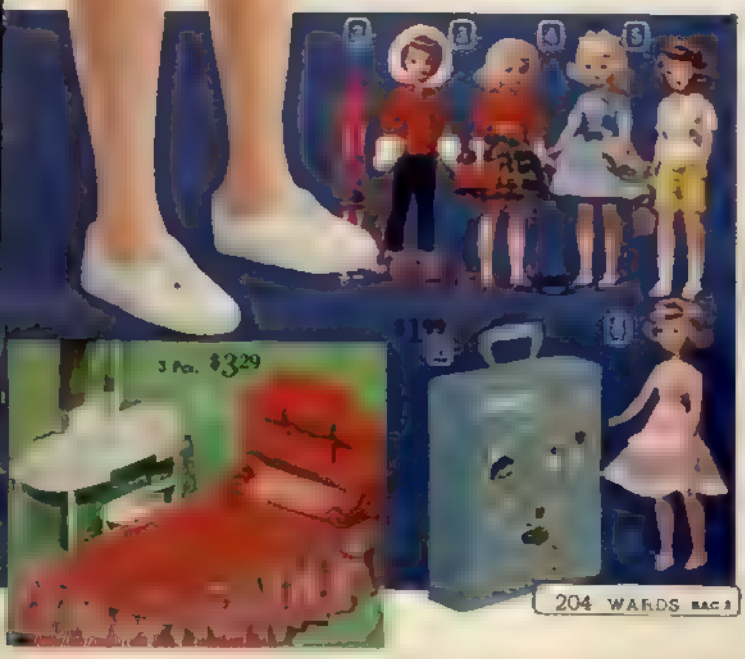
(20) **Velvet, Nylon party dress, Panties.**
48 T 4379—Outfit. Ship. wt. 4 oz. **$1.69**

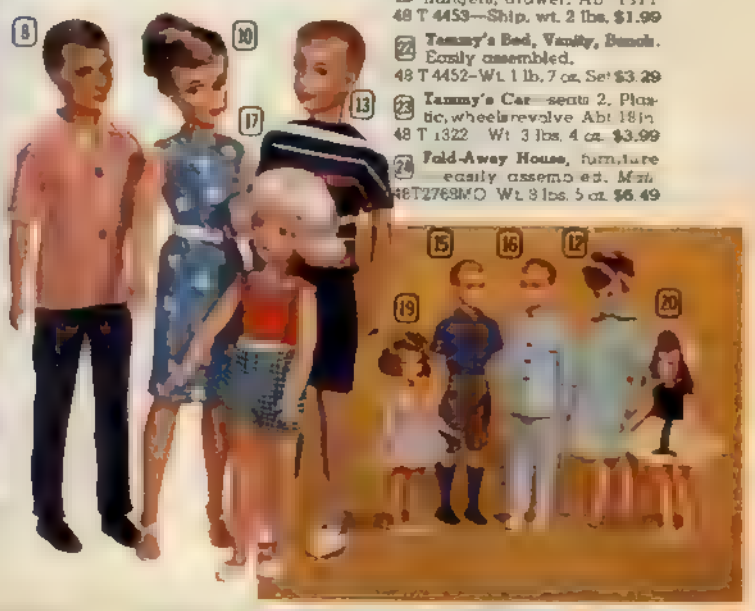
(21) **Tammy Carrying Case** rack, hangers, drawer. Abt. 13 in.
48 T 4453—Ship. wt. 2 lbs. **$1.99**

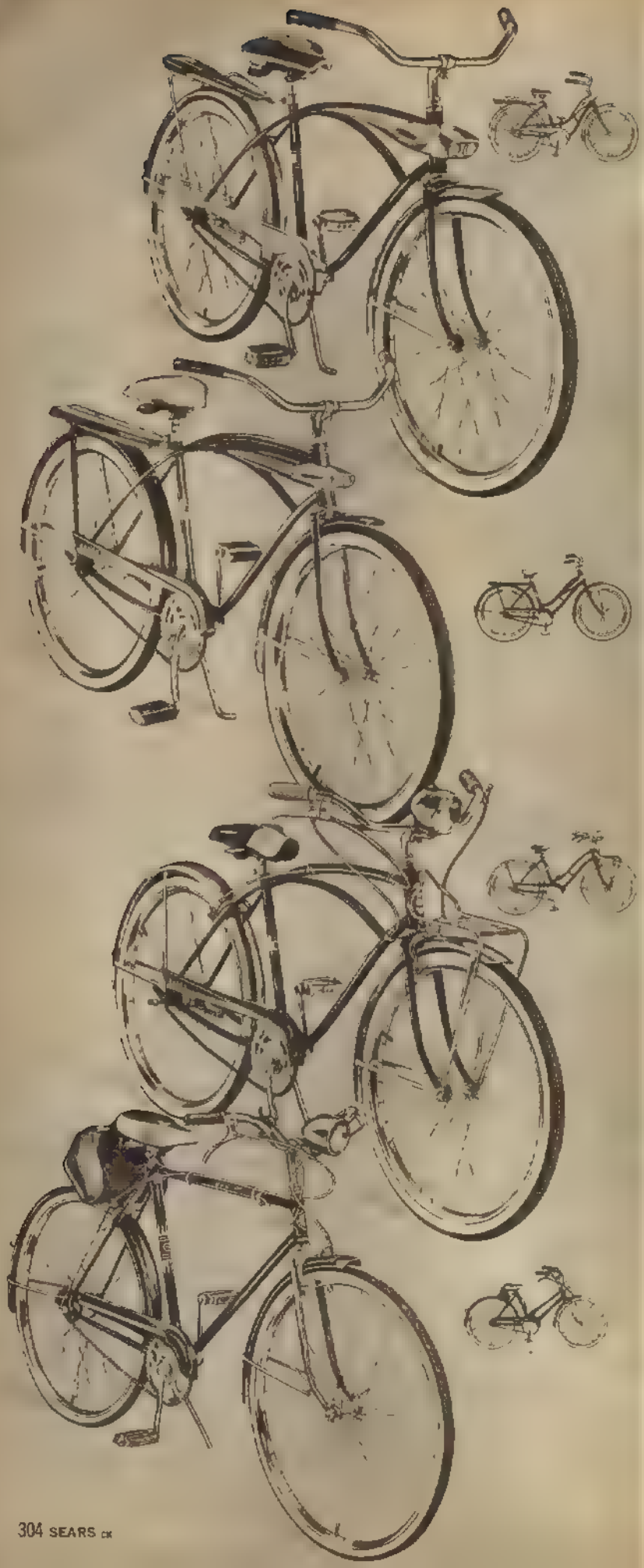
(22) **Tammy's Bed, Vanity, Bench.** Easily assembled.
48 T 4452—Wt. 1 lb. 7 oz. Set **$3.29**

(23) **Tammy's Car** seats 2. Plastic, wheels revolve. Abt. 18 in.
48 T 1322—Wt. 3 lbs. 4 oz. **$3.99**

(24) **Fold-Away House,** furniture easily assembled. Mat.
48T2769MO—Wt. 8 lbs. 5 oz. **$6.49**







Flightliner . . a real dazzler with bright metallic colors, lots of chrome plating

Low as $39.45

A handsome midweight with glittering chrome-plated fenders, chain guard, rims . . fiery metallic red in boys' model, girls' turquoise blue. White trim. Two bars above swept-back tank and two below for added strength. Chromed twin-bulb headlight takes 2 "D" batteries (not included). Midweight 1.75-in. whitewalls. Enameled carrier has chromed guard rails

26-inch with regular Bendix coaster brake. Shpg. wt. 57 lbs.
W6 N 46301N–Boys' $39.45 W6 N 46311N–Girls' $39.45

24-inch with regular Bendix coaster brake. Shpg. wt. 52 lbs.
W6 N 46321N–Boys' $39.45 W6 N 46331N–Girls' $39.45

26-inch 2-speed shift/Power Brakes by Bendix. Back pedal, shift to "low" on hills. 32% more braking. Wt. 58 lbs.
W6 N 46341N–Boys' $57.45 W6 N 46351N–Girls' $57.45

All bikes shipped freight (rail or truck) or express

Jet-sweep styling . . sporty whitewalls, rear carrier and twin-bulb headlight

Low as $33.88

Priced very low for a midweight that's fully equipped. And the strong 3-bar frame is built for hard play. Ball-bearing pedals, wheels and steering action let you glide along, make fast turns with little effort. Add 2 "D" batteries (not included), twin bulb headlight throws a bright beam easily seen at night. Boys' in metallic red; girls' blue. White trim.

26-inch with regular coaster brake. Shpg. wt. 52 lbs.
W6 N 46002N–Boys' $33.88 W6 N 46012N–Girls' $33.88

24-inch with regular coaster brake. Shpg. wt. 51 lbs.
W6 N 46022N–Boys' $33.88 W6 N 46032N–Girls' 33 88

26-inch with Bendix 2-speed shift. Shpg. wt. 52 lbs.
W6 N 46042N–Boys' $41.88 W6 N 46052N–Girls' 41.88

Handles like a lightweight thanks to 3-speed gears, dual hand brakes

$44.88

Was $47.95 . . save $3.07. This 26-inch midweight shifts from "low" to "high" by twisting hand grip . . take hills easily, make better time on trips. Snappy chrome-plated fenders, rims, spotlight, spring-clip carrier. Metallic-red frame on boys' model, blue on girls'. 1.75-inch whitewalls. Light takes 2 "D" batteries (not included).

W6 N 45541N–Boys' model W6 N 45551N–Girls' model
Shipping weight 53 pounds.....$44.88

Sport Midweight as above but with single speed coaster brake instead of hand brakes.

26-inch size	24-inch size
W6 N 45501N—Boys'	W6 N 45521N—Boys'
W6 N 45511N—Girls'	W6 N 45531N—Girls'
Shpg. wt. 51 lbs...$39.95	Shpg. wt. 49 lbs .. $39.95

SIZE CHART FOR MIDDLEWEIGHT BIKES

Size bike	For ages	Seat to pedal adjust
16-inch	4, 5, 6	19 to 23 inches
20-inch	5, 6, 7	21 to 24 inches
24-inch	7, 8, 9	23½ to 27½ inches
26-inch	Over 9	28 to 32½ inches

3-speed Lightweight with bag, spotlight

$39.88

Travel fast, travel far . . make it in record time. In "high" gear the pedaling's slow but you zip along. Shift to "low" on the upgrades. Seat adjusts to pedals 32 to 37 in. on boys' red model; 31 to 36 in. on girls' blue. 26x1⅜-in. whitewalls. Dual hand brakes stop both wheels. Vinyl tourist bag. Chrome-plated spotlight takes 2 "D" batteries (not incl.). Vinyl-covered seat. From free Austria.

W6 N 47380N–Boys' model W6 N 47390N–Girls' model
Shipping weight 45 pounds.....$39.88

Sears SPACELINER

With regular brakes

$46.88 24 or 26-in. boys', girls'

BRILLIANTLY CHROMED frame, fenders, rims, chain guard—everywhere except tank, carrier
FULLY EQUIPPED with horn, headlight, reflector pedals, dashboard control panel for light, horn

Unusually low priced for a bike with so much chrome plating, so many extras. Gracefully swept 4-bar frame makes it stronger. Tank, carrier are metallic red for boys', turquoise for girls'. Headlight uses 2 "D" batteries (not included). 1.75-inch whitewalls.

26-inch Spaceliner with Bendix regular coaster brake. Shipping weight 57 pounds.
W6 N 46940N—Boys'.....$46.88 W6 N 46950N—Girls' $46.88

24-inch Spaceliner with Bendix regular coaster brake. Shipping weight 54 pounds.
W6 N 46960N—Boys'.....$46.88 W6 N 46970N—Girls'.....$46.88

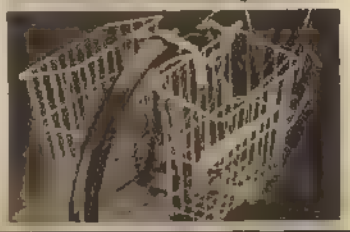
Only $8 more buys Boys' 26-inch with 2 speeds, power brakes

Same beautiful Spaceliner as shown, but Bendix 2-speed hub lets you back-pedal slightly to shift "low" on hills. Hit the brakes and you stop with 32% more power.
W6 N 46980N—Shpg. wt. 58 lbs.....$54.88

No Money Down on anything Sears sells SEE PAGE 382

Twin-light Generator Set. Front, rear light give added safety at night. Fits all bikes—lightweight or midweight. No batteries are needed generator supplies power from movement of tires. Chrome-plated to resist rusting. Rear red tail light. Mounting fittings included. From Japan.
6 N 48115—Shpg. wt. 2 lbs...$5.49

12-inch-deep Saddle Baskets. Easier steering with loads carried at rear. Balance is better because baskets are lower. Sturdy steel wire—bright plated to resist rusting. 12 in. long, 6¾ in. wide. Room enough for all your books and then some. Universal clamp fits all 24 or 26-inch bikes.
6 N 48450C—Shpg. wt. 4 lbs..$2.88



Check your speed at a glance on color-keyed numbers

$4.79

Pace yourself on long trips or try for speed records on the short jaunts. Speedometer records up to 40 MPH, distance up to 9999.9 miles. Clear plastic window.

Fits 24, 26-inch bikes with front axles 5 in. or longer. Cables and fittings included.

Shpg. wt. 2 lbs. 6 oz.
6 N 48800.... ... $4.79

Beginners' Bikes with sportster styling . . training wheels

16-inch Convertabike for boys or girls $22.95

Perfect for big families. Remove center bar for girls' bike. New high bars, banana seat give appearance of big brother's sportster. Gold color. 16x1¾ in. semi-pneumatic tires. Coaster brake.

W6 N 47860N—Shipping weight 35 lbs. $22.95

16-inch Bike with Twin-Fire Motor. (Catalog number 6N48252 described below at right.) Takes two "D" batteries sold separately below.

W6 N 47862N2—Shipping weight 37 lbs. . $26.80

De luxe 16-inch has Twin-Fire Motor $26.65

Modeled after the bigger boys' bike with chrome-plated fenders and rear seat support rail . . highrise bars. Even has new banana seat

Remove center tank for girls' bike. Handsome red finish with white trim. Coaster brakes.

Twin-fire motor gives added fun of real motor sound. Takes 2 "D" batteries (sold below). Shifts from idling sound to high racing roar. 16x1¾ inch semi pneumatic slim whitewalls.

W6 N 47852N—Shipping weight 37 pounds. $26.65

SHIPPING NOTE: All bikes on these two pages shipped freight (rail or truck) or express

Mattel's Deluxe 20-inch . . fully pneumatic tires, kick stand and V-RROOM motor roar $34.45

Looks, sounds like real 1-cylinder motorcycle. Super tract on rear tire. Coaster brake. Red frame, white fenders. Control on bars . . a. idle, high or rev up. Takes 2 "D" batteries at right

W6 N 47751N—Shipping weight 38 pounds $34.45

Mattel's V-RROOM Motor-Roar Engine

without batteries $4.39

Idle, race, rev up sounds. Exact detailing in silver-color plastic. Key turns on bar-mount control. Takes 2 "D" batteries sold at right. Mounts on any bike frame.

6 N 48251—Wt. 2 lbs $4.39

SEARS

It has 3-speeds . . just twist the band grip to shift gears

$48.95

1 Sears Spyder Mark IV . . a rugged sportster with oversized sprocket and 3-speed hub for more powerful takeoffs, easier cycling. Select speeds by twisting hand grip as on a motorcycle.

Buck the bike and ride the back wheel . . reinforced rim and extra-heavy tire. Midweight 20-in. front tire; 20x2.125 knob-tread rear tire. Front and rear caliper hand brakes. Chrome-plated fenders. Seat to pedal adjusts 22–28 inches.

W6 N 47795N–Wt. 46 lbs. $48.95

Single-speed model

$36.95

2 Standard Spyder. Fast starts, fast turns and stunt-fun styling make this a great bike. Entire frame is chrome plated, bright red trim. Long banana seat, rear seat support. 20x2.125 knob-tread rear tire, 20-in. midweight front tire. Coaster brake. Seat to pedal adjusts 23–28 in.

W6 N 47793N–Wt. 44 lbs. $36.95

Sports Rider

A 20-inch beauty that sparkles with chrome plating

$29.65

3 Combines beauty of chrome-plated fenders, rims with racing styling. 20x1.75 inch fully-pneumatic tires, kick stand, coaster brake. Twin-fire motor uses 2 "D" batteries below, (not incl.).

Shipping weight 40 pounds.

W6 N 47752N. $29.65

SEARS Twin-Fire Motor

Gives your bike a real motor-sound

without batteries $3.89

4 Twin plugs glow red. Built-in stick shift controls sound . . shift to idle, roar or rev it up. No loose wires to cause trouble. Plastic. Fits all bikes

Uses 2 "D" batteries sold below

6 N 48252 Wt. 2 lbs. . . . $3.89

"D" batteries for engines. Order 2.

Shipping weight 4 ounces.

34 N 4660. . . . . Each 16c

Huge 9-unit Set

Diesel-type locomotive with headlight . . automatic coupler . . over 14 ft. of track

Train so long engine just misses caboose at crossover. You can run it fast or slow . run it in reverse to any point along the sprawling figure-8 roadside track . . couple or uncouple cars—all by remote control. Big New Haven locomotive lights its own way around the 176 inch track circumference. Locomotive and cars scales to look like the real thing Includes 5 straight 12 curved track with roadbed 90° crossover 1 uncoupler section, 1 "Uncouple Here" sign and 1 track connector Train measures approximately 79 inches long. Track makes layout about 63x27 inches wide. 50-watt circuit breaker transformer, UL approved for 110-120-volt, 60-cycle AC

79 U 9757C—Shipping weight 13 pounds. Set $19.88

ALLSTATE
Regular Gauge Electric Trains

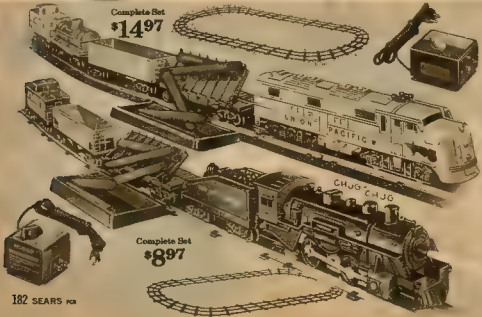
Either set Only **$19.88**

6-unit Train

Scanning searchlight, rocket launcher and cattle car

Locomotive puffs clean smoke, cool steam Headlight beams along almost 10 feet of track. Suddenly, launching car hits "countdown" lever—Minuteman missile springs up for "blast off" . . and whoosh! It's on its way! Follow rocket with searchlight! Back cattle car along loading platform. Door opens and a steer moves from car to platform, pops in as train moves on. Tender and gondola Remote control uncoupling, directional and speed control. 8 curves, 3 straight, 1 uncoupler track 50-watt transformer with circuit breaker Train about 52 inches long

79 U 9619C—Shipping weight 10 pounds. . . . . Set $19.88



Complete Set **$14.97**

5-unit Diesel Freight Train with unloading log car

Powerful Union Pacific diesel pulls an Allstate tank car, gondola, log car and caboose around 8½-foot track. Press lever . . log car dumps its load in roadside bin. Detailed metal and plastic train is about 43 inches long.

28x37-inch oval includes 10 sections of roadbed track with attached uncoupling ramp. "Uncouple Here" sign, too. 25-watt transformer is UL approved for 110-120-volt, 60-cycle AC.

79 U 9716C—Shipping wt. 10 lbs. Set $14.97

Complete Set **$8.97**

5-Unit "chug-chug" Freight Train with automatic log car

Steam-type engine makes chug-chug noise as it speeds along. Headlight casts a bright beam Adjust speed fast or slow. Ease log car alongside bin and unload logs automatically. 8 curved, 2 straight track, 1 track connector form 102-inch oval. Train measures about 41 inches long. Includes 25-watt transformer UL approved for 110-120-volt, 60-cycle AC.

49 U 9715—Shpg. wt. 6 lbs. 4 oz...Set $8.97

ALLSTATE 6-unit Set

Switch cars into sidings . . couple and uncouple them by remote control . . load and unload them with derrick

Engine puffs smoke, cool steam, has bright headlamp. Couple or uncouple cars by remote control. Switch cars into siding, use trailer-truck and autos separately—many other fun possibilities. Set has 8 straight, 8 curved roadbed tracks; 2 uncoupling tracks, 2 "Uncouple Here" signs, 2 switches, bridge, 8 telephone poles, 2 lighted lamp posts, billboard, 2 dead end bumpers, station with figures, 6 autos, 20 empty cartons, track connector, smoke refill. Train 48 in. long; track about 28x64 in. 50-watt transformer, circuit breaker, UL approved, 110-120-volt, 60-cycle AC.

79 U 9719L—Shipping weight 18 pounds . . . . . Set $29.88

Regular Gauge Electric Trains

Either set **$29.88** cash **NO MONEY DOWN**

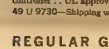
LIONEL 9-unit Set

Powerful double-unit engine pulls 7 cars at terrific speeds without jumping track

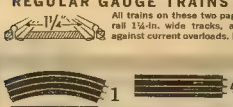
If you like the excitement of a long train coming down the line and rounding the curves at high speed, then this is for you. Magne-Traction holds train securely to track. Big "AA" Santa Fe diesel unit with headlight . . plus a realistic diesel horn you operate by remote control. Couple and uncouple cars by remote control. Two box cars; hopper car; animated rodeo car; miscellaneous car; tank car; caboose. 5 straight, 8 curved tracks; 1 uncoupling straight track. Train is 87 inches long. Track 130 inches; forms 28x56-inch oval. Includes 60-watt transformer with circuit breaker, horn controller . . UL approved for 110-120-volt, 60-cycle AC.

49 U 9730—Shipping weight 13 pounds . . . . . Set $29.88

REGULAR GAUGE TRAINS ON BOTH PAGES



All trains on these two pages have die-cast wheels, three-rail 1¼-in. wide tracks, and circuit breaker to protect against current overloads. Engines about 4 inches high.



"Gravel roadbed" 3-tie Track

For Allstate or Marx regular gauge sets. Metal, plastic.

1 Curved Track. 9¼ inches long.
49 U 9702—Shipping weight 4 ounces . . . 28c

2 Straight Track. 8¼ inches long
49 U 9701—Shipping weight 4 ounces 28c

3 Crossover Track. 7½x7½ inches long.
49 U 9703—Shipping weight 4 ounces $1.39

4 Uncoupling Track. 8¼ inches long.
49 U 9710—Shipping weight 4 ounces 97c

5 Electric Switches, Push button control panel. Lights signal position. 1 left and 1 right switch. Wires.
49 U 9706—Shipping weight 2 pounds . . . . . Set $6.88

Manual Switches. Lever control, no light. 1 left, 1 right.
49 U 9704—(Not shown.) Shpg. wt. 1 lb. 12 oz. Set $3.89

Whistling Station

Push button on control panel and hear whistle as train speeds along. Made of steel, 9x5x5 in. high. With wires.
49 U 9739—Wt. 2 lbs. . . $3.97

Regular-gauge Transformers. Steel cases. Circuit breakers. UL listed, 110-120 v. 60-c. AC.

6 50 watt, 7-13-v. for train, 13-volt for accessories.
49 U 9721 Wt. 3 lbs. . $5.47

7 100 watt, 5-15-v. for train, 15-volt for accessories.
49 U 9722—Wt. 4 lbs. . $7.99

$7.89 Complete

Create a giant 4x8-ft. countryside layout

SCENE-O-RAMA

Picture your train or road race in a natural setting like this. Or arrange any way you like. True-color lichen in 3 shades make 15 trees, lots of shrubbery. Grass and earth mats of flocked-on fiber make roads, paths . . can be cut or draped. Snow-capped plastic tunnel. 3 lamps light up . . wired to hook up to track of your electric train or road race set . . HO or regular gauge. Instructions.
79 U 9713C—Shpg. wt. 4 lbs. $7.89

Grass and Earth Mats. Colored fiber glued to heavy paper. Cut or drape in variety of shapes. (Not shown.)

Grass Mat, 99x50 inches wide
79 U 9571C—Shpg. wt. 3 lbs. . $2.79

Earth Mat, 48x33 inches wide.
79 U 9572C—Shipping wt. 1 lb. 94c

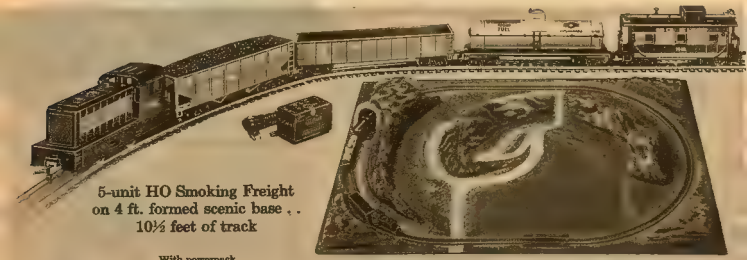
Our Biggest HO-gauge Train and Track Layout

7-unit Diesel Freight . . 2-level scenic board 4½ feet long, almost 22 feet of track . . *plus* 65 other plastic play pieces

Complete with powerpack **$29.88** cash **NO MONEY DOWN**

HO size—scaled 50% smaller than regular or "027"-gauge trains—yet every bit as exciting. 7-unit train, 43 in. long, roars through the tunnel, past mountains and farmland, as it streaks up and down the scenic layout. Runs fast or slow, forward or reverse. Couples and uncouples cars—all by remote control. Plastic layout measures 47x54x33¾ in high. Includes 65 lifelike plastic play-pieces . . trees, telephone poles, farm set, service station with cars 263-in. spiral track has 33 sections giving a continuous over-and-under rail system. Uncoupler-rerailer operates coupler, lines up wheels on track. Plastic cars include Diesel locomotive with headlight, Diesel dummy "B" unit, flat-car carrying 2 automobiles, chemical fuel tank car, hopper car, boxcar, caboose. UL listed 1½-amp powerpack (110-120-volt, 60-cycle AC) has 4 peaks, gives 4 to 18 volt DC to run train, 18-volt AC for accessories. Sent freight (rail or truck) or express.
79 U 9949N2—Wt. 22 lbs. Complete $29.88

43-pc. Railroad Accessory Set . . scaled to HO size Plastic sections snap together. Includes. for the railyard . . a giant coaling station, a suburban and freight station with 3 people, accessories, switching tower and extras. Also red barn, silo, ranch house, 4 farm buildings with 16 animals, gas station with car and pumps, Cape Cod house, 12 telephone poles.
49 U 9918 Shpg. wt. 1 lb. 8 oz. $5.89



5-unit HO Smoking Freight on 4 ft. formed scenic base . . 10½ feet of track

With powerpack

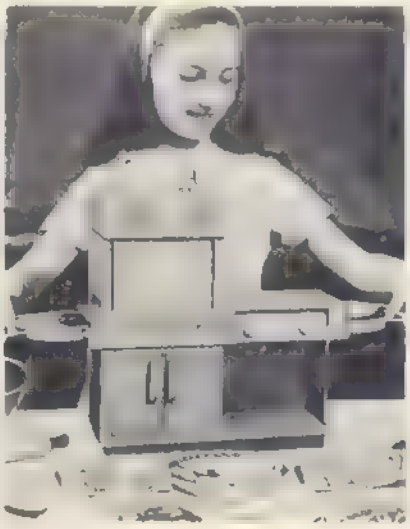
$19.88

Create your own scenic railroad layout at a minimum of cost and work. You can uncouple cars, run 26½-in. train fast, slow, forward, reverse . . all by remote control. Rock Island Diesel switcher pulls chemical tank car, hopper, gondola, caboose. Plastic, metal construction. 127-in. oval track includes one uncoupler-rerailer, 15 track sections. 48x34-in. base is plastic detailed with tunnel, mountains, roads. You can add own accessories for more detail (see accessory set above). Powerpack has circuit breaker (reduces 110-120-volt, 60-cycle AC to 18-volt DC). UL approved. Sent freight (rail or truck) or express.
79 U 9632N2—Shpg. wt. 18 lbs. . . . . Set $19.88

Mirror sight lets gun shoot around corners and over obstacles.

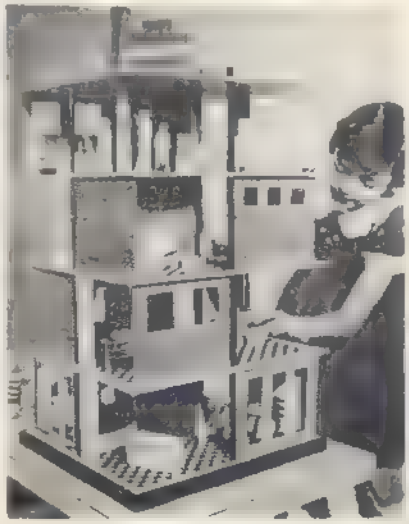
Cannon wagon just one of many toys possible with Romp and Roll.

Kenner at Toy Fair With 9 New Numbers



Safety-Bake Oven with special bake mixes.

Four-flight "Let's Play Hospital" Set.



DESCRIBED by company officials as "the most impressive in the company's history," Kenner Products Company's 1964 line will be shown at the Toy Fair in recently-expanded showrooms (1416-1424) on the top floor at 200 Fifth Avenue.

Backing up the '64 line will be "heavier-than-ever" use of coast-to-coast network television on 489 stations of the CBS, ABC and NBC-TV networks, in 262 markets, plus heavy local spot campaigns in more than 100 markets.

Scheduled to start in September, Kenner's TV promotion for the fall will include "Captain Kangaroo" on the CBS network, Monday through Friday, 8-9 A.M., and ABC's "Discovery," Sundays, 11:30 to 12 noon. Additional network purchases to be announced later will include time on a top-rated NBC program, it is reported.

Nine brand new items plus additions to "established successes," have been announced.

The new items include a Safety-Bake Oven that bakes with only two ordinary electric light bulbs. Specially prepared Safety-Bake food mixes require only the addition of water. Designed to conform to UL specifications it actually bakes faster than a full size kitchen oven. Safety-Bake is constructed with enclosed baking and cooling chambers. While one pan bakes, another pan cools; sliding in a third pan pushes other pans through the baking and cooling chambers. The exterior of the oven is made of heavy plastic and designed in decorator colors with a see-through window, so the child can watch while the food bakes.

Each Safety-Bake Oven includes 12 mixes—Devil's Food Cake, White Cake, Chocolate Icing, Brownies, Vanilla Cookies, Biscuits, Pie Crust, Pie Filling, Pretzels, Pizza Dough, Pizza Cheese and Candy packed in laminated aluminum foil packages for long shelf-life. Also included are a mixing spoon, measuring spoon, spatula, rolling pin, three metal slide-through baking pans, and a recipe book telling how to bake many more tasty foods with home ingredients. Additional sets of all Safety-Bake mixes are also available.

List on the item is $15.95. Two 100-watt light bulbs are needed but not included. Food Mix Refills—four different refills of six mixes each—list at $1.

Also new for '64 is Kenner's Gun That Shoots Around The Corner. Now boys can shoot accurately around corners or over obstacles while lying on their stomachs. They use a highly accurate mirror-sighting device, synchronized with a gun barrel that swivels 180 degrees. The gun shoots safe, soft, rubber balls—but shoots them over, under and around corners, tables, chairs, walls or "forts." Realistic-looking in military-green, it is constructed of sturdy plastic. Semi-automatic, with a spring-firing mechanism it is shrink-packed and comes with 10 soft rubber balls. Retail: $4.49.

This year, tying in with the popular TV doctor and nurse programs, Kenner is in-

(*Continued on page* 456)

Don't order my game yet.

My Game

It costs me something to tell you that.

I've put three years of my life and I'd hate to tell you how much money into that game.

You don't do that unless you believe the thing is going to take off.

But right now, I can't honestly ask you to stock a couple dozen. Not quite yet.

After all, the thing is just beginning to catch on. I can't promise you'll be able to move those games overnight.

And I'd rather eat them myself than shove them down your throat.

But in a couple of months, I believe it will be a different story.

You see, I've been hearing some very encouraging stories lately.

A man from Harrisburg combed the countryside to find my game. (He'd played it once.) A lady from Sacramento put 200 miles on her car trying to find it. (She'd played it twice.)

And then, last week, a store in New York called me up and re-ordered two gross.

That's the way it goes. It took that other money game awhile to get off the ground.

All it seems to take is one man playing the game in each town. Just one. Then, the requests start coming in. Then, look out.

In the mean time, I'd like to send you some dope on the game.

One other thing. I'd like you to meet my sales staff. It won't take long.

I'm it. Steve Spencer, **Spencer-Murray Corp. 547 Westminster Avenue, Swarthmore, Pennsylvania.**

. . . 9 NEW NUMBERS

(*Continued from page* 439)

troducing "Let's Play Hospital"—a fourth-floor hospital with working elevator—and with changeable wall panels that slide in and out so that the child can easily play with and move the doll-like people, and the miniature furniture that comes with the set. The hospital is 30" high and 15" square, and is easily and quickly set up. The elevator stops at all floors. Wall panels and dividing walls are movable in grooves to permit a variety of floor plans and room arrangements. Children can play with "Let's Play Hospital" from all four sides and can decorate and furnish 16 rooms, a nursery, patients' rooms, X-ray, ward. They can also move around and change costumes on the "people."

A variety of beds, chairs, dressers and other furniture—to which re-usable, pressure sensitive coverings may be applied to change color schemes—is contained in the set. It also includes 20 doll-like figures of doctors, nurses, patients and their re-usable costumes, and also 35 pieces of equipment and furniture.

Kenner's "Let's Play Hospital" is packed KD in a colorful carton. List $7.15.

Kenner's Romp and Roll is many toys within a toy—a chance for a child to use his creativity to the fullest—to produce dozens of different lifesize playthings, including love seats, picnic sets, forts and rocking chairs he can sit in, coasters and wagons he can roll in, cradles to rock, and all sorts of "Fun-i-ture on wheels," the company reports.

The interlocking bucket seats, rockers, wheels and axles, anchor-plank and "pop" cannon can be changed into many different toys just by pressing the parts together to interlock. They pull apart easily, to be used over and over again. Parts are made of light, strong plastic, in attractive reds, blues, greens and yellows. The basic set retails at $9.95; a $13.95 set has two additional bucket seats; and the deluxe size, $17.95, has double the parts in the basic set.

An unusual new addition is Kenner's big, soft, bendable animals—Mr. Awk, the Kenner Gooney Bird made famous through Kenner TV commercials, Yogi Bear, Winnie the Worm, Oggie the Octopus and Walt Disney's Pluto the Pup. These are all molded of smooth, washable Kennerflex with a wire armature inside which permits them to be bent into unusual and amusing shapes.

They're also completely at home in the bathtub and vary in size from 14" to 24" high. List on them ranges from $1.98 to $6.95.

Of the two additions to Kenner's line of Electric Mold Masters for 1964, one, for boys, is the Road Builders Set. It molds plastic HO scale models of heavy-duty construction and road-building equipment that actually work, including an electro-magnetized crane, dump trucks, bulldozers, graders, etc. The girl's set molds plastic dolls, jewelry and toy animals. The successful military combat set, televised in only a few markets in 1963, will be nationally televised, along with the Road Builders Set, this fall, Kenner states.

Just now being shipped for all-year sell-

ing are four items successfully market-tested this January—four Jet-Shoot Games, See-A-Show Stereo Viewers, The Car-Plane and Dolly's Nursery Birds and Nursery Butterflies (see February PLAYTHINGS, page 157).

Kenner's line of Give-A-Show Projectors has a new set, #505, list $4.98—containing 112 color slides giving all-new shows of 16 of the nation's top TV favorites such as Popeye, Mighty Mouse, Rocky and Bullwinkle, and others. Others in the line include the deluxe set, #502, with 168 color slides (24 shows) and kaleidoscope "movies," list $7.95, two others at $4.98, #'s 503 and 504, the Super Show Projector and Accessories, list $12.98, and extra sets of shows, list 98¢. Give-A-Show Projectors will again be backed by both network and nationwide local television.

The company's Girder & Panel and Bridge & Turnpike Building Sets have both been given a complete restyling in #'s 1 through 6, including modern building features such as recessed and see-through floors, two-story panels giving the illusion of soaring heights, colorful new red, blue and sky-colored windows, etc. The Bridge & Turnpike sets include many realistic new features found on the nation's network of expressways: wider roadbeds, new bridge features, and so on. Sets # 1 and 2 in the Girder & Panel Building Set Line and #'s 4 and 5 in the Bridge and Turnpike line are now packed in standup cans. The complete line of Building Sets including the Sky Rail, introduced last year, will be included in Kenner's increased network and nationwide local TV promotion. Lists range from $2.98 to $19.95.

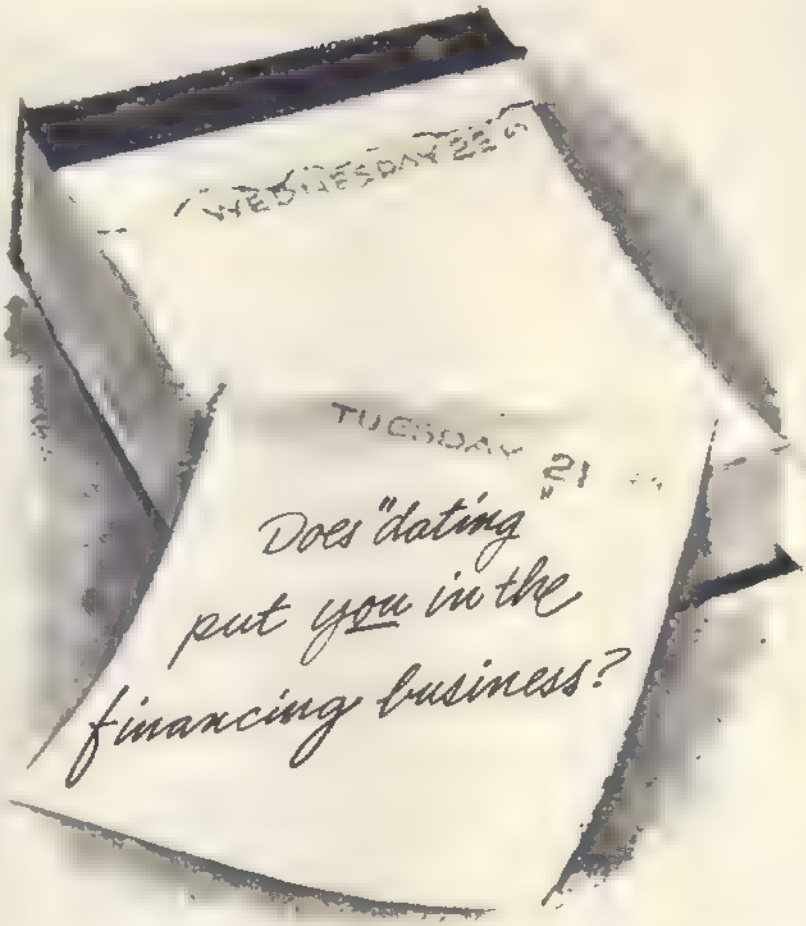
Other items in Kenner's 1964 line include the Flintstones Building Boulders, successfully introduced last year, three big sets, listing at from $9.95 to $15.95, Sparkle & Presto Paints featuring favorite TV characters to color and glitter, now strip-packed, 98¢ and $1.98, the battery-powered Play Drill, list $4.98; the Motorized Home Workshop with seven power tools that safely turn, shape, drill, bore, saw and sand, list $9.95; and "baby's first playthings" Nursery Birds and Nursery Butterflies, now reportedly selling to one out of every four and a half homes with a newborn baby. List on the Birds is $3.49, Butterflies, $2.29.

NEW CARTOON SERIES IN COMIC BOOKS WILL PROMOTE HOBBIES

One of America's largest comic book publishers will soon begin a special cartoon series built around events in a retail hobby center, it has been revealed by Ruder & Finn, the HIAA's public relations counsel.

Entitled "Cap's Hobby Center," the series will appear in all comic books published by National Comics Corporation, one of the largest publishers of its kind, with total circulation in excess of 7,000,000 young readers monthly.

The series will be drawn by Henry Boltinoff, nationally known cartoonist, and will have as its central character a hobby center proprietor named "Cap." The name was chosen to fit in with the initials of the hobby industry's "Creative Americans Program" inaugurated by Ruder & Finn.



Factoring can put your sales on a CASH basis.

"Dating" ties up your working capital which could be released for more profitable purposes. You can create additional working capital with a Talcott factoring plan.

Make earlier deliveries and grant datings without financial strain. In addition, eliminate credit risks, time consuming bookkeeping and collection costs.

Loans to help build up inventory prior to seasonal shipments can be arranged.

Talk to Talcott where you will find 110 years of specialized experience in factoring.

Write Dept. "FF" for Factoring Brochure

JAMES TALCOTT INC. FOUNDED 1854

1290 Avenue Of The Americas, New York 19, N.Y.
Tel. 956 3000

ATLANTA • BOSTON • CHICAGO • DETROIT • HOUSTON • LOS ANGELES • MIAMI
MINNEAPOLIS • PHILADELPHIA • PHOENIX • SAN FRANCISCO • PUERTO RICO • MONTREAL

NOTIFICATION • NON-NOTIFICATION • MATURITY • EXPORT-IMPORT FACTORING

Standard Packs Profit in a Spring Product Parade they Sell Popular Prices Sport Peppy Packaging Star Prime Personalities with Striking Point of Purchase.

Smile Pretty Please!

#3200 JR. ATTACHE CASE. Certified Public Adventurers and Bachelors of Arts and Crafts see business picking up when this case deals out essential paraphernalia and pilferings. 12" x 8" x 2¼" packs plenty. Comical cartoon characters from nation-wide Funny Company TV show splash full color on a red, white or blue quality vinyl case with real steel clasp. You'll have lots of Funny Company for this one at .98*. Pack: 1 doz. Wt.: 12 lbs.
© 1963 by the Funny Company, Inc.

*Prices shown are suggested retail prices, optional with dealer.

#900 DIAL-A-BITE PLACE MATS. Amuse the chewsiest eaters! A whirl of fun from the dial tours 16 colorful scenes. Three motifs: Toyland, Zoo or Farm. Packed 2 dozen assorted each style in pink and blue, in display carton. Sanitary clear wrap. Wt.: 21 lbs. .98*.

NEW BLISTER PACKIN' BARBIE!®

#B-208-1 BARBIE® WALLET. New full color design. Holds all those feminine charms. Pack: 6 doz. Wt.: 22 lbs. .98*.
® TM Inc. & © by Mattel, Inc.

#B-22-1 BARBIE® AUTOGRAPH BOOK. Colorful cover 6" x 4¾", a rainbow of pages for memories and photos. Pack: 1 doz. Wt.: 5 lbs. .98*.

#B-33-1 BARBIE® DIARY. You can't tell this colorful 5½" x 4" book by its cover because secrets are secured by lock and key. One page a day for a memorable year. Pack: 1 doz. Wt.: 7 lbs. $1.79*.

#B-201-1 BARBIE® CARRY-ALL. Flip the colorful flap with the snap. Slip in photos. Zip in coins. Jot with pencil and pad. Curl with comb, file a nail. Carries all a gal's needs in a tidy 7" case. Pack: 1 doz. Wt.: 6 lbs. $1.49*.

#B-440-1 BARBIE® DICTIONARY. Everything's looking up at school with 240 pages of this best seller plotted by Webster. Get the word for .98* Pack: 1 doz. Wt.: 8 lbs.

No. 1 NEW Board Game of 1963

Aggravation

$1.98 RETAIL

IT SELLS AND SELLS AND SELLS

CO-5 COMPANY, *Game Specialists,* 1470 Milton St., Benton Harbor, Michigan

Standard Plastic Products, inc.

SOUTH PLAINFIELD, N. J.

GIRLS' WALLETS FEATURE: Key holders, mirror, zip-up change purse, coin dispenser, comb, emery board, snap tab. Full color characters on red, white or blue

BOYS' WALLETS FEATURE: Magic slate with stylus, snap-top coin pocket, pull-out card holder and crazy cards. Full color characters on red, white or blue.

#B-208 BARBIE® WALLET. Blue, red or black in two designs. Pack: 6 doz. w/6 displays. Wt. 21 lbs. .98¢.

#4208 MONSTER WALLETS in BOYS and GIRLS styles.
Six different monsters in all their gory! Ghoulish green with full color high-frights. Frankly shrieking, it takes chill power. Very pleasant screams at .98¢. Pack: 6 doz. asst. w/6 displays. Wt.: 21 lbs.
© Universal Pictures Co., Inc.

#5208 FIREBALL XL-5 WALLETS in BOYS and GIRLS styles.
Hot stuff! Based on NBC-TV's out of this world network show. Steve Zodiac and Venus delight earthlings everywhere. They take off at .98¢.
Pack: 6 doz. asst. w/6 displays Wt.: 21 lbs.
© Independent Television Corp.

#7208 DISNEY WALLETS in BOYS and GIRLS styles,
Lucky penny snap-tab opens the show. Heigh-ho! Here are the colorful favorites of all time. Snow White, Donald, Mickey, Pinocchio . . . classic sellers for little fellers. All fun at .98¢. Pack. 6 doz asst. w/6 displays. Wt.: 21 lbs.
© Walt Disney Productions

BENRUS

Beautiful Benrus—the gift your heart selects and your mind approves. Exquisite styling and the unique Benrus Unconditional Three Year Guarantee makes world famous Benrus the favorite choice for beauty and quality. The renowned Benrus Watch movement is shock-absorbing, anti-magnetic with unbreakable mainspring.

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

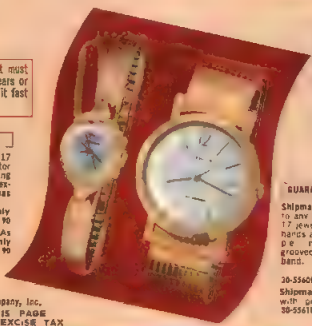
Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

SPECIAL VALUE

Miss Juliet . . . Ultra smart 17 jewel oval creation with popular full figure dial. Case beautifully crafted in fluted design and set off with matching expansion bracelet.

Only
30-5566NJX $49.50 — $26.90

Miss Juliet "W" . . . As above in white. Only
30-5567NJX $49.50 — $26.90



GUARANTEED WATERPROOF*

Sea Mate . . . Waterproof* and weather proof is this smart 17 jewel model with stainless steel case. Trim, luminous full figure dial with sweep second. Matching adjustable expansion band.

Only
30-5554NJX $49.50 — $26.90

Sea Mate "Z" . . . As above with black dial. Only
30-5555NJX $49.50 — $26.90

BLACK DIAL

Lord Craig "Z" . . . Square, smart and modern this handsome 17 jewel black dial model features brilliant gold color markers and sweep second hand. Striking inset finished adjustable expansion band.

Only
30-5564NJX $57.50 — $29.90

Lord Craig . . . As above with white dial. Only
30-5565NJX $57.50 — $29.90

FASHION ENSEMBLE

Lady Bolero . . . Exciting 17 jewel creation features sector dial highlighted by sparkling faceted crystal. Elegant flexible adjustable bracelet has safety chain.

Only
30-5570NJX $59.50 — $31.90

Lady Bolero "W" . . . As above in white. Only
30-5571NJX $59.50 — $31.90

GUARANTEED WATERPROOF*

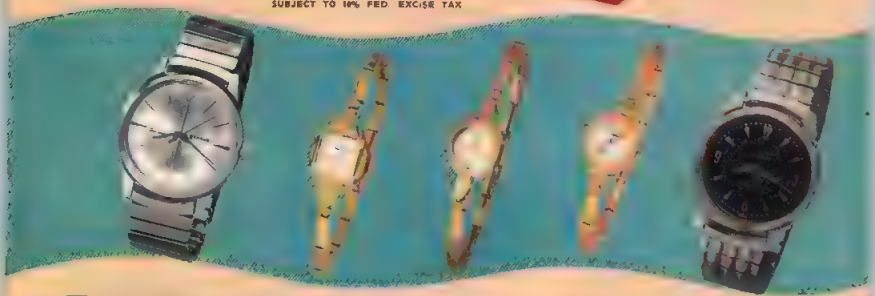
Shipmate . . . Seaworthy mate to any wrist is this handsome 17 jewel watch with luminous hands and sweep second. Simple modern dial. Rugged grooved adjustable expansion band.

Only
30-5560NJX $59.50 — $31.90

Shipmate "Z" . . . As above with gold color dial. Only
30-5561NJX $59.50 — $31.90

© 1963 Benrus Watch Company, Inc.

ALL PRICES ON THIS PAGE SUBJECT TO 10% FED. EXCISE TAX



GUARANTEED WATERPROOF*

Sea Rover . . . Superb in 17 jewel watch with all stainless steel case. Brilliant dial accented by luminous hands with sweep second. Adjustable expansion band.

Only
30-5556NJX $55.00 — $28.90

Sea Rover "Z" . . . As above with black dial. Only
30-5557NJX $55.00 — $28.90

Lady Ramona . . . Classic 17 jewel creation with square full figure dial. Simple sculptured case. Tailored expansion bracelet.

Only
30-5568NJX $55.00 — $28.90

Lady Ramona "W" . . . As above in white. Only
30-5569NJX $55.00 — $28.90

Lady Betsy . . . Modern marquise styled 17 jewel creation in smart sculptured case. Triangular designed expansion bracelet.

Only
30-5573NJX $59.50 — $31.90

Lady Betsy "W" . . . As above in white. Only
30-5572NJX $59.50 — $31.90

FLORENTINE FINISH

Lady Bonnie . . . Petite and precious 17 jewel creation with florentined top and scintillating faceted crystal. Neat matching expansion bracelet.

Only
30-5574NJX $37.50 — $35.90

Lady Bonnie "W" . . . As above in white. Only
30-5575NJX $37.50 — $35.90

21 JEWELS GUARANTEED WATERPROOF*

Sea Rider "Z" "21" . . . Superb in model of all stainless steel jewel black dial spot lights numerals and markers. Luminous hands with sweep second, too. New adjustable expansion band in wave design.

Only
30-5558NJX $59.50 — $31.90

Sea Rider "Z" . . . As above with white dial. Only
30-5559NJX $59.50 — $31.90

*If case, crystal, and crown remain intact.

BENRUS

GUARANTEED WATERPROOF*

Ocean Nymph . . . Sprightly ladies 17 jewel sport watch with easy to read full figure dial. Luminous hands with sweep second makes this watch ideal for nurses, teachers, stewardesses. Sturdy adjustable expansion band. Only
30-5563NJX $67.50 ..... $32.90

Sea Dove . . . As above in stainless steel case. Only
30-5563NJX $59.50 $31.90

The Benrus standard of quality is world famous. Every Benrus Watch movement contains 17 or more jewels, is shock-absorbing, anti-magnetic with unbreakable mainspring. Each is beautifully packaged—each is truly the gift of quality

SELF WINDING GUARANTEED WATERPROOF*

Jet Traveller . . . Sleek 17 jewel modern creation features a luxurious radiant background dial. Luminous hands with sweep second provide right reading. High finish adjustable expansion band. Only
30-5545NJX $82.50 ..... $41.90

Jet Traveller "Z" . . . As above with black dial. Only
30-5546NJX $82.50 ..... $41.90

SELF WINDING GUARANTEED WATERPROOF* CALENDAR FEATURE

Auto Count . . . Automatic 17 jewel model for men of action. Brilliant dial and luminous hands with sweep second. Highly styled adjustable expansion band. Only
30-5551NJX $92.50 ..... $44.90

Auto Prince . . . As above in stainless steel case. Only
30-5544NJX $75.00 ..... $38.90

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

Embraceable Lucy . . . Exclusive Benrus 17 jewel bracelet-watch combination with full figure dial. Modern trim styling. Sure grip action and safety chain. Only
30-6538NJX $65.00 $33.90

Embraceable Lucy "W" . . . As above in white. Only
30-5539NJX $65.00 $33.90

© 1963 Benrus Watch Company, Inc

ALL PRICES ON THIS PAGE SUBJECT TO 10% FED. EXCISE TAX

25 JEWELS SELF-WINDING GUARANTEED WATERPROOF* CALENDAR FEATURE

Sky Challenger "25" Convenient and accurate Calendar mode gives time and date, automatically. Rich, sculptured numerals and luminous hands with sweep second are featured. Matching adjustable expansion band. Only
30-5553NJX $100.00 $49.90

Sky Challenger "K" "SS" . . . As above in stainless steel case. Only
30-5532NJX $92.50 ..... $44.90

SELF-WINDING GUARANTEED WATERPROOF*

Aero Glider . . . All stainless steel 17 jewel watch is ideal for both work and play. Reminds itself to wind itself, automatically. Luminous hands with sweep second. Matching adjustable expansion band. Only
30-5540NJX $59.50 ..... $22.90

Aero Glider "Z" . . . As above with black dial. Only
30-5541NJX $59.50 $22.90

SELF WINDING GUARANTEED WATERPROOF*

Cruisamatic . . . Automatic performance and smart styling too. Dependable 17 jewel movement winds itself. Luminous full figure dial with sweep second provides visibility in dark reading. Matching adjustable expansion band. Only
30-6542NJX $75.00 $38.90

Cruisamatic "Z" . . . As above with black dial. Only
30-5543NJX $75.00 ..... $38.90

25 JEWELS SELF-WINDING GUARANTEED WATERPROOF*

Sky Ranger "25" . . . The gentlest wrist movement winds this superb 25 jewel quality watch. Luminous hands with sweep second among the extra features. Handsome adjustable expansion band. Only
30-5549NJX $92.50 ..... $44.90

Sky Ranger "Z" "SS" . . . As above with black dial. Only
30-5550NJX $92.50 ..... $44.90

25 JEWELS SELF-WINDING GUARANTEED WATERPROOF*

Air Stream "25" . . . Gleaming self-winding watch in all stainless steel case. Luminous hands with sweep second. Handsome brush finish dial. Smart matching adjustable expansion band. Only
30-5547NJX $82.50 $41.90

Air Stream "W" "25" . . . As above with white radiant dial. Only
30-5548NJX $82.50 ..... $41.90

*If case, crystal, and crown remain intact.

BENRUS

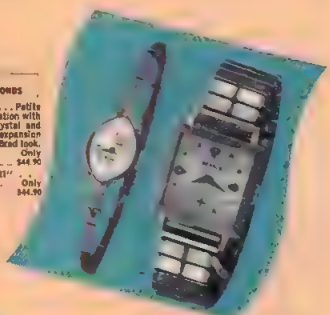
Benrus Diamond Watches combine beauty with accuracy, value and quality. Fiery diamonds frame and accent a petite dial for her or boldly mark a handsome dial for him, and like every fine Benrus, each contains the world famous Benrus movement with 17, 21 or 39 jewels. Each movement is shock-absorbing, anti-magnetic with an unbreakable mainspring.

21 JEWELS
2 GENUINE DIAMONDS

Diamond Doris "21" . . . Petite marquise shaped creation with cathedral faceted crystal and smart adjustable expansion bracelet. Modern tailored look.

Only
30-5324NJX $92.50 . . . $44.90

Dia. Doris "W" "21" . . . As above in yellow. Only
30-5325NJX $92.50 $44.90



2 GENUINE DIAMONDS

Diamond Debonnaire . . . Modern 17 jewel square model with hand florentine finished case. Diamond set dial has radiant brush finish. Matching adjustable florentine expansion bracelet.

Only
30-5534NJX $92.50 $44.90

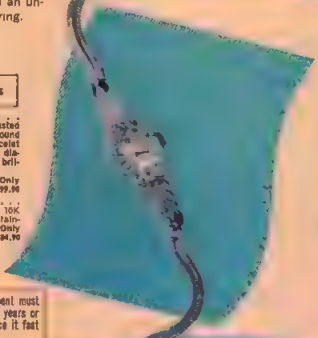
Dia. Debonnaire "W" As above with charcoal-color dial Only
30-5535NJX $92.50 $44.90

21 JEWELS
20 GENUINE DIAMONDS
14K GOLD CASE

Diamond Trieste "21" . . . Exquisite diamond encrusted creation with petite round dial. Twin row snake bracelet has safety chain. Each diamond selected for fiery brilliance.

Only
30-5522NJX $225.00 . . $99.90

Dia. Trieste "W" "21" . . . As above in white 10K Rolled Gold Plate Top, stainless steel back. Only
30-5533NJX $175.00 . $84.90



20 JEWELS
SELF-WINDING
8 GENUINE DIAMONDS

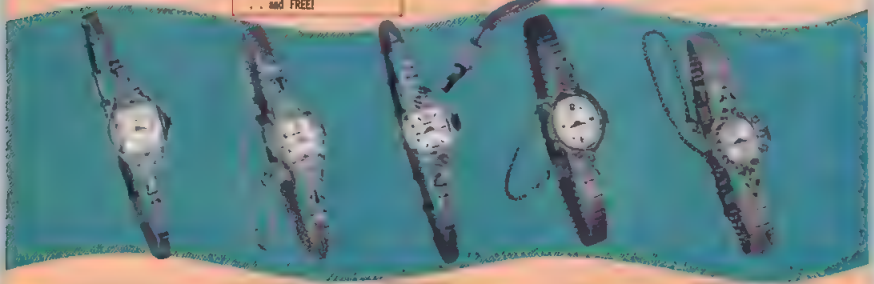
Diamond Galahad "2" "39" . . . Handsome Guaranteed Waterproof* watch in all stainless steel case. Rich charcoal dial with sweep second hand. Matching adjustable expansion band.

Only
30-5534NJX $150.00 $69.90

Dia. Galahad "39" As above with white dial Only
30-5537NJX $150.00 $69.90

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

BENRUS
UNCONDITIONALLY
3
YEARS
GUARANTEED



2 GENUINE DIAMONDS

Diamond Anne . . . New tailored look in 17 jewel watch with 2 sparkling diamonds. Set off by smart matching expansion bracelet.

Only
30-5520NJX $59.50 . . . $32.90

Dia. Anne "W" . . . As above in yellow. Only
30-5521NJX $59.50 $32.90

*If case, crystal, and crown remain intact.

2 GENUINE DIAMONDS

Diamond Veronica Magnificent 17 jewel creation enhanced by blazing diamonds. Harmonizing flexible mesh bracelet has safety chain

Only
30-5523NJX $75.00 . . . $38.90

Dia. Veronica "W" . . . As above in yellow. Only
30-5533NJX $75.00 $38.90

4 GENUINE DIAMONDS
14K GOLD CASE

Diamond Starfire . . Modern 17 jewel watch has swirl designed ends set with fiery diamonds. Tapered expansion bracelet is adjustable.

Only
30-5526NJX $100.00 . . $49.90

Dia. Starfire "W" . . . As above in yellow Only
30-5527NJX $100.00 $49.90

21 JEWELS
6 GENUINE DIAMONDS

Diamond Lil "21" . . . Exciting oval creation with flaming diamonds. Flexible mesh step bracelet has safety chain

Only
30-5528NJX $115.00 . . $57.90

Dia. Lil "W" "21" . . . As above in yellow Only
30-5529NJX $115.00 $57.90

21 JEWELS
10 GENUINE DIAMONDS
14K GOLD CASE

Diamond Radiance "21" . . . Luxurious creation features filigree designed case set with diamonds. Tapered, adjustable bracelet is flexible and has safety chain

Only
30-5530NJX $170.00 . . $77.90

Dia. Radiance "W" "21" . . . As above in 10K Rolled Gold Plate Top, stainless steel back Only
30-5531NJX $135.00 $63.90

© 1963 Benrus Watch Company, Inc.

ALL PRICES ON THIS PAGE SUBJECT TO 10% FED. EXCISE TAX

Has playground, swimming pool, patio furniture, picnic table, car, stone wall, fence, trees, 14 figures . . even a furnished backyard playhouse

105-piece Doll House Set Fully furnished inside and out

$9.99

This 8-room mansion is designed for "the good life." Large double-wing style has two chimneys, two cupolas, door that opens, bay window, doorbell and three awnings. There's a completely furnished living and dining room, den, rumpus room, bedroom, nursery, kitchen, bath and utility room. The patio is furnished too: has a stone type grill. Play ground has plenty of toys, swimming pool has water toys and the playhouse is furnished right down to little pots and pans. All steel house is 43 inches long, 10 inches wide, 16 inches high. Plastic furnishings.
79 U 1444C—Shipping weight 11 pounds ..... Set $9.99

35-piece Doll House Set with furniture, barbecue grill, plastic awning

$5.77

All the charm of an Early Colonial house, with the modern conveniences little doll families love. Six spacious rooms are completely furnished, including rustic redwood-look outdoor furniture and a stone-like grill for the patio. Barbecuing adds to the outdoor fun for the whole family. There's a living room with TV, dining room, kitchen, bathroom, bedroom, nursery and utility laundry room. The front door opens, and there's a plastic porch unit for catching the evening breezes. Plastic porch awning held by wires looks more real size than the solid molded type . . . keeps the hot "sun" out too. 25x8x16-inch high steel house, plastic accessories.
79 U 1446C—Shipping weight 7 pounds.....Set $5.77

44-piece Set Colonial Doll Mansion 43 inches long

$7.44

The same style as the one above but for use on a smaller "lot." Furnished for lots of fun with rumpus room that includes juke box, piano, ping pong table and even a home soda fountain complete with 2 stools. Two TV sets too. Furnished living room, dining room, rumpus room, den, kitchen, bath, bedroom, nursery and utility room. 43x10x16-inch high steel house, plastic accessories.
79 U 1409C—Wt. 10 lbs.... Set $7.44

All items on both pages are easy to assemble

235 pieces in all

Suburban Estate Set

More people and accessories than in any set we've ever sold **$14.88** without battery

Very few people have it "so good" as the doll family that lives and entertains in this gracious estate. The split level house is furnished in the most luxurious manner, from modern sectional sofa to elegant patio furniture. There's a living room, dining room, dinette, bathroom, kitchen, bedroom, nursery, utility room. Outside you'll find a swimming pool, playground, horses in the meadow, people and animals on a "hunt", trees, bird bath with birds, vegetable garden, stone wall, boxwood fence . . . and a sports car. 29x15x14-inch high steel house, plastic accessories. Order 1 "D" battery.

79 U 1445L—Shipping weight 14 pounds . . . Set $14.88

79 U 4660—"D" Battery. Shipping weight 4 ounces . . Each 16c; 4 for 60c

$3.99 26-piece Colonial House Set

Southern-style 5-room house features the warmth of two chimneys, tall-column front entrance. Fully furnished living room, dining room, kitchen, bath, bedroom and nursery. 17x11x15 inch high steel house, plastic furnishings.

79 U 1440C—Shipping weight 6 pounds. . . . . Set $3.99

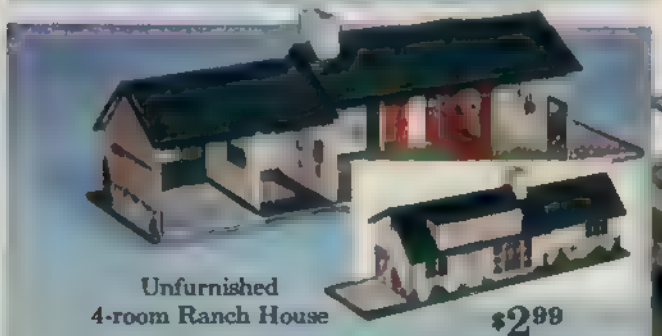
Family "comes to life" in this

Magnetic Action Doll House

These dolls actually move . . just use the "Magic" wand **$9.99**

It's all done with magnets . . Mary Mag Powr goes to the refrigerator, gets food out, Fifi the poodle plays with Mimi the cat who chases Gigi the mouse. Dad works outside. Modern 5-room home is completely furnished, even real mirrors on the wall, plastic windows, free swinging doors. There's a fireplace, chimney, removable roof. Chipboard house mounted on a 20x26-inch pressed-wood table, has sturdy legs with non-skid suction-cup footings. 8½ in. high over all. Hand painted plastic figures are 2½ in. high. Two wands.

79 U 1448L—Shpg. wt. 6 lbs $9.99



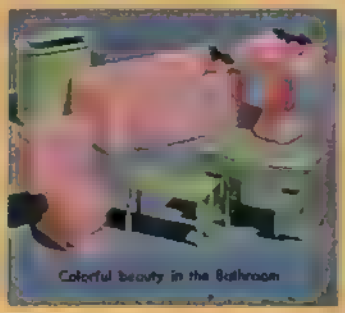
Unfurnished 4-room Ranch House **$2.99**

Just move right in . . it's all ready for a little girl to furnish to her taste. Living-dining area, bedroom, bath, kitchen-utility room and outdoor patio. Windows have painted shutters and shrubbery, create a split-level look. Steel, 33x9x10 in. high

79 U 1447C—Shipping weight 5 pounds. $2.99

Traditional Dining Room

Modern, efficient Kitchen


Colorful beauty in the Bathroom

Completely Furnish a 5-Room Doll House

36-piece Plastic Doll Furniture Set

$2.88

Now you can keep house and place your furniture where you like it best. Made of high impact plastic, resists breakage. Sliding drawers to open and close; other moving parts. Approximately 3½ in. high. Complete furnishings for living room, dining room, bedroom, kitchen, bathroom . . . in decorator colors.
49 U 1420—Wt. 1 lb. 8 oz. . . . $2.88

Smartly styled Bedroom for two

Comfortable, luxurious Living Room

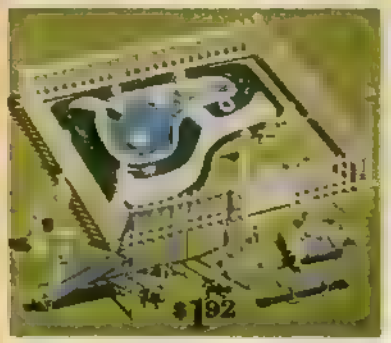
Furnished Doll Rooms fold into their own carrying cases

$2.94 each

Each has 12 pieces of furniture and 5-inch doll. Opens to 32x15 inches deep. Closed, 16x3x12 inches high. Fiberboard.

1 **Living Room with fireplace.** 49U1457 Wt. 1 lb. 12 oz. $2.94

2 **Bedroom with mirror on wall** 49U1456—Wt. 1 lb. 12 oz. $2.94


$1.92

$2.97

Doll House Plastic Accessory Sets with lots of "play people"

Backyard Play Set. 27 pcs. incl. figures.
49 U 1427—Wt. 1 lb. 3 oz. . . Set $1.92

Set of People only. 18 figures.
49 U 1428—Shpg. wt. 8 oz. . . . Set 92c

Front Yard Landscaping Set. 45 pieces incl. figures. Hedge-lined walk, picket fence, trees, stone wall, hedge, car
49 U 1459—Wt. 1 lb. 8 oz. Set $2.97

Dressed Dolls

Bend to pose 'em. 2½ to 5-in. plastic. Made in Hong Kong. Shpg. wt. 8 oz.
49U1404 $1.79

3 Table Lamps

Light up doll house. Plastic. 3 bulbs, 3 batteries included. 2½ in. high. Wt. 6 oz.
49U1426 Set97c

Crawl-in Playhouses . . fold flat for easy storage

3 $3.99 4 $3.99 5 $3.99

Fiberboard Playhouse

3 Almost 4 ft. high . . lots of inside room. Double swinging doors. 3 reinforced windows. Use indoors or out. Snap-on plastic straps for carrying. 30x40x45 in. high. Easy to assemble.
79 U 1423C—Shpg. wt. 10 lbs. . . . $3.99

Card Table Playhouses

Slip one of these gaily printed cotton cloth playhouses over any standard 30-inch square card table . . just push the wooden dowel into the block, then place in the center of the table to form peak of roof. Side flap lifts for easy entrance as well as for extra ventilation.

4 **Fire House for boys.** 49 U 1415—Shpg. wt. 1 lb. 8 oz. $3.99

5 **Kiddy Kottage for girls.** 49 U 1414—Shpg. wt. 1 lb. 8 oz. 3.99

$9.99

NFL Electric Football played on 36x21-inch gridiron

Running, blocking, passing, kicking . . you'll find all the fast action of real football right here on this big vibrating field. Set includes 2 teams of 3-dimensional figures in color plus a separate kicker-passer. Workable scoreboards mounted at each end, goal posts, 3-man yardage marker, NFL plays and instruction sheet. The hardboard field is set in steel frame. Operates on 110–120-volt, 60-cycle AC only. UL approved.

79 U 401L Shipping weight 12 pounds. **$9.99**

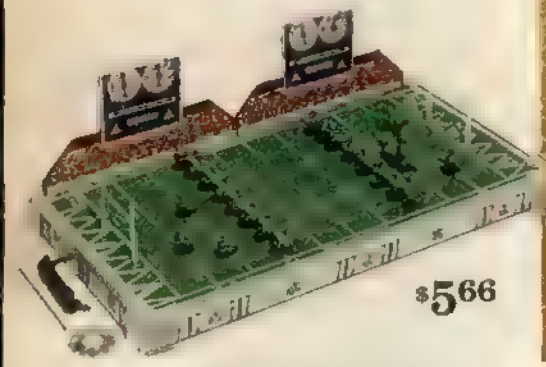
Watch these 3-dimensional football players go into action . . and run off exciting plays on a big de luxe gridiron

National League Electric Football $12.44

Two full teams in realistic on-the-move positions . . ready for you to paint with special paints and brush included

A vibrating coil in the field puts "action" in this game. All team players block, tackle, run for yardage and TD's . . even receive passes from the spectacular kicker-passer, using a magnet-tipped football. Set up your offensive and defensive formations . . sit back and watch. Hardboard playing field, 30x21 in., set in steel frame. Big grandstand section in center with workable scoreboards at each end. Includes pennants, goal posts, 3-man yardage marker, instructions and NFL plays. Coil and cord attached underneath board. Operates on 110-120 volt, 60-cycle AC only. UL approved.

79 U 105L Shipping weight 13 pounds. **$12.44**



$5.66

NFL Electric Football played on 28x15-inch gridiron

Put all your football know-how into action with these teams of 3-dimensional players. Flip the switch and they're in motion . . passing, kicking, blocking. Paint them in your favorite team colors with the paint and brush set included. Metal scoreboards, goal posts, kicker-passer, magnetic ball, yardage marker and instruction sheet with NFL plays. Hardboard field is set in steel frame. UL approved for 110–120-volt, 60-cycle AC.

79 U 141C Shipping weight 6 pounds. **$5.66**

$5.22

Foto-Electric Football on lighted gridiron

Quarterback your own team. This viewer shows every play in motion . . duplicates all the hard hitting action and excitement of regular football games.

Includes field with illuminated Play Viewer; offensive and defensive play cards, dials for kicks and runs in box measuring 18x13½x5 inches. Play-Viewer operates on 110-120-volt, 60-cycle AC-DC. UL approved.

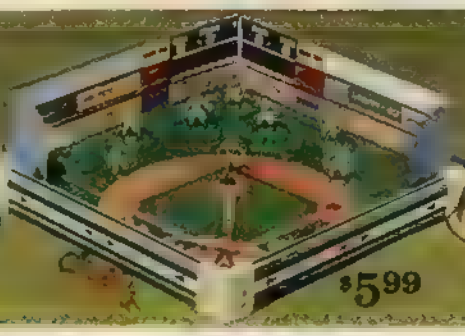
49 U 216—Shipping weight 3 lbs. 8 oz. **$5.22**

$2.99

Play New Vibro-Power Football on this 20x13-inch field

Here's a football game packed with fast moving excitement at a low cost. Plastic gridiron vibrates on battery power, sending players into plays and positions. (Order 2 "C" batteries on page 96.) 22 players are 3-dimensional plastic. Includes kicker-passer, goal posts, instructions.

79 U 243CY—Shpg. wt. 3 lbs. **$2.99**



$5.99

Play all positions in Electro Magnetic Action Baseball

An electronic coil propels the pitching arm. At touch of a button you can pitch curves, slow and fast balls. Slam magnetic baseball into play with lever action bat. Hardboard base 19x19 in., steel frame. 9 metal players. UL listed, 110-120-volt, 60-cycle AC.

79 U 418C Shipping weight 6 lbs. **$5.99**

$4.99

Tap button to play Remote-control Battery-powered Baseball Game

Play ball! Control pitching and batting action with remote controls (order 4 "D" batteries below). Bat can be moved to right or left for switch hitting. Plastic field measures 30x20 inches. Includes: ball, metal pitcher, instructions. For 2 players.

79 U 350L—Shipping weight 5 pounds. **$4.99**

79 U 4660—"D" Batteries. Wt. 4 oz. Ea. 16c. 4 for 60c

$15.99 without batteries

Floor Model Hockey Game with realistic 3-D figures

Big rink action in all steel frame, aluminum folding legs. Players individually controlled . . twist, turn; skate forward, back; use stick handle and shoot magnetic puck. Goalies block side to side.

Light signals score (order 2 "D" batteries below at the right). 36 x 21-inch rink, puck ejector, pennants, rules, paint set to color 12 polyethylene players.

79 U 419L Shipping weight 18 lbs. **$15.99**

$10.99

Wide-open play patterns with slide-action hockey players

Goalies rove, block, pass. 3 forwards, 2 defense men on each team skate up and down rink, even behind nets . . pass, block, spin, shoot, score. Extra forward for last minute of play when goalie is removed. Puck dropper on side panel with scoreboard, crowds. 36x18-in. hardboard rink, steel frame. Light signals score (order 2 "D" batteries below at right).

79 U 292L—Shipping weight 11 lbs. **$10.99**

$9.99

Players shoot marble puck for a fast game of Hockey

Players block and shoot marble puck from fixed positions on rink. Goalies block from side to side. Skaters are controlled by metal rods. Strong hardboard rink is set in a steel frame, 36x18 inches.

Includes 10 players, 2 goalies, 6 pennants in authentic colors. 2 plastic nets plus rule and instruction book.

79 U 224L—Shipping weight 12 lbs. **$9.99**

Curved and "S" shaped slots put the punch and excitement of real SKATING action into every match

Canadian Electric Hockey Game

With 24 extra players . . enough for 6 full teams **$12.44** without batteries

Cover the ice like the pros on this big 21x36-in. ice rink. Shoot, pass, block . . get the "feel" of regular stick handling with magnetic puck in motion. Maneuver players by twisting metal rod . . gear mechanism in figure. Clear protective window shields around ends with grandstands at sides.

Set includes: overhead scoreboard; championship badge, rule book, instructions, "regular" puck and "magnetic" puck. Hardboard rink in metal frame. 2–6 players. Order 2 "D" batteries below.

79 U 335L—Shipping weight 13 pounds **$12.44**

79 U 4660 "D" Batts. Wt. 4 oz. Ea. 16c, 4, 60c

Good for miles of traveling fun

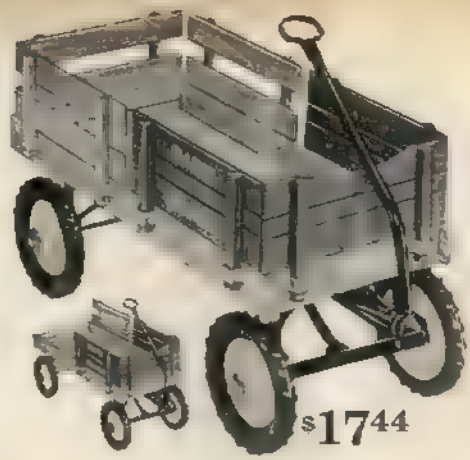
Stake Wagon

No pinched fingers all wagons ex- [illegible] Tot-size have Fit Grip handle [illegible] rounded edges

Lift off sides . . and it's a racing coaster

Only $11.33

Hardwood body on extra heavy-duty steel chassis. 15x30 in. long. Front back edges of bottom beveled [illegible] smooth fit. Recessed tie rods. Stake [illegible]kets brightly plated for [illegible] Natural [illegible] with [illegible] red [illegible] Graphite bearings [illegible] oiling. Fit-Grip handle. 7x1¼ in. semi-pneumatic tires can't puncture. Shipping wt. 25 lbs.
79 U 8119K . . . $11.33


$17.44

Ready to haul BIG loads

This Wood Stake Wagon is 36 inches long, 8½ inches deep with sides. Has smooth-running nylon bearings that can't stick or rust and big 10-inch wheels with 1¾-inch semi-pneumatic tires. Reinforced with steel cleats and box rods. Easy to steer even on sharp turns. Lift off sides to have a speedy coaster. Clear varnished hardwood body enameled red with white trim.
79 U 8060L -Shipping weight 41 pounds. $17.44

Ball-bearing wheels for the quietest, smoothest ride you've ever known

$9.88
$7.88

36-inch long Steel Wagon

Rugged, sleek styling for the boy-on-the-go. Heavy gauge steel body with rolled edges . . enameled bright red with white trim. 17¾x36 in. long. 10-inch ball-bearing white double disc wheels. Ball-bearing housing pressure-packed with grease. Puncture-proof, semi-pneumatic 1½ in. tires. Black enameled undergear and handle. Handle has tubular Fit-Grip.
79 U 8116L Shpg. wt. 32 lbs. $9.88

34-inch Steel Wagon

Joy for a boy . . fast, smooth riding. Bright red enameled steel body with white trim. 15x34 inches long. 8½ inch ball bearing white double disc wheels. Housing pressure-packed with grease. Undergear and handle are black . . handle [illegible] Fit-Grip [illegible] semi-pneumatic tires.
79 U 8114L Shpg. wt. 28 lbs. $7.88

NOTE: *All items on page partly assembled . . easy to set up*

$5.88
$3.66

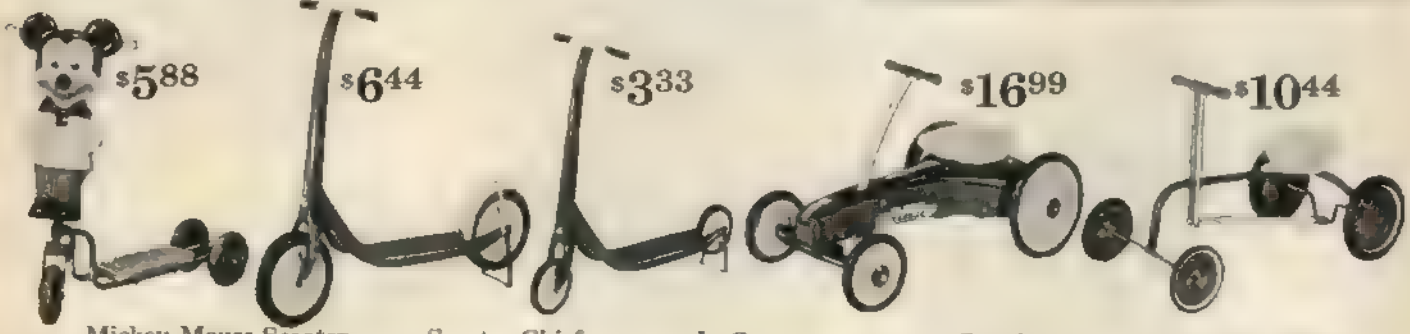
Wagons to thrill little fellows

Small-size. All steel body with turned edges . . bright red enamel finish. 13x28 in. long. 7-in. wheels with 1¼ in. semi-pneumatic tires make easy riding. Graphite bearings never [illegible] Fit-Grip handle. Wt. 17 lbs.
79 U 8113C $5.88

Tots-size. Bright red steel body . . turned edges. 12x25 in. long. [illegible] white wheels, black molded rubber tires. Black handle with regular grip. Maximum color [illegible] Wt. [illegible] lbs.
79 U 8110C $3.66

Trail Cover

Live the Old West days. Tear resistant cotton cover fits any wagon 27 in. long or longer. Over 30 in. high. 3 wire hoops included. Shpg. wt. 5 lbs.
79 U 8104C . . $3.77


$5.88
$6.44
$3.33
$16.99
$10.44

Mickey Mouse Scooter

Mickey keeps a steady course on this 3-wheel scooter. Easy steering handle, wood footrest, red steel frame. Colorful plastic figure and [illegible] wheels. 30x31 inches high.
79 U 8804C Wt. 8 lbs. $5.88

Scooter Chief

38x34 in. high with 10-in. ball-bearing wheels and 1½-inch semi-pneumatic tires. Has foot [illegible] rear fender and parking stand. All steel, bright red finish. Shpg. wt. 15 lbs.
79 U 8813C $6.44

Jr. Scooter

31x29 in. high, with 6-in. wheels, ¾-in. molded rubber tires. Convenient parking stand [illegible] Steel [illegible] with bright red finish. Shipping weight 7 lbs.
79 U 8809C $3.33

Speedster

Push pull handle works [illegible] drive. Feet steer [illegible] 12-inch [illegible] Semi-pneumatic tires. Steel [illegible] 35 in. long. Red white trim. Freight truck or [illegible] express. Shpg. wt. 35 lbs.
79 U 8927N $16.99

Bucket-Seater

Work handle back and forth, steer with feet. Tubular steel frame. 34 in. long. 7-in. front wheels with [illegible] tires. [illegible] rear wheels with semi-pneumatic tires. Wt. 17 lbs.
79 U 8932L $10.44

Penneys **FOREMOST** *Bicycle Beauties.*

are built for rugged use

A NEW FOREMOST 26-IN. SUPER DELUXE MIDDLEWEIGHT. Bright chrome-plated "space-weight" steel frame, fenders, rims, handlebars. New dual headlights. Luggage carriers. Flashing dome warning signal on rear, spring-type on front. Instrument panel, horn. Foam rubber-padded vinyl plastic saddle. Bendix coaster brake. Foremost 26 x 1¾-in. nylon cord whitewalls. Flamboyant red, white/gold trim. No down payment, months to pay with Credit Command—see page 79

X 927-0729 A—Boys' model. Shipping weight 56 lbs.*... .. .56.88

B NEW FOREMOST 26-IN. MIDDLEWEIGHT. Our own rugged, hydrogen-brazed "space weight" steel frame with bright chrome-plated fenders, rims, handlebars, truss rods, crank, dual guard rails, spring clip. "Space weight"-design tank has dual headlights, horn, instrument panel, luggage rack. Foremost 26 x 1¾-in. nylon cord whitewall tires. Flamboyant finish—boys' in red with black; girls' in turquoise with white/gold-color trim. Another great Penney value! No down payment

X 927-0703 A—Boys' model. Shipping weight 56 lbs.*

X 927-0711 A—Girls' model. Shipping weight 56 lbs.*

C FOREMOST MIDDLEWEIGHT 26-IN. BICYCLE. Triple-bar cantilever steel frame, bright chrome-plated rims, brake, handlebars. Foremost 1¾-in. whitewall nylon cord tires; two-tone saddle, waterproof top, coil-springs. Twin headlights mounted in tanks, reflector in rear. Ball-bearing pedal. Kick-up parking stand. Coaster brakes for fast stops. Flamboyant finish—red/white trim for boys, blue/white trim for girls.

X 927-0620 A—Boys' model. Shipping weight 52 lbs.*

X 927-0638 A—Girls' model. Shipping weight 52 lbs.*.....34.88

Same as above, but 24-in. model. No down payment.

X 927-0646 A—Boys' model. Shipping weight 48 lbs.*

X 927-0653 A—Girls' model. Shipping weight 48 lbs.*.. ... 34.88

26-IN. FOREMOST BICYCLE VALUE. Flamboyant finish. Bright chrome plated rims, handlebars. 3-bar cantilever for boys, 2-bar for girls. 1¾-in. Foremost nylon cord tires. Coaster brake, kickstand. Red finish for boys; blue finish for girls

X 927-0661 A—Boys', Wt. 49 lbs.*

X 927-0679 A—Girls', Wt. 49 lbs.*. 27.88

Same as above, but 24-in. model.

X 927-0687 A—Boys', Wt. 44 lbs.*

X 927-0695 A—Girls', Wt. 44 lbs.* .27.88

NEW FOREMOST DELUXE CONVERTIBLE. A 20-in. bicycle with all the features of bigger middleweight models. Hydrogen-brazed tubular steel frame. Lustrous, bright chrome-plated fenders, rims, and adjustable handlebars. Front fender headlight. Stamped steel luggage carrier. Foremost white sidewall pneumatic nylon cord tires—20 x 1¾ in. Comfortable waterproof black/white vinyl plastic saddle. Practical—cross bar converts boy's to girl's model. Tank, detachable trainer wheels. Flamboyant blue finish, white trim. No down payment

X 927-0752 A—Shpg. wt. 40 lbs.*.... .32.95

NEW FOREMOST 16-IN. SIDEWALK BICYCLE. Features detachable trainer-wheels for the extra safety and stability that beginners need. Convertible cross bar—to change bike easily from boy's model to girl's model. Handlebars are bright chrome-plated steel—plastic hand-grips for comfort. Large simulated leather saddle. Nylon-bearing 16-in. wheels with 16 x 1¾-in. semi-pneumatic white sidewall rubber tires. Rear reflectors. Shimmering flamboyant finish in red/white. (No coaster brake.) No down payment—see page 79 for complete details

X 927-0976 A—Shpg. wt. 16 lbs.* 15.88

NEW FOREMOST 20-IN. CONVERTIBLE BICYCLE. Designed for boys and girls—just remove the cross bar tank. Strong safety trainer wheels teach beginners, detach when not needed. Coaster brake for easy stopping. Sturdy tubular steel frame is long wearing. Bright chrome-plated adjustable handlebars. Vinyl-plastic covered metal saddle. Streamlined chain guard and fenders. 20 x 1¾-in. semi-pneumatic rubber tires. Durable flamboyant red finish with white trim. No down payment with Credit Command—see page 79 for complete details.

X 927-0737 A—Shpg. wt. 41 lbs.* .22.95

Velocipedes for Vigorous Youngsters

D NEW FOREMOST DELUXE VELOCIPEDE. Double-deck frame with roomy lower platform and easy step-up plate. Ball-bearing front wheel with 1⅝-in. semi-pneumatic white sidewall tires. ¾-in. adjustable bright chrome handlebars, white plastic knuckle guard grips and streamers. Vinyl spring saddle, designed for comfort. New deep fender, new bright chrome truss rods, bow form pedals. Flamboyant turquoise finish with white trim. No down payment—see p. 79.

X 927-0943 A—10-in; 20 lbs.*....11.95

X 927-0950 A—12-in; 21 lbs.*.....12.95

X 927-0968 A—16-in; 27 lbs.*.....14.95

E FOREMOST VALUE-PACKED VELOCIPEDE in heavy gauge 1¼-in. tubular steel with 2-in. head. ¾-in. adjustable white enamel handlebars have red plastic grips and knuckle guards. Ball-bearing front wheel with 1⅝-in. semi-pneumatic tires front and rear. Equipped with newly designed plastic pedals and an adjustable metal saddle. Finished in red enamel with white trim. No down payment with Credit Command—see page 79 for further information

X 927-0877 A—10-in. Wt. 13 lbs.* .6.22

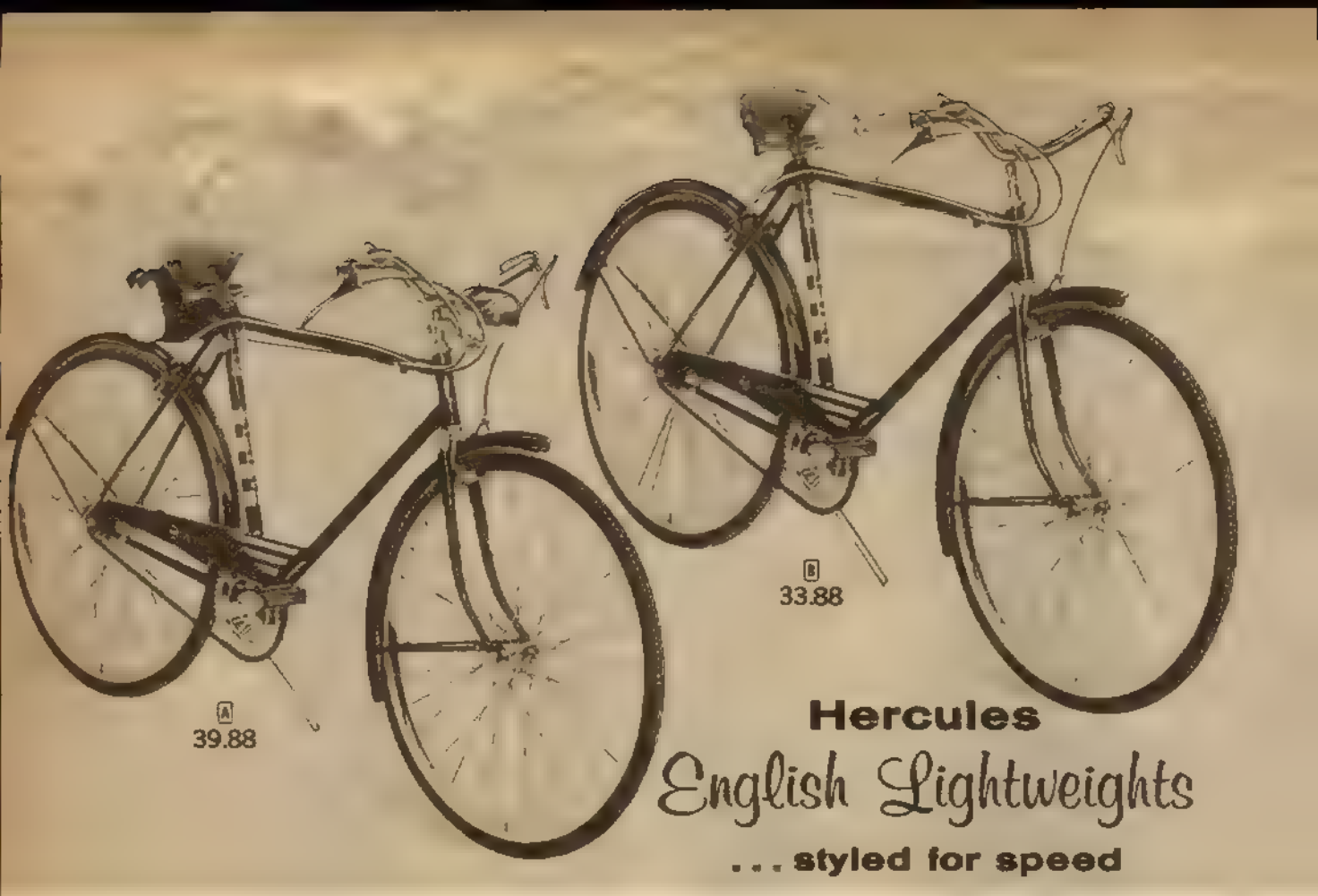
X 927-0885 A—12-in. Wt. 14 lbs.* 7.22

X-927-0893 A—16-in. Wt. 16 lbs.* 9.22

Keep this Catalog to order toys all year—available till Sept. 21, 1964.

See page 534 of Fall Catalog for "How to order bicycles."

***Not mailable—pay shipping charges on delivery.**



- *3-speed gears—add ease to cycling!*
- *Powerful battery-operated headlight!*

A DELUXE 26-IN. HERCULES LIGHTWEIGHT. Features famous Sturmey Archer 3-speed gear shift with trigger handlebar control—takes the work out of climbing hills—gives added speed on straightaways. Hand-operated front and rear caliper brakes—designed for quick, sure stops. Extra strong 26-in. parallel tube steel frame. 1⅜-in. rubber tires, lightweight bright chrome-plated rims. Powerful battery-operated head light for night riding. Uses 2 "D" batteries (not included) ** White rear reflector for added safety at night. Easy riding spring saddle, heavy-duty touring bag. Super streamlined chain guard, sturdy kickstand. Good looking flamboyant baked enamel finish—boys' in ruby red, girls' in sky blue, both with white trim. Imported from England. No down payment—see page 79.

X 927-1339 A—Boys'. Shipping weight 40 lbs.*
X 927-1347 A—Girls' Shipping weight 40 lbs.* 39.88

B HERCULES 26-IN. LIGHTWEIGHT. Famous 3-speed Sturmey Archer gears with trigger handlebar control—flick the trigger to shift from low to normal to high—makes pedaling easier. Front and rear caliper brakes are hand-operated—surer stopping action on both wheels. Strong 26-in. parallel tube steel frame—treated to resist rust, last longer. Lightweight 1⅜-in. rubber tires, bright chrome-plated rims. Comfortable easy-riding saddle, with springs—for a smoother ride even on bumpy roads. Sturdy, streamlined chain guard, kickstand. White rear reflector—helps others see you at night. Rich black enamel finish; sporty white trim. Imported from England. No down payment with Credit Command—see page 79.

X 927-0760 A—Boys'. Shipping weight 40 lbs.*
X 927-0778 A—Girls' Shipping weight 40 lbs.* 33.88

- *Huret Allvit 10-speed Derailleur gears!*
- *Special racing handlebars, pedals, saddle!*

C NEW HERCULES 10-SPEED RACER. Here's the bike that sets a blistering pace on or off the track. Has the Huret Allvit 10-speed Derailleur gear system with double chain wheel. Hand-operated front and rear caliper brakes—for sure power braking. 26-in. parallel tube steel frame, with extra strength for racing—specially treated before enamelling for rust resistance and longer life. Maes racing handlebars, steel racing pedals, leather racing saddle, 21-in. seat mast. 1⅜-in. lightweight whitewall rubber tires, bright chrome-plated rims. Durable kickstand. Flamboyant gold-color baked enamel finish with sharp white trim. A fine quality English import at Penney's great value low price. No down payment—see page 79 for details about Credit Command.

X 927-1321 A—Boys' model only. Shipping weight 40 lbs.* 56.88

CHOOSE ANY BICYCLE
SHOWN ON THESE TWO PAGES
NO DOWN PAYMENT . . . $5 MONTHLY

Fully equipped 10-speed racer

* Not mailable—pay shipping on delivery.
Buy anything in this catalog
with Credit Command—see page 79.

** Order batteries at bottom of page 118.

Dolls

so sweet and cuddly made-to-be-loved dolls

1 8-IN. LI'L DEAR DOLL. A real darling—with cuddle-soft, stuffed body, adorable plastic face, pink cheeks, little smile. Wears a pink dotted robe, with tassle tie belt
X 921-0808 A—Shpg. wt. 1 lb. 2.77

2 BOY TWIN DOLL. 8-in. boy-doll, matches girl twin. Stuffed kapok body makes him soft and cuddly. Vinyl arms, legs and head with rooted Saran hair. The cute little face has sleeping eyes, handsome features. Dressed in cotton jersey topper set and saucy tam. A darling Li'l Dear
X 921-0816 A—Shpg. wt. 1 lb. . 3.47

3 GIRL TWIN DOLL. 8-in. girl-doll matches boy twin doll. Stuffed kapok body, vinyl arms, legs and face. Rooted hair has a real baby look. Adorable face with bright eyes that close. Li'l Dear baby girl wears a cotton jersey topper, trimmed with lace.
X 921-0824—Shpg. wt. 1 lb. . 3.47

4 BLUE JERSEY SLEEPER OUTFIT. Fits Li'l Dears [1] [2] [3]. Little girls love to change their dolly's clothes, and this tiny knit sleeper is made just like a real baby's outfit
X 921-0832 A—Shpg. wt. 8 oz. 1.19

5 TOPPER SET FOR L'IL DEARS. Fits dolls [1] [2] and [3]. Sleeveless cotton topper, matching panties trimmed with delicate lace. Matching pompon-trim booties. Asst. pastels.
X 921-2895 A—Shpg. wt. 8 oz. . 1.19

6 "LITTLE TOO-DEAR" DOLL. 17-in. vinyl doll with pert little girl face. Big open-and-shut eyes, sweet little pink mouth, rosy cheeks. She's dressed in a striped denim topper with pompon trim. Under this, she is wearing snug cotton jersey leotards. An adorable gift anytime
X 921-0840 A. Wt. 3 lbs. 11 oz. 8.97

exquisite dolls by madame alexander

7 CUDDLY "KITTEN" DOLL. An armful of huggable softness, "Kitten" has a soft vinyl face, arms and legs. Her kapok filled body makes her lightweight. The darling dimpled face has thick-lashed closing eyes, lustrous rooted hair styled in a wispy baby fashion. Little "Kitten" actually looks as if she were alive. She wears a lace-trimmed nylon tricot wrapper with tiny front buttons, white cotton flannel diaper. Key in back to wind up moving version of "Kitten". Wt. 1 lb. 10 oz.
X 921-0865 A—Moving Doll . 7.97
X 921-0857 A—Non-Moving Doll . 6.27

8 to 10 FAMOUS LITTLE WOMEN. Louisa May Alcott's storybook heroines come to life. 8-in. plastic bodies of finest quality—look like porcelain. Mme. Alexander's meticulous attention to small details makes these dolls real treasures. Their knees are jointed so that they can sit gracefully. Moving eyes, lashes and patented wigs are almost indestructible. Dressed in period costumes. Each doll is fully dressed, with cotton pantalettes, crinolines, socks, shoes. Wt. 10 oz.

[8] **Jo.** Polished cotton print jumper, solid color apron, organdy blouse
X 921-0881 A. 6.27

[9] **Beth.** Tiny polka dot cotton dress with dainty lace-trim pinafore.
X 921-0873 A 6.27

[10] **Amy.** Embossed cotton dress with ruffled eyelet-embroidered pinafore
X 921-0899 A 6.27

Tammy, her family—plus fashion outfits

11 TAMMY. 12 in. high—perfect image of today's teen-ager. Made of sturdy plastic with movable arms, legs, head. Stylishly teased hairdo wears playsuit, white sneakers.
X 921-0915 A—Shpg. wt. 12 oz. . . 1.99

12 FATHER DOLL. Tammy's dad is tall, handsome. Made of polyethylene. Vinyl arms, legs, head move. Wears slacks, shirt. 12⅜ in
X 921-1087 A—Shpg. wt. 10 oz. . . 2.77

13 MOTHER DOLL. Tammy's mother is 12⅜ in. high, made of polyethylene with vinyl arms, legs and head that move. Wears a print housedress
X 921-1079 A. Shpg. wt. 10 oz. . . 2.77

14 BROTHER TED. 12⅜-in. high, pliable polyethylene body, vinyl legs, arms, head. Ted wears shorts and T-shirt
X 921-1061 A. Shpg. wt. 10 oz. . . . 2.38

15 PEPPER DOLL. 10-in. little sister has polyethylene body, vinyl legs, head and arms. Pert pixie face. She wears a playsuit
X 921-1053 A—Shpg. wt. 8 oz. . . 1.87

Tammy's outfits are well sewn, finely detailed; they also fit her mother.

16 PUDDLE JUMPER. Chesterfield raincoat and scarf, vinyl pocketbook and boots
X 921-1020 A—Outfit only. Wt. 3 oz. 1.97

17 PARTY DRESS. Brocade sheath; rayon velvet stole; mock-pearl necklace. Outfit only
X 921-0998 A—Shpg. wt. 2 oz. . . 1.57

18 WALKING HER PET. Plastic skirt, wool plaid top; sheer red headscarf, gilt heart, red shoulder bag, shoes. Outfit only
X 921-1038 A—Shpg. wt. 3 oz. . . 1.99

19 PICNIC PARTY. Striped cotton knit shirt, clam digger pants, sneakers, sunglasses, head-band. Outfit only. Shpg. wt. 3 oz.
X 921-1012 A . 2.17

20 SLEEPYTIME OUTFIT. Checked lace-trim pajama tops, pantaloon bottoms, slippers. Comb and curlers. Outfit only.
X 921-1046 A—Shpg. wt. 3 oz. 1.44

21 LINGERIE OUTFIT. Crisp nylon sheer petticoat, lace-trim panties and bra; comb, brush, vanity mirror, slippers. Outfit only
X 921-1004 A. Shpg. wt. 3 oz. 1.44

22 PEPPER'S PARTY DRESS. Sleeveless rayon velvet top, bouffant nylon skirt trimmed with velvet ribbons. Outfit only
X 921-0956 A—Shpg. wt. 2 oz. 1.57

23 PEPPER'S PAJAMA. 2-pc. cotton flannel set, clam-digger pants, printed top
X 921-0964 A—Outfit only. Wt. 2 oz. . 87c

24 PEPPER'S COAT AND HAT. Braid-trim coat with white "fur" collar and hat.
X 921-0972 A—Outfit only. Wt. 2 oz. 1.57

25 PEPPER'S SLACKS AND SWEATER. Cotton flannel slacks, short-sleeve knit sweater
X 921-0980 A—Outfit only. Wt. 2 oz. . 1.28

Ted and Father can wear same clothes.

26 TED'S BLAZER OUTFIT. Includes red blazer, slacks, tie, cap. Outfit only.
X 921-0923 A—Shpg. wt. 3 oz. . 2.67

27 TED'S SPORT OUTFIT. Includes sport shirt and slacks. Outfit only
X 921-0931 A—Shpg. wt. 3 oz. . . 1.57

28 FATHER'S SUIT. Ted can borrow it, of course, for it fits him! Outfit only
X 921-0949 A. Shpg. wt. 8 oz. 2.44

29 FASHION DOLL TRUNK. Smart trunk holds any one of the fashion dolls, plus all her wonderful wardrobe and accessories. Fitted with drawers, hanging-rods, hangers; packable on both sides. Comes in black or ivory—sorry no color choice. Trunk only
X 921-0907 A—Shpg. wt. 1 lb. 4 oz. 2.87

15 Pepper 1.87

14 Brother Ted 2.38

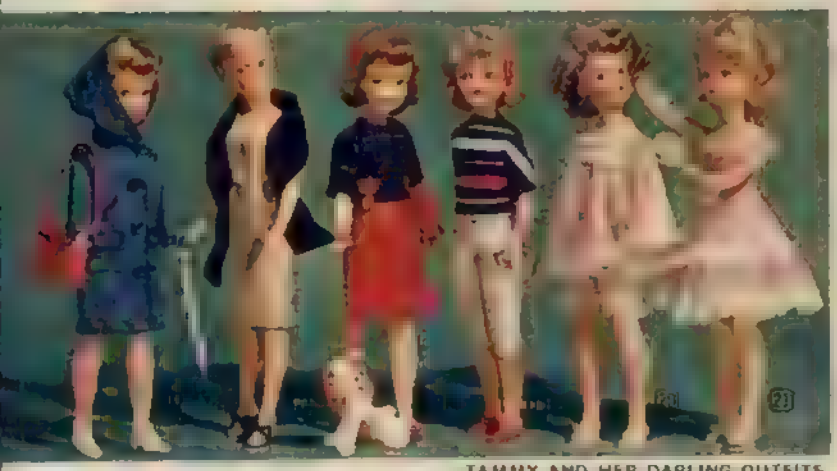
13 Mother 2.77

12 Father 2.77

11 Tammy 1.99

IDEAL

Tammy®
and her family



TAMMY AND HER DARLING OUTFITS

29 2.87

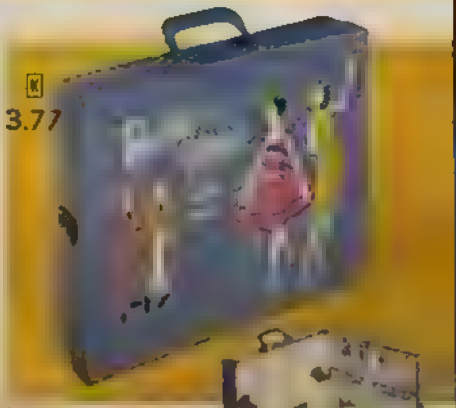
PEPPER'S ADORABLE OUTFITS

DAD AND TED'S OUTFITS

Save this catalog order toys all year

Barbie, her friends, and costumes by

what a busy life for Barbie!



See other exciting Barbie accessories on pages 4 and 144 of this catalog

The THUMBELINA

Dolls by IDEAL

[3] $1.67

[2] $1.89

[5] $3.33

[6] $2.67

$3.42 [7]

[1]

$5.99

Tiny Thumbelina wiggles 'n stretches

1 **She's 14 inches long.** Just wait till she sees the bath! She makes delicate movements with head, arms, legs. Cotton body. Rooted Saran hair. Wears lace-trimmed cotton organdy dress, cotton slip, diaper and bootees.
49 U 3211—Shipping weight 1 lb. 8 oz. $5.99

Busy Tiny Thumbelina needs several Outfits

2 **Pajama Set.** Pretty pajamas for sleepy time hours. Hot water bottle to keep feet warm. Cotton terrycloth animal for a bedtime companion. No doll.
49 U 3046. Wt. 6 oz. $1.99

3 **Sleeper Set.** "This is what I wear when I keep in my hammock." Sleeping gown, matching cap, a rattle to sound a gay rat-a-tat-tat. No doll.
49 U 3047—Wt. 6 oz. $1.67

4 **Creeper Set.** Now what little mother could resist! Tiny in this crawling coverall set, bootees. Three cute designs for washday use. No doll.
49 U 3242. Wt. 6 oz. $1.99

5 **Prom Suit.** And this keeps me warm on chilly days." 2-pc. suit with attached hood, bootees, 2 hangers. No doll.
49 U 3244. Wt. 7 oz. $3.33

6 **Knit Suit.** Take Tiny for a walk in this cotton knitted suit, matching scarf, bootees, rattle. Doll not included.
49 U 3049. Wt. 6 oz. $2.67

7 **Christening Dress** made of cotton organdy, trimmed with lace, plus petticoat, bonnet and bootees. No doll.
49 U 3048. Wt. 6 oz. $3.42

Here's everything needed to keep Tiny Thumbelina happy and healthy

8 **Rocking Crib.** Nestle Tiny in this crib you can rock her to sleep. Lacy heart design, decorations, soft pad. Plastic 19x11x14 in. high overall. Shipping wt. 5 lbs.
79 U 9209C $2.97

9 **Carrying Case** in imitation calf leather. Inside has heart print lining. Includes crutches rack and 5 plastic hangers, roomy accessory drawer. 13x11x4 in. high. Doll not included. Shipping wt. 2 lbs. 11 oz.
49 U 9208 $2.97

10 **Pump and Bath Set** to keep little Tiny looking her prettiest. Contains oil and Q-Tips, washcloth, talc, sponge, soap, towel, comb and brush and scissors. Shipping weight 5 ounces.
49 U 9218 . 79c

11 **Feed and Formula Set.** 4-sectioned heart shaped feeding tray, orange squeezer, feeding spoon, 2 milk bottles, sterilizer rack and double measuring cup and spoon. Plastic. Shipping wt. 7 oz.
49 U 9226 $1.49

12 **Check-up Table** has a little book top, 7 pockets, store hypo, scissors, thermometer, tongue depressor, tweezers, comb, brush. Plastic. 19x10x11 in. high. Shipping weight 3 pounds.
79 U 9217C $2.97

13 **Play Pen** keeps Tiny Thumbelina from getting into mischief. Steel frame with nylon net. Hardboard floor in colorful enamel finish, pad. 19x38x14 in. high. Ships at 4 lbs.
79 U 9214C $2.99

GIRLS

More like real live babies

Thumbelina . . she cries
Wind her . . she wriggles **$11.99**

She is 17 inches long. Hold her . . . soft . . . Dress . . . Rooted . . . head . . . arms . . . cotton cloth body . . . with plastic foam. Has her . . . bottle, . . . and diaper . . .
49 U 3004 . . . Shipping weight 4 lbs. 6 oz. $11.99

Thumbelina cries, wriggles
'til you pick her up

$13.44

About 20 inches long. . . . Just . . . wriggles . . . Thumbelina . . . and . . . Rooted . . . head . . . and . . . Has . . . Sizes . . . Sears
49 U 3006 . . . Shipping weight 4 lbs. $13.44

Lullabye Baby

Moves like a baby as music box plays

$4.89

Stretches and twists . . seems almost alive. Just wind key in her back . . imported Swiss music box in her body plays Brahm's Lullaby. Music box animates doll . . she moves her head and body just like a real life baby. Doll made of vinyl plastic, fully jointed. Bent fingers form a fist. Hair is rooted . . styled in wispy baby hairdo that's easy to comb. Dressed in striped cotton flannel sleeping outfit with matching striped stocking cap.
49 U 3003 Wt. 1 lb. 8 oz. $4.89

Thirstee Cry-Baby

Bottle changes her tune

$14.66 without battery

Hungry, she cries . . fed, she gurgles happily. Record player in body has about 1 minute crying, 12 seconds gurgling. Push button in back and she cries. Put "Carnation" bottle to mouth and she gurgles. When she stops gurgling, mechanism moves needle back to start. Dressed in shirt, diaper, blanket. Has 2-pc. cotton pajamas, lace trim. About 21 inches long. Order 1 "D" battery below.
49 U 3044—Wt. 4 lbs. $14.66

"D" Battery. Wt. ea. 4 oz.
49 U 4660—Each 16c; 4 for 60c

Crying, go-to-sleep Dolls $4.99 each

Cry voice like a real baby. Soft-to-hug cotton-stuffed cloth body has vinyl arms and legs. Rooted pixie hair fringes her lifelike vinyl face. 20 in. long. Dressed 3 ways for your choice.

1 In cotton romper with rickrack trim. Matching panties, bootees.
Shpg. wt. 2 lbs. 8 oz.
49 U 3053 . . . . . $4.99

2 In 2-pc. cotton gabardine snowsuit, bonnet. Shirt, panties, socks, bootees.
Shpg. wt. 2 lbs. 8 oz.
49 U 3054 . . . . . $4.99

3 In dress, hat. Ship
Shpg. wt. 2 lbs. 8 oz.
49 U 3055 $4.99

Two of a kind mean

Twice the Fun

Girl or Boy
$2.99 each

We drink, wet and hold our bottles

Wide-eyed sister and brother play together and with you. Each is 14 in. tall. Jointed plastic body, vinyl head, arms, and legs. Go-to-sleep eyes. Rooted hair you can comb.

Little Girl Twin. Dress, panties, socks, shoes.
49 U 3085—Shpg. wt. 2 lbs. 4 oz.... $2.99

Little Boy Twin. Suit, cap, socks, shoes.
49 U 3084—Shpg. wt. 2 lbs. 4 oz.... $2.99

Bareskin Baby on Rug

$3.99

This lovable baby has just had her bath and she's oh-so-comfortable on a fuzzy simulated bear-skin rug. She's all vinyl with jointed head, arms and waist for natural baby poses. Carefully sculptured to look like real baby. Her eyes open for play, close for naptime. About 14 inches.
49 U 3011—Wt. 2 lbs. 12 oz... $3.99

Bareskin Baby with wardrobe $7.99

This 14-in. bareskin baby has her own wardrobe of slack outfit, dress, pajamas, white pants and shirt, diaper and pin. Also soap, sponge, rattle, 3 hangers. She's sent to you lying on her own simulated bear-skin rug, and in a trunk. Jointed waist, head, arms on vinyl body. Go-to-sleep eyes.
49 U 3087—Shipping weight 3 lbs.....$7.99

Toddler Twins with 3 outfits $5.99 set

Bob and Betty . . 10 inches of charming toddler. Each has a wardrobe of playsuit, pajamas and dress-up wear. Betty has rooted hair you can comb. Bob wears a natty beret. Both have go-to-sleep eyes. Vinyl bodies, jointed arms, legs, head. In carrying case.
49 U 3441—Shipping weight 2 lbs. Set $5.99

Happy and Nappy playmates $7.99 set

Pert 'n perky Happy is wide awake. Cuddly Nappy's oh-so-sleepy. 17 inch infants with wispy rooted hair. Dressed alike in long dresses, panties, knit bootees. Jointed vinyl bodies. Go to sleep eyes.
49 U 3086—Shipping weight 5 lbs. Set $7.99

Baby Twins drink and wet $3.97 set

They're bright and alert identical twins, wrapped together in a soft, warm blanket that ties with a pretty wide ribbon. Each is 12 in. tall, wears its own sacque and holds a nursing bottle. Smooth jointed vinyl bodies. Carefully sculptured face and hair look almost real. Go-to-sleep eyes.
49 U 3029—Shipping weight 1 lb. 8 oz. Set $3.97

kits for junior *Medics*

A Dr. Kildare Doctor Bag 1.67

B Doctor Bag with Smock 3.47

C "Tammy" Nurse Bag 1.67

D Nurse Medical Cart Kit 2.47

let's *dress up* like mom

E

Real glamour-clothes

Imitation fur stole, high heels, pearls, orchid—plus 3 high-fashion vinyl wigs 3.99

A to C **MAKE-BELIEVE DOCTOR AND NURSE BAGS.** Time really flies when children play "hospital"—one of the all-time-favorite activities with youngsters everywhere. Penneys tops off their playing enjoyment with exciting medical kits—each packed with plastic, safety-designed miniatures of real instruments: stethoscope, microscope, head reflector, eye and ear tester, reflex hammer, wash bowl, dental mirror, spectacles, spoon hypodermic, thermometer, paper "X-ray" film, 2 boxes of candy pills, 8 Band-Aids, 6 tongue depressors, a box of cotton, hospital guide medical emblem, medical sheet

(A) 34-Piece Dr. Kildare Doctor Bag. Handsome polyethylene case has label of TV's famous Dr. Kildare—contains all instruments listed above, plus blood pressure gauge.
X 921-1327 A—Shipping weight 1 lb. 4 oz. 1.67

(B) Deluxe Doctor Bag with Smock. Penneys finest playtime doctor kit. Has 47 pieces in all, features a professional-looking doctor's smock and face mask of washable cotton. Handsome vinyl bag contains all instruments listed above, plus blood pressure gauge, 3 ointment jars, wrist watch, 2 jars of candy pills, 2 empty bottles, oval pillbox with eye dropper, hemostat clamp, scalpel, tweezers
X 921-1293 A—Shipping weight 1 lb. 3.47

(C) 38-Piece "Tammy" Nurse Bag. Ideal for little nurses. Sturdy polyethylene bag comes with nurse cap, arm band, 3 plastic jars, wrist watch, all instruments above.
X 921-1319 A—Shipping weight 1 lb. 4 oz. 1.67

D **NURSE'S MEDICAL CART AND BAG.** What fun! Now she can wheel around her supplies on a realistic medical cart with a removable tray. Set includes polyethylene bag, plastic eye and ear tester, hypodermic, spoon, reflex hammer, spectacles, wash bowl, thermometer, stethoscope, long stem beaker, 2 vials of candy pills, box of cotton, hospital guide. Plastic cart is 13⅞ x 9 x 5 in. high
X 921-1301 A—Shipping weight 1 lb. 4 oz. 2.47

E **PLAYTIME DRESS-UP SET WITH WIGS.** Now every little girl can dress up just like mother with glamour clothes all her own—rayon plush stole, looks like fur, beautiful high heels, "pearls," even an orchid. She can "change" her hair color in a jiffy too, with 3 high-fashion vinyl wigs in shades of blonde, redhead, and brunette. A truly unique ensemble. Accessories of plastic
X 921-1251 A—Shipping weight 2 lbs. 3.99

F **KING-SIZE FURNISHED COLONIAL MANSION.** Here's the doll house that little girls dream about—a charming Colonial-style mansion that's almost 4 feet long, made of lithographed steel. Among its many true-to-life details are simulated wrought-iron front entranceway, removable shutters, even a see-through jalousie-type window. Inside, there are seven rooms—living room-dining room combination, den, modern kitchen, and laundry room on the first floor; master bedroom, bathroom, and nursery on the second floor, plus a handsome sun deck. And look—mansion comes complete with plastic furniture and accessories for every room, plus a family of 4 plastic dolls. Assembles easily. 45 x 15 x 19 in. high. Semi-mailable—see page 81
X 921-1343 A Shpg. wt. 12 lbs Compare 9.88

H **FURNISHED RANCH-STYLE DOLL HOUSE.** See its true "ranch" styling—long, low, rambling—sure to thrill make-believe home-owners. Durable lithographed steel doll house has 4 spacious rooms—living room-dining room, kitchen, bedroom, bathroom, plus covered patio. Includes complete set of attractive plastic furniture for every room, plus patio and back-yard barbecue. Assembles easily
X 921-1335 A—Wt. 7 lbs. 33 x 9 x 10 in. high ..... Set 3.84

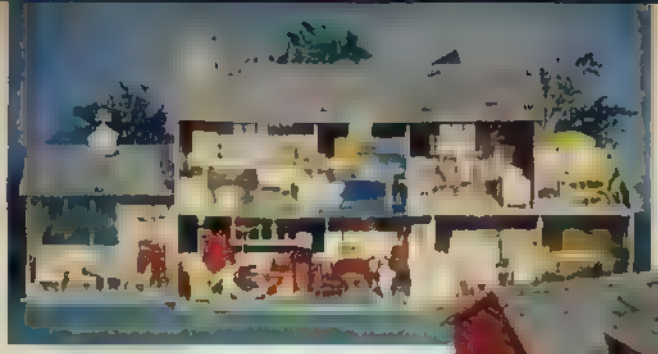
J **FURNISHED COLONIAL DOLL HOUSE.** Here's authentic Colonial-style architecture—right down to the unique "wrought-iron" posts and chain of sturdy plastic. Colorful lithographed steel house has living room-dining room, kitchen, carport downstairs, bedroom, nursery, bathroom upstairs. With plastic furniture. Assembles easily
X 921-1350 A—Wt. 7 lbs. 28 x 15 x 16 in. high .... Set 4.84

K **BIG "CRAWL-IN" PLAYHOUSE.** It's almost 4 feet high, and big enough to hold 3 children at once. Durable corrugated fiberboard playhouse is brightly colored, gaily styled with double doors that swing in and out, two reinforced windows, even a mail chute. Children can use it indoors or out. Mom can fold it flat in a jiffy for storage. Complete with convenient snap-on plastic straps
X 921-1269 A—Wt. 8 lbs. 6 oz. 40 x 30 x 45 in. high ... 3.87

L **DELUXE SUPERMARKET WITH TELEPHONE.** Hours and hours of fun for children who enjoy playing "store." Durably built corrugated fiberboard market has enough room inside for a couple of junior clerks. Complete with counter and display shelves, plastic telephone, brand name miniature packages, play "money," a clock with movable hands. Assembles easily, quickly
X 921-1277 A—Wt. 8 lbs. 34 x 22½ x 64½ in. high. Set 3.87

Save this Catalog—order toys the year 'round

king-size Doll Houses



- Almost 4 feet long
- Lithographed steel
- 7 rooms, sun deck
- Removable shutters
- See-through windows
- Lots of furniture
- Family of 4 dolls

G only **9.88**

K Crawl in playhouse **3.87**

Doll houses of durable steel—complete with plastic furniture!

H 4-room ranch with furniture **3.84**

L Deluxe supermarket **3.87**

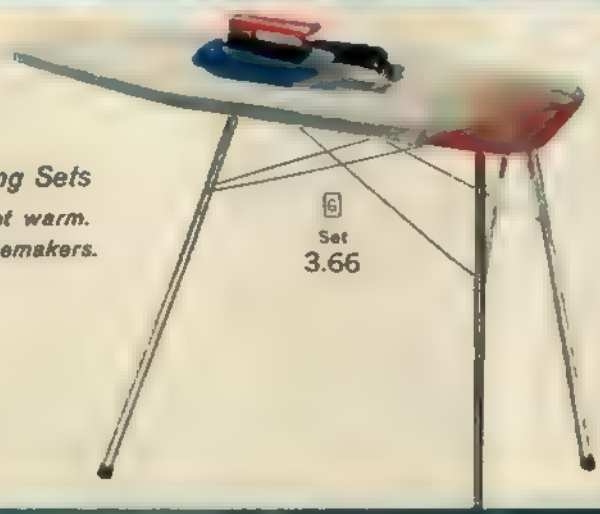
J 5-room colonial with furniture **4.84**

all-steel play kitchen . . .

Just Like Mom's

Realistic Ironing Sets

Irons actually get warm.
Fun for little homemakers.



E Set 4.66

explore *New Vistas* — space travel to cartoon fun . .

Kodak

[A] 15.77

[A] KODAK BROWNIE SUPER 27 OUTFIT Ready to snap pictures the minute you open the box. Built-in hide-away flash holder. Color-corrected f/8 Kodar lens. 2-position focusing for sharp closeups, distance shots. 2-speed shutter, 1/40 and 1/90 second. Can't take double exposures. Extra large optical view-finder. Set incl. camera, neck strap, 2 batteries, 4 AG-1 bulbs, roll of 127 film, instructions. Attractively gift boxed.

X 918-2445 A—Complete outfit. Wt. 1 lb. 4 oz. . . . 15.77

X 918-2478 A—Black Texan plastic case. Wt. 8 oz. . 2.44

Imperial

[B] 3.67

[B] SATELLITE II FLASH CAMERA OUTFIT Picture-taking fun for the whole family. Outfit includes Imperial Satellite II 3-way camera, flash attachment, 2 batteries, 2 M-2 flash bulbs, 1 roll of 127 film. Takes 12 beautiful color slides, 12 jumbo color prints or 12 black and whites on 127 film. Shipping weight 1 lb.

X 918-6081 A—Satellite flash camera outfit . . . 3.67

X 918-2478 A—Texan plastic case. Wt. 8 oz. . . . 2.44

PAID PROCESSING

[C] Low As 1.37 in lot of 3

SAVE THIS CATALOG to order the year 'round

[C] KODAK FILM WITH PROCESSING. Buy in lots of 3 and save! Price includes Kodak film and processing by selected laboratories. (Please do not send film to J. C. Penney Co.) Slides returned in 2 x 2 in. cardboard mounts, movie film on reels; print sizes as shown on package.

Film Size and Name	Catalog Number	Ea When You Buy 3	Ea Roll
Color Film for Slides			
20-exp. 35MM Kodachrome II	X 918-1181 A	2.64	2.79
12-exp. #127 Ektachrome X	X 918-1306 A	2.21	2.44
Black and White Film for Prints			
12-exp. #127 Verichrome Pan	X 918-1355 A	1.37	1.59
12-exp. #620 Verichrome Pan	X 918-1371 A	1.37	1.59
8MM Color Film for Movies			
25' roll Kodachrome IIDL*	X 918-1297 A	3.24	3.44
25' roll Kodachrome IIA**	X 918-1215 A	3.24	3.44

*DL = outdoor type film. **A = indoor type film

[D] VIEW MASTER STEREO REEL PACKETS. Enjoy the exciting adventures of your favorite hero, see the beauty of our states, parks, faraway lands. Each pack contains three full-color stereo 3-D reels (a total of 21 scenes). Those titles marked with asterisk (*) contain an interesting story booklet. State title number-and-name when you order.

X 918-6073 B—One title (3-reel packet). Postpaid. 1.25

SIX BRAND NEW 1963 RELEASES

67—*Sword in Stone
68—*Goldilocks & 3 Bears
69—*Flash Gordon
70—*Beetle Bailey
71—*Deputy Dawg
72—*Cartoon Carnival

Beginners' Bookshelf
39—*ABC Circus
37—*1 2 3 Farm
32—*Mother Goose Rhymes

Fairy Tales
17—*Snow White
18—*Cinderella
21—*Wizard of Oz
23—*Little Red Riding Hood
25—*Alice in Wonderland

Christmas Stories
22—*Christmas Story
24—*Night Before Christmas
35—*Birth of Jesus

Cartoons
02—*Huckleberry Hound/Yogi Bear
03—*The Flintstones
05—*Casper Friendly Ghost
06—*Bullwinkle
07—*Top Cat
08—*Bugs Bunny
15—*Popeye (new)
16—*Quick Draw McGraw
28—*Popeye
29—*Woody Woodpecker
30—*Tom and Jerry
31—*Mighty Mouse

Disneyland
41—Fantasyland
42—Adventureland
43—Tomorrowland
44—Frontierland

Walt Disney Stories
04—*101 Dalmations
09—*Lady and Tramp
12—*Bambi
13—*Donald Duck
14—*Babes in Toyland
19—*Sleeping Beauty
26—*Mickey Mouse
33—*Peter Pan

Adventure Stories
10—*Lassie and Timmy
20—*F.B.I. Agent
40—*Prehistoric Animals

Educational
01—*America's Man in Space
11—*7 Wonders of the World
34—*Wonders of the Deep
36—*Moon Rockets, Missiles
37—*Children's Zoo
38—*Wild Animals of World

U.S. Travel
45—Grand Canyon
46—Yellowstone Park
47—*Scenic U.S.A.
48—*Washington, D.C.
49—Niagara Falls
50—*Hawaii
51—New York City
52—San Francisco
54—*Marineland—Pacific
55—Mt. Rushmore
56—Great Smokey Mts.
59—*Alaska
61—*United Nations

Foreign Travel
53—*Modern Israel
57—*Canada
58—*Germany
60—*Mexico
62—*Japan
63—Paris
64—*Italy
65—*Louvre Paintings
66—*Louvre Sculpture

[E] VIEW MASTER STEREO VIEWER. Sawyer's most popular viewer—and no wonder! It's so easy to use. Simply insert reel in slot, hold viewer toward any light source, and enjoy all the rich color of 3-D stereo viewing. Fingertip lever advances slides in a second. Sturdy high-impact plastic case. Includes one special 7-scene Preview reel.

X 918-6024 A—Viewer with reel. Shipping weight 10 oz. 1.54

[EE] View-Master Preview Gift Pack. Includes stereo viewer [E], above, plus 7-reel pack of colorful 3-D stereo pictures (a total of 49 related pictures on one topic). Attractively boxed—it's a welcome gift. Choose one title: 01 Fairy Tales; 03 Western Adventures; 04 Disney Favorites, 05 Cartoon Favorites. State title number-and-name.

X 918-6008 B—Preview Pack. Shipping weight 1 lb. 3.67

[G] VIEW MASTER LIGHTED STEREO VIEWER. So convenient—use it any time, any place. Simply touch large, sensitive light bar to see View-Master slides at their color-rich best. Illumination brings out the best of stereo viewing. Rugged case of high-impact plastic. Operates on 2 "C" batteries (order below). With special 7-scene reel.

X 918-6032 A—Deluxe viewer with reel. Shipping weight 10 oz. 3.54

X 858-0086 A—"C" batteries. Shipping weight 3 oz. . . . . Pkg./ 2 for 29c

[GG] View-Master Deluxe Gift Pack. Includes lighted stereo viewer [G] above, 2 batteries, plus 7-reel pack of full-color 3-D stereo slides (a total of 49 related pictures on one topic). In attractive gift box. Choose one title: 01 Fairy Tales; 03 Western Adventures, 04 Disney Favorites, 05 Cartoon Favorites. State title number-and-name.

X 918-6016 B—Deluxe Pack. Shipping weight 2 lbs. 5.74

Transformer. (Not shown.) Converts viewer [G] for use with ordinary household current. Uses 110-120 volts. AC—UL listed.

X 918-0910 A—Shipping weight 3 oz. 2.65

[H] VIEW MASTER STANDARD PROJECTOR. Ideal for family viewing, children's parties, any group viewing. Table-top projector projects View-Master reels on screen . . . in two dimensions, no stereo. Easy to operate, even for children—easy-to-use lever changes scenes. Projects a sharp, brilliant image up to 22 in. wide. Durable plastic. Operates on 110-120 volts. AC—UL listed. With 30-watt projection bulb.

X 918-6057 A—Projector. Shipping weight 4 lbs. 8 oz. 9.47

X 918-6099 A—30-watt replacement bulb. Shipping weight 2 oz. 97c

[J] TABLE-TOP SCREEN. Fine-grain glass-beaded screen for bright, crisp image. Sturdy spring-wire easel supports screen. Set it on a table, hang it on a wall. It's washable, flame- and mildew-resistant. Rolls together for easy storage. Measures 24 x 24 in.

X 918-5612 A—Shipping weight 4 lbs. 2.47

[K] VIEW-MASTER LIBRARY BOX. Compact, convenient. Dustproof box holds viewer plus dozens of reels. Attractive beige/brown tones in rugged plastic.

X 918-6065 A—Shipping weight 2 lbs. 1.97

[L] WALT DISNEY THEATER. Designed to delight any child. Miniature cartoon theater stars famous Disney cartoon characters—Donald Duck, Mickey Mouse, Bambi, plus other children's favorites. Includes 10 reels of full-color slides (a total of 140 pictures). Junior-size electric projector with 30-watt lamp and amazingly sharp F/3 Luma-Ray lens—shows color slides in two dimensions. (Can be used for any View-Master reels.) Projector of durable plastic and metal on no-mar legs. Designed especially for children—so easy to use. Just flip lever to advance picture. No moving parts, no sharp edges to injure little hands. Uses 110-120 volts, AC—UL listed. Also includes 2 screenettes—one with indoor background, the other with make-believe out-door drive-in background. With 5½-ft. cord, instructions. Nicely gift boxed.

X 918-6040 A—Disney Theater. Shipping weight 4 lbs. . . . 8.54

...all through the magic of VIEW-MASTER®

All items available till Sept. 21, 1964

children's watches

BARBIE WATCH Beautiful watch is bound to thrill any little girl. Barbie, the popular character doll, is colorfully pictured on the face of the watch. Light blue enamel border with twelve gleaming numerals encircles the face. Fashionable styling with matching light blue suede strap. Petite case is finished with gleaming gold-color metal top and non-corrosive back. Price includes 10% F.E.T.
X 644-0283 A—Shpg. wt. 6 oz. . . . 8.95

BALLERINA WATCH Delightfully feminine watch for little girls. Gaily colored ballerina gracefully posed on the pastel pink face. Unbreakable mainspring. Twelve numeral dial is easy to read. Gold-color metal top case with non-corrosive back. Pale blue suede strap. Price includes 10% F.E.T.
X 644-0291 A—Shpg. wt. 6 oz. 8.95

CINDERELLA WATCH Handsomely packaged with lovely ceramic Cinderella figurine. Watch has rugged shock-resistant movement with unbreakable mainspring. Delicate pink hands and numerals. Silver-color metal top case, non-corrosive back. Pink leather strap. Price includes 10% F.E.T.
X 644-7965 A—Postage is prepaid . . . 7.65

ALL STAR BASEBALL WATCH All-star gold-engraved baseball motif on face. Shock resistant, with unbreakable mainspring. Black dial has twelve numerals. Chrome-plated top case. Matching expansion band. Non-corrosive back. Price includes 10% F.E.T.
X 644-0325 A—Wt. 6 oz. . 7.44

ZORRO WRIST WATCH Displayed on fed leather of Zorro's hat. Shock resistant with unbreakable mainspring. Black dial with white hands and numerals. Chrome-plated top case, non-corrosive back. Black leather strap. Price includes 10% F.E.T. Postage is prepaid.
X 644-7957 A . . . 7.65

YOGI BEAR WATCH Features full color picture of popular TV character Yogi Bear, on the dial. Anti-magnetic and shock resistant. White dial has twelve numerals. Handsome chrome-plated top case. Matching expansion band. Price includes 10% F.E.T.
X 644-0333 A—Shpg. wt. 6 oz. 7.44

TIME TEACHER WATCH. Children enjoy this quick way of telling time. White hand matches white hour numerals, blue hand minute numerals. Color squares teach correct sequence. Shock resistant, anti-magnetic. Silver-color metal case and expansion band. Price incl. 10% F.E.T.
X 644-0424 A—Shpg. wt. 6 oz. 7.44

Bercona watches for children and teens

(1) (2) **BERCONA YOUNGSTERS' SPORT WATCH.** Simple, modern styling makes this watch suitable for both boys and girls. Rugged construction with shock resistant Swiss movement. Watch is anti-magnetic with unbreakable mainspring and crystal. Full numeral dial. Luminous hands and hour dots. Sweep second hand. Gleaming chrome-plated top case with non-corrosive back. Handsome matching expansion bracelet. Select watch with either black or white dial. Price includes 10% F.E.T. 6 oz.
X 644-0754 A—Black dial
X 644-0762 A—White dial . 7.65

Same as above, but with leather strap
X 644-0432 A—Black dial
X 644-0440 A—White dial 6.99

(3) **BERCONA "TEEN" WATCH FOR BOYS** Perfect for active teenagers. Features fine, Swiss movement with unbreakable mainspring. Anti-magnetic and shock resistant. Full numeral dial with sweep second hand. Gold-color metal top, stainless steel back. Brown leather strap. Price includes 10% F.E.T.
X 644-0697 A—Shpg. wt. 6 oz. 6.24

(4) **BERCONA "TEEN" WATCH FOR GIRLS.** Dependable sport watch in lovely modern design is ideal for school. Fine Swiss movement with unbreakable mainspring. Anti-magnetic and shock resistant. Full numeral dial. Gleaming gold-color metal top case, stainless steel back. Matching adjustable mesh bracelet. Price includes 10% F.E.T.
X 644-0457 A—Shpg. wt. 6 oz. 7.99

Merchandise on these pages available till September 21, 1964

Sears puts at your fingertips
more of what America's children want most

Dress colors may vary

This Petitcollin Doll from FRANCE

Her big bright eyes
look out from
under an upswept hairdo
created by a
noted French hair stylist

Her dresses are
Paris-designed to captivate
even the most
fashion-conscious girls

Doll and Outfit **$11.98** **Outfit only** **$4.98**

Doll in Pinafore-style Dress Demurely perfect for a party, for an afternoon white dotted cotton. Bow trims each sleeve and skirt. Bouffant petticoat adds flare to the skirt. Doll is also wearing shoes, socks, panties. All, except the plastic shoes, are cotton and washable.

Shipping weight 2 pounds 6 ounces.

49 U 3387 **$11.98**

Outfit only.
49 U 3395—Shipping weight 5 oz. **$4.98**

Basic Doll with Slip and Panties

$7.98

One look at this saucy little doll and you'll know she's French. Wide little-girl eyes have a flirty glance, are fringed with thick, sweeping lashes, and close dreamily when it's bedtime. 20 inches tall, she's all vinyl with fully jointed head, arms and legs. Her rooted blonde hair is swept up in a delightful style. Basic outfit includes socks and shoes. Build her wardrobe by ordering outfits from these 2 pages.

Shipping weight 2 pounds 4 ounces.

49 U 3388 ..... **$7.98**

2 Doll and Outfit $12.98 Outfit only $5.98

3 Doll and Outfit $12.98 Outfit only $5.98

4 Doll and Outfit $11.98 Outfit only $4.98

1 Doll and Outfit $11.98 Outfit only $4.98

You can order a Petitcollin Doll with any one of these French outfits

1 **Doll with Scoop-neck Jumper.** For school, movie dates corduroy. White on white blouse, big puffed sleeves. Cotton.
49 U 3339—Shipping weight 2 pounds 9 ounces . $11.98
49 U 3392—Outfit only. Shipping weight 5 ounces . 4.98

2 **Doll with Jacket Dress.** For shopping trip. Pleated skirt has matching top. Bolero . . frog closings, gold-color buttons. Cotton
49 U 3342—Shipping weight 2 pounds 9 ounces $12.98
49 U 3390—Outfit only. Shipping weight 5 ounces. 5.98

3 **Doll with Pleated Dress.** For an afternoon out. 4 pearl-colored buttons, pocket chain. Checked cotton
49 U 3337—Shipping weight 2 pounds 9 ounces. $12.98
49 U 3389—Outfit only. Shipping weight 5 ounces. 5.98

4 **Doll with A-line Jumper.** Set for school . . checked blouse sewn to slip. Belt matches blouse. Cotton
49 U 3338—Shipping weight 2 pounds 9 ounces $11.98
49 U 3394—Outfit only. Shipping weight 5 ounces. 4.98

Dress colors may vary

Sears puts at your fingertips
more of what America's children want most

These six attractive Dolls..
dressed in the classic
favorite of children

Meet "My Baby Doll" . . she cries wistfully when she's put down

$9.98

A cuddly armful with a real baby feel . . her body is filled with soft kapok . . her smooth, pliable vinyl legs, arms and head are detailed in the quality manner. Each feature as realistic as can be. Rooted Saran hair is blonde and baby fine . . can be shampooed. Lashed sleepy bye eyes. Her red scalloped jumper dress of cotton velveteen is sleeved with puffs of polished cotton to match her flounced cotton petticoat and panties. Dainty ribbon bed slippers, knit socks. Matching velveteen hairbow. About 23 inches tall. Shipping weight 3 pounds 4 ounces.
49 U 3074 ..... $9.98

Keep a 10-man crew busy in this big Service Center that has a motorized elevator to lift cars to roof

4-way Stop Light changes color for regular traffic control
Tow Truck has working hoist, friction-powered motor
Take-apart Car lets you do fast dismantling and repair jobs

Put this big Service Center right on a busy intersection and watch the cars pour in. When things get too busy, use the battery-powered elevator to deliver cars to upper level. A curving ramp rolls cars back down to street level.

Stop light keeps traffic moving as 8 new-model cars move in and out of the station. Two are metal and friction powered . . six are plastic and free rolling. There's also a take apart car with 11 pieces to dismantle. Cars about 4 inches long. Use metal truck to tow them in.

Your station has operating grease rack, jack . . plus scale model lubricator, battery charger, air pump, display racks, tire stand, gas pumps, signs . . and a 10-man working crew. Automatic elevator uses 1 "D" battery (order from opposite page). Easy to assemble. Steel building 28x10¾x14 in., on 29x16-inch wide base. Figures, accessories are plastic.
79 U 6003C—Shipping weight 9 pounds.....Set $7.89

49 pieces $7.89 without battery

Boss a Busy Service Station

- Friction powered wrecker truck
- 8 cars (2 friction powered)
- Working up-down grease rack

32 pieces $4.89

You're the boss! It's a good-sized station, all steel . . . or a 26x14-inch base. You've got a crew of 5 mechanics . . . each doing a different job. And there's lots of service equipment: a triple pump island stands, signs, tools . . . all in 3-dimensional plastic. Grease rack raises so mechanic can work under car. Plus a ramp for roof parking. Two friction power cars and truck are metal. 6 cars of plastic.
79 U 6002C—Shipping weight 6 lbs.....Set $4.89

4-level Parking Lot Garage parks 18 cars

A battery-powered elevator speeds cars up 4 stories high
A winding auto ramp rolls them back to street level. And a special tank truck delivers bulk fuel . . fills pump that actually pumps

$9.99 without batteries

Business is booming at the biggest little garage in town. And there's plenty to work with. Your rolling stock a fleet of new-model cars . . a special car that comes apart for overhaul a regular tank truck . . and one car with a fill er up gas tank and elevator.

Your auto service equipment everything from a working grease rack to dummy air pump, lube guns, shop tools. There's a big staff of attendants and mechanics on the job plus a few customers Also realistic signs

All steel . . it stands 2 feet high, measures 32x16 in Figures, cars (about 4 in. long), accessories molded plastic. Easily assembled. Order 2 "D" batteries below

79 U 6004L—Shipping weight 12 pounds. $9.99
79U4660—"D" Batteries. Wt. ea. 4 oz. Each 16c; 4 for 60c

Take-apart Car with engine block, lift-up hood

A 2-level Service Station with roof-top parking

Drive right in for 24-hour parking, a lube job, or quick tire change. This metal station and base measures 17x11x11 inches high It has a hand operated elevator that lifts your cars to the second story parking area where there's lots of room.

Two model cars come with this outfit—one is friction-powered The five attendants, pumps, cars and other equipment are all plastic Set is easy to assemble Shipping weight 3 pounds 5 ounces

49 U 6015 . . . . . $2 99

New 22-piece Tootsietoy® Service Station

Looks like a regular turnpike stop . . 10 metal cars, trucks (4 to 5 in. long), pulled-in for gas Fiberboard station . . 2 working grease racks, 2 gas islands, billboards, signs. 36x33-in vinyl sheet Easy assembly.

49U6016 Shipping wt. 3 lbs. . . $3 99

Red Alert!

SCRAMBLE . . AND YOU'RE AIRBORNE

You're part of SAC . . with planes in the air around the clock . . Our nation's instant striking power on the move

Strategic Air Command Base

179 pieces **$9.99**

The big bombers . . 7 B-52's. The fighter jets . . 8 Delta wings. This base has 'em! Plus Nike missiles and 3 short range rockets. All with finger-on-the-trigger alertness. SAC headquarters is steel, 26x14x10 in. high. With trucks, jeeps, missile and rocket launchers, radar, building accessories, airfield gear, security fence and 54 airmen in action. Accessories figures of molded plastic. Easy to assemble.

79 U 6013C—Shipping weight 9 pounds . . . . . Set $9.99

49 U 6097 Airfield Landing Sheet. 42x27 inch printed vinyl. Shpg. wt. 3 oz. . . . 49c

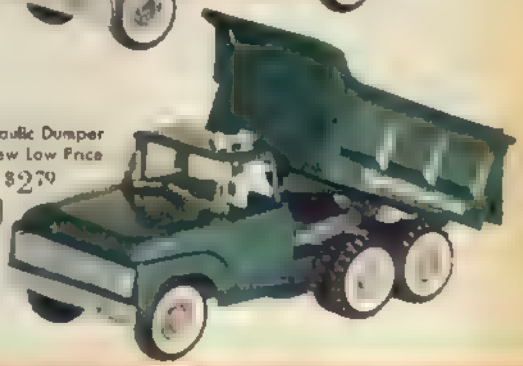
E Highway Builder Set $8.99

Auto Transport with 3 Cars
F $3.99

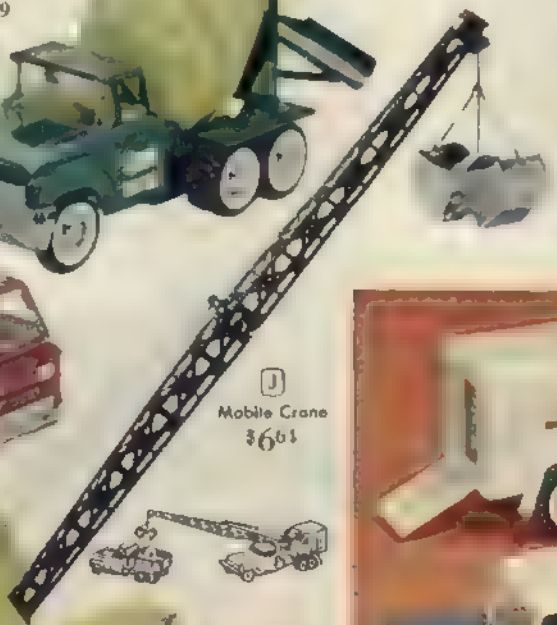
Wrecker $2.94
K

Ready-Mix Concrete Truck
$3.39
G

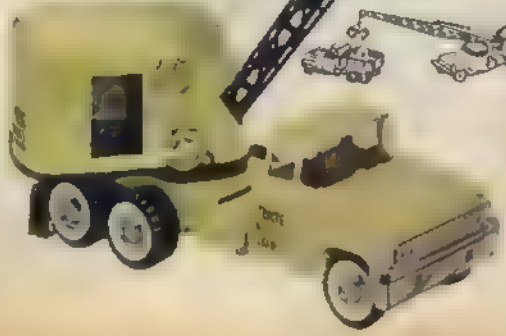
Hydraulic Dumper
at New Low Price
$2.79
L



Rampside
Pick-Up Truck
H $1.44

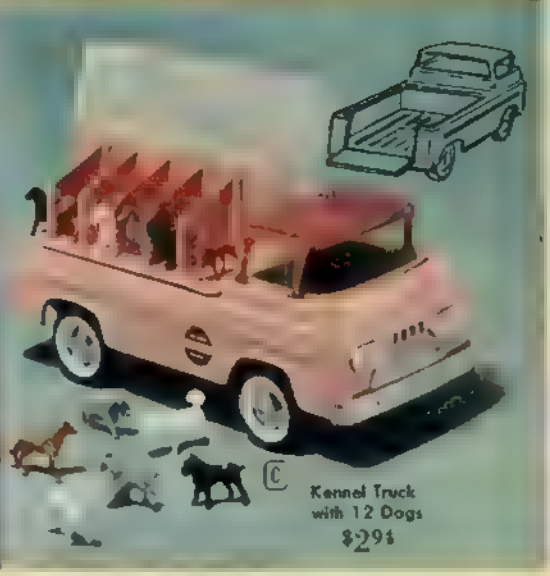


J
Mobile Crane
$6.01

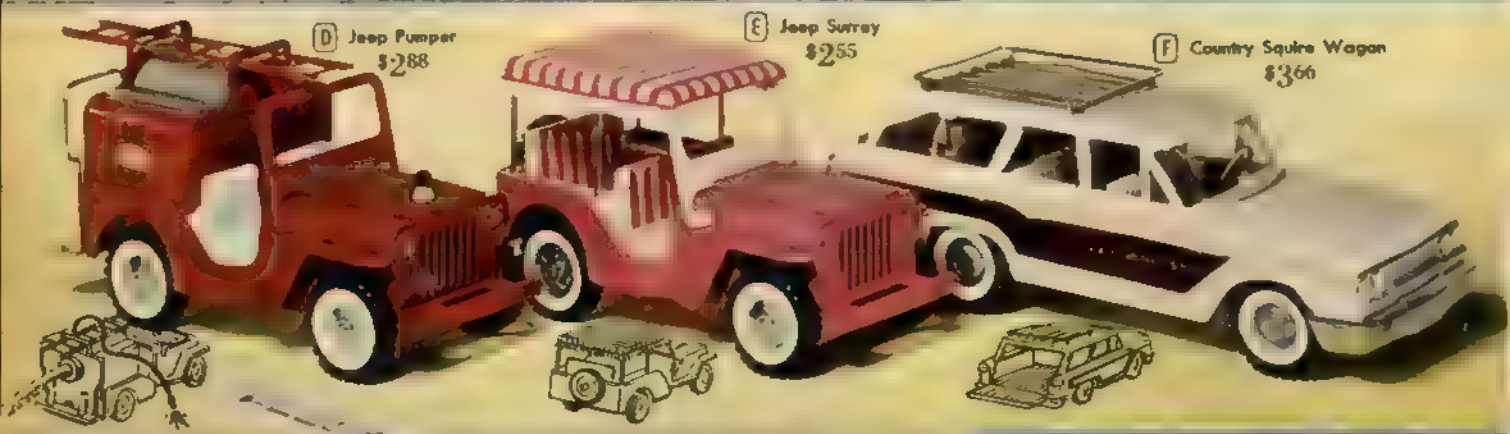


Teepee Camping Trailer and Suburban Wagon $4.99

B
Vista-Dome Horse Van with 4 Horses
$5.88



C
Kennel Truck with 12 Dogs
$2.94



D Jeep Pumper
$2.88

E Jeep Surrey
$2.55

F Country Squire Wagon
$3.66

Fire Fighting Set
$7.99

G

H
New!
MAGIC GAS PUMP
with suction cup nozzle
$1.49

(A) Livestock Truck with Horse Trailer
$3.99

(B) Camper with Boat and Trailer
$2.59

Structo Super Highway Models

- **Structo "Live-Action" Toys are handsome scale replices of latest model, real-life equipment with actual working parts.**
- **... all edges smoothly rolled ... all moving parts shielded and can be easily handled by the child.**
- **Built to last a child-time ... constructed of heavy-gauge steel ... weather-resistant 2-coat enamel finish baked on for long wear.**
- **Eye-Appeal details for smart, realistic appearance. All trucks have white sidewall tires, clear plastic windshields.**
- **Up-to-date styling ... many trucks have new chrome-plated wrap-around bumpers, steering wheels, and bright-colored seats.**
- **Here are the toys that can handle rugged playtime jobs and provide the child with hour upon hour of lasting play fun.**

(A) **Livestock Truck with Horse Trailer.** Serves double duty ... white metal stake panels protect animals, remove for flat bed hauling. Has chrome-plated wrap-around bumper, yellow seat, steering wheel, plus plastic side windows ("rolled up" ¼ way), rear window. Horse Trailer ramp door swings down to open. Aqua finish. Abt. 25 in. long overall with ramp down. 2 plastic cows, 2 horses incl.
48 T 1243—Ship. wt. 5 lbs. 4 oz. **$3.99**

(B) **Camper with Boat and Trailer.** Camper is designed for vacation outings ... has steel pick-up truck body with molded plastic camper top, side door swings open. Aqua finish. Red Boat Trailer hitches to truck ... holds red and white plastic boat with windshield, steering wheel, 3 seats. Abt. 19½-in. long overall
48 T 1237—Ship. wt. 2 lbs. 12 oz. **$2.59**

(C) **Hydraulic Trailer Dump Truck.** Press lever ... hydraulic cylinder raises trailer body, dumps load automatically. Non-toxic liquid in aluminum cylinder won't stain. Cab-over-engine design with chrome-plated wrap-around bumper, red seat, steering wheel. Abt. 20½ in. long. Highlight green color (like (J) on opposite page)
48 T 1252—Shipping weight 5 lbs. 10 oz. **$4.39**

(D) **Power Shovel** lifts big loads of sand. 2 hand wheels control raising and lowering of boom, automatic loading and unloading of shovel. Cab revolves in full circle. Moves on rugged caterpillar treads. With boom extended abt. 26¼ in. long. Highlight green color (like (J) on opposite page)
48 T 1240—Shipping weight 3 lbs. 4 oz. ... **$2.94**

Just "Charge It" SEE PAGE 367

(E) **5-Piece Highway Builder Set.** Specially priced to save you more. Complete equipment for building "miles" of super highways through any sandpile. Power Shovel lifts the sand, hollows out the road bed. 2 hand-wheels control raising and lowering of boom and automatic loading and unloading of shovel. Cab revolves in full circle. With boom extended abt. 26¼ in. long. Highlight green finish. Deluxe Dump Truck to haul the sand ... lever raises body for dumping; can be locked in dump position. Modern cab-over-engine design with shiny chrome-plated wrap-around bumper, yellow seat, steering wheel. Abt. 11¾ in. long.

Sand Hopper for efficient loading of dump truck. Just back truck under sand-filled hopper ... lever triggers automatic loading operation. Stands about 11⅞ in. high. Aluminum tubular legs. Ready-Mix Concrete Truck is all set to mix "cement," pave the cleared roadway. Plastic drum rotates as truck moves. Fills through hopper on top; tilts to empty down adj. chute. Has chrome-plated wrap-around bumper, seat, steering wheel ... plus side windows ("rolled up" ¼ way), rear window. Abt. 14 in. long; with chute ext. abt. 17½ in. long. With lithographed steel road barrier
48 T 1253 M—Ship. wt. 11 lbs. 10 oz. *Mail.* **$8.99**

(F) **Auto Transport with 3 Cars.** Ramp extends at rear for loading and unloading. Cab-over-engine design with chrome plated wrap-around bumper, seat, steering wheel. Abt. 22 in. long, with ramp extended, abt. 29½ in. long. With 3 die-cast metal cars ... colors may vary
48 T 1246—Ship. wt. 5 lbs. 8 oz. **$3.99**

Save This Catalog!
Toys Available Until October 1, 1964

(G) **Ready-Mix Concrete Truck** really works! Load mixer through hopper on top to mix "cement", water-tight plastic drum rotates as truck moves. Tilt drum up to pour contents down chute (see sketch). Chute swings to either side. With chrome-plated wrap-around bumper, seat, steering wheel, plastic side windows (¼ the way up), rear window. Abt. 14 in. long; with chute ext. abt. 17½ in. long
48 T 1245—Shipping weight 3 lbs. 10 oz. **$3.39**

(H) **Remposide Pick-Up Truck** has side ramp that drops to curb for loading and unloading easily, quickly. Rugged construction. About 10½ in. long
48 T 1236—Shipping weight 1 lb. 14 oz. **$1.44**

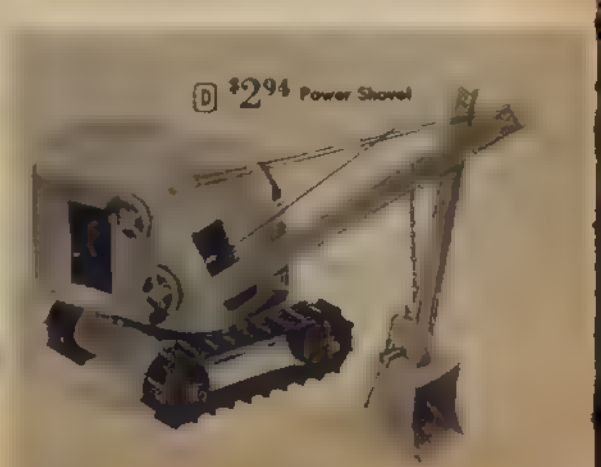
(J) **Mobile Crane.** Two hand-wheels control raising and lowering of boom, raising, lowering, loading and unloading of bucket. Adj. stabilizers on rear of truck prevent tipping. Cab and boom revolve in full circle. Chrome-plated wrap-around bumper, seat, steering wheel, side windows ("rolled up" ¼ way), rear window. Abt. 15⅝ in. long, with boom extended about 31¼ in. long overall
48 T 1248—Shipping weight 5 lbs. 14 oz. **$6.64**

(K) **Wrecker**—for real 24-hour towing service. Steel cable hook grips bumper, crank winch to lift "wreck." Chrome-plated wrap-around bumper, seat, steering wheel, plastic side windows ("rolled up" ¼ way), rear window. Abt. 13 in. long
48 T 1239—Shipping weight 3 lbs. 8 oz. **$2.94**

(L) **Hydraulic Dumper.** Was $3.69; *Now* $2.79! Press lever ... hydraulic cylinder raises truck body and dumps load automatically. Non-toxic liquid in cylinder won't stain. Has windshield wipers, side-view mirrors, air horns. Abt. 13¾ in. long.
48 T 1411—Ship. wt. 3 lbs. 10 oz. **$2.79**

(M) **7-Piece Trailer Set** for special outings, hauling jobs. All trailers (except boat trailer) have white sidewall tires, hitch, unhitch easily. Cars Pick-up Truck has windshield, tailgate will raise, lower, removable top, side doors to convert to sport model. Seats, steering wheel, gear shift lever in front, side seats in back. Abt. 10¾ in. long. Boat Trailer holds inboard boat with windshield, 3 seats. Abt. 9⅜ in. with boat. Closed Trailer rear door converts to ramp. Abt. 8½ in. long; abt. 11 in. long with ramp down. Open Trailer has adj. tailgate. Abt. 10¾ in. long; abt. 12¾ in. long with tailgate down. 2 plastic cows incl.
48 T 1254—Shipping weight 5 lbs. **$5.49**

(C) $4.39 Hydraulic Trailer Dump Truck



(D) $2.94 Power Shovel

READY FOR ACTION

New S A C Air Base

ALERT . . . SCRAMBLE

Over 100 Piece Set $7.98

(C) **Sound the Alert!** Completely equipped . . . ready to scramble into action at a moment's notice . . . send out planes to scan the skies for the enemy. Defend the base against an air attack . . . rocket-firing Jet Plane and Nike Missile Launchers actually shoot ("rockets" and missiles included). There's also plenty of "servicing" equipment to keep the planes operation-ready.

Build a Real Strategic Air Command Base: Colorful layout sheet guides you in creating an authentic setting . . . the graphed metal hangars; main hangar about 17x9¼x15¼ in. high, topped by plastic radar tower. Set also includes more than 25 Air Force men in action poses, fences, trees, many other exciting pieces. Molded Plastic.

48 T 2757 M—*Malleable*. Ship. wt. 6 lbs. 8 oz. . . . Set **$7.98**

(D) Mighty Matilda $7.99

As Seen on TV

(D) **Mighty Matilda—the Nuclear Aircraft Carrier.** This mighty giant of the high seas "sails" on hidden wheels (not a water toy). Does almost everything a real "flat-top" does: Press the alarm button, bell rings alerting the crew to battle stations; revolving radar antenna helps "track" the enemy, the big elevators move up and down automatically to carry the planes to the flight deck. Launch planes from the catapult . . . fire surface-to-air rockets. There's even an arresting gear on the deck to catch "landing" planes that might be in trouble. Complete with 100-man crew. All pieces of high-impact plastic. About 35 in. long. Operates on 4 "D" batteries—order below.

48 T 2755 M—*Malleable*. Ship. wt. 4 lbs. 8 oz. **$7.99**

48 T 2339 X—"D" Batteries. Wt. ea. 4 oz. Ea. **21c**; 4/79c

(E) **Mighty Magee** . . . a replica of one of the Navy's gallant fighting carriers. (Not a water toy.) Elevator takes planes up to flight deck; automatic catapult launches planes . . . [illegible] land". With pursuit planes, bombers, [illegible]. High impact plastic; abt. 18 in. [illegible]

48 T 2753—Wt. 1 lb. 4 oz. **$2.59**

Watch The 4 Fields Actually Grow!

HARVEST YOUR OWN CROPS on Deluxe WARDS GARDEN MARK Farm (above)

- Hand-Painted, Life-Like Figures
- Over 200 Colorful Pieces

$11.88

(A) **Have the Fun of Growing Your Own Crops!** Harvest them, too, just as real farmers do. The four fields need only water to spring to life. Planting instructions included.

All the Exciting Action of a Real Farm with all the equipment to do the work for you. Just turn the crank to run the conveyor, fill grain storage bin and silos with real corn, operate hay lift ... moves hay to 3 positions in barn, run litter carrier in and out of barn. Or operate them electrically—order Power Plant (B) below. Buildings brightly lithographed metal, easy to assemble. Barn abt. 12x9x1[illegible]. Silos abt. 12 in. high. Every piece scaled to size. Durable plastic accessories, abt. 20 hand-painted pieces.
48 T 2779 M—*Mail* Ship. wt. 9 lbs. 8 oz. Over 200-Pc Set **$11.88**

(B) **Power Plant for Farm (A) Only.** Automate your Farm. Operates conveyor, haylift and litter carrier electrically. Connect to drive pulleys. Needs 2 "D" batteries. Order on Page 285.
48 T 27[illegible]3—Ship. wt. 8 oz. **$1.49**

Bustling WARDS GARDEN MARK Farm

Over 120 Pieces $5.88

(C) **Acres and Acres of Fun Down on the Farm** with loads of equipment to lighten the young farmer's work. Buildings are brightly lithographed metal, easily assembled. Big Barn abt. 12x9x10½ in. high with manually operated haylift. Silo abt. 12 in. high has removable dome. Durable, life-like plastic accessories.
48 T 277[illegible] M—Ship. wt. 6 lbs. *Mailable.* Over 120 Pc Set. **$5.88**

Battle of The BLUE and GRAY

OVER 200 PCS. $7.88

- **Bunker Actually "Explodes"**
- **Mortar Really Shoots Shells**

(D) **Realistic Historical Set with Over 200 Pieces.** Re-enact the vigorous battles, the danger, the drama, the glorious heroism of the War Between the States. Exciting action pieces include a battlefield Bunker that actually "explodes" when hit, a trench mortar that shoots harmless cannon balls.

Union Troops Storm Confederate Headquarters in a southern mansion valiantly defended by Confederate troops. All pieces are authentic, miniature replicas of personnel and military equipment of the 1860's. Colorfully lithographed steel mansion is about 11x7½ in., has plastic columns and portico.

3-Dimension Plastic Figures are minutely detailed in various action poses. Included are General Grant, General Lee, President Lincoln, President Davis among others. Realistic trench sections, terrain accessories, tents, horses, cavalry gear, flags and loads of other pieces in unbreakable molded plastic add realism to set. *Mail.*

48 T 2776M—Ship. wt. 9 lbs. Over 200-Pc. Set $7.88

BIG CAESAR

AS SEEN ON TV $8.88

- **Over 50 Realistic Pieces**
- **Huge Motorized Fighting Galleon**
- **2 Mighty Roman Legions Wage Battle**

(E) **Ready for Action!** Big Caesar relentlessly approaches to attack the formidable fortress! Will the proud castle fall before the onslaught of the giant ship? The great galleon (not a water toy) moves into action on hidden wheels at the flick of the switch . . . oars start to row . . . each thrust of the oars "pulls" the huge ship forward with a real sea-going motion.

A Mighty Roman Legion Lines the Deck ready for the attack while the sturdy gladiators of the castle gird themselves for battle. Catapults take aim, horse-drawn chariots ready for the charge.

Big Caesar is molded plastic, abt. 29 in. long, 17 in. high. Needs 4 "D" Cell batteries; order on Page 285. Fortress made of sturdy Fiberboard. All pieces beautifully detailed, molded plastic. *Mailable*

48 T 2719 M—Wt. 5 lbs. 8 oz. Over 50-Pc. Set $8.88

FORT APACHE

Over 100 Pc. Set $4.88

- **Shoot Side-by-Side with the Cavalry**
- **2 Cannons Actually Shoot Tiny Shells**

(F) **Build This Famous Cavalry Outpost.** Relive the rough-and-ready days of the Old West . . . defend the Fort against an attack by Indian Braves! This historical set gives hours and hours of fun-filled excitement . . . and it's so easy to put together.

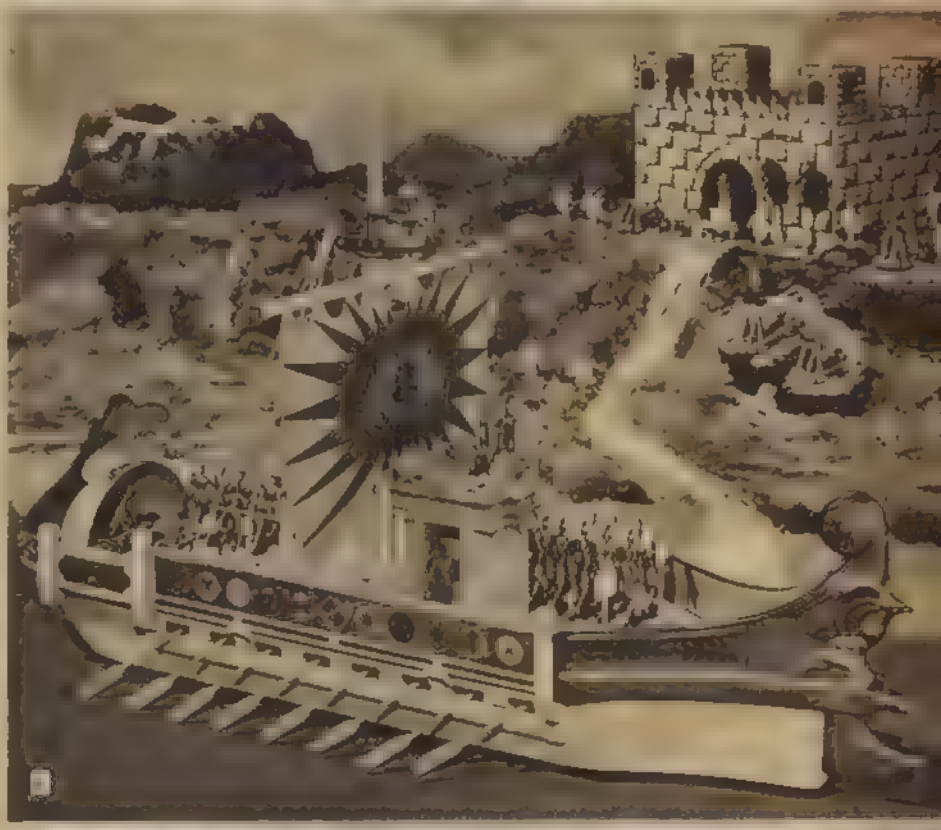
Build a Real Stockade. Plastic pieces include two corner blockhouses with ladders, swinging gate with overhead Fort Apache sign and interlocking fence 4½ in. high. Realistic accessories, too: powder kegs, churn, anvil, well with pole and bucket, 20-star lithographed steel flag on pole plus many, many others.

Cavalry Headquarters Building is colorfully lithographed steel, 11x6x5 in. high; stovepipe, chimney.

Defend the Fort Against an Attack by 15 Indian Braves with Cavalry Men, Horses, 2 Shooting Shell cannons and harmless "shells" plus 35 pieces of Cavalry gear. Indian village: Tepee, Totem Pole.

48T2775M-Mail. Ship. wt. 5 lbs. Over 100-Pc. Set $4.88

SAVE THIS CATALOG
Toys Available until October 31, 1964



A

Lighted Viewer With 1 Reel $3.49

Lighted Viewer With 4 Reels $4.74

B Lighted Viewer With 7 Reels, Gift Packaged $5.74

C

Standard Viewer With 1 Reel $1.47 (in lots of 2)

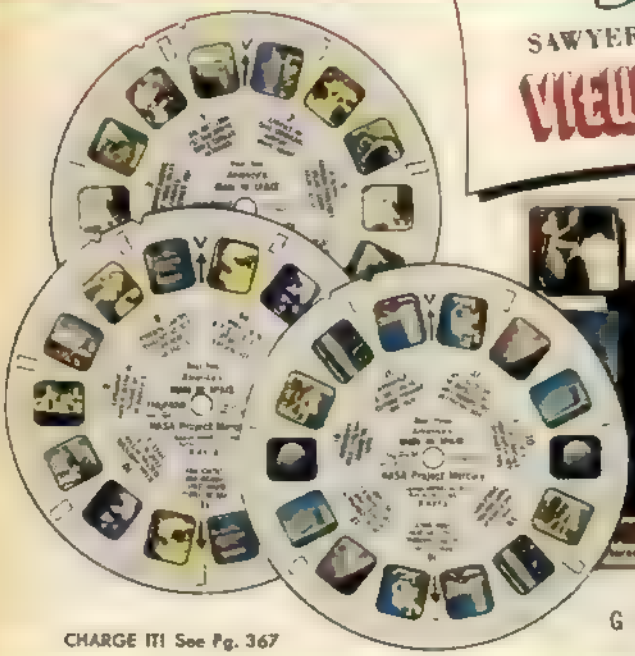
Standard Viewer With 4 Reels $2.79

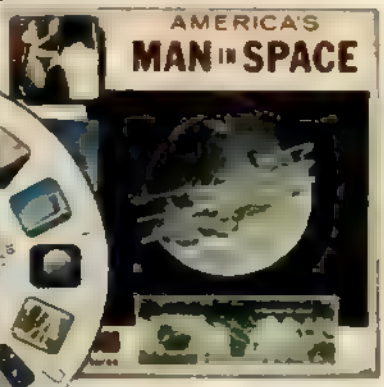
D

Standard Viewer With 7 Reels, Gift Packaged $3.74

SAWYER'S 3-D STEREO

VIEW-MASTER





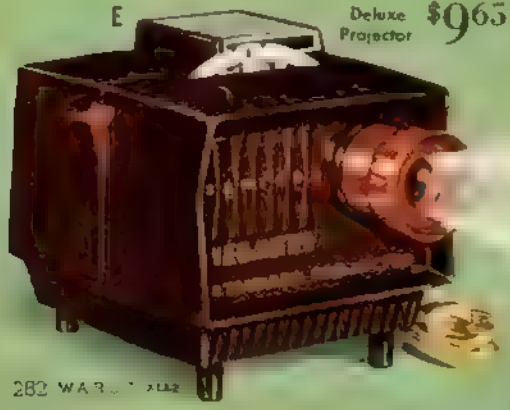
CHARGE IT! See Pg. 367

G 3-Reel Packet (21 Scenes) $1.25

Choose from almost 200 subjects listed under (G) on facing page

E

Deluxe Projector $9.65



F

Walt Disney Cartoon Theater With 140 Color Pictures

Projector, Stage and 10 Reels

$8.84

Give Year 'Round Joy with 3-D Color Scenes

EDUCATIONAL, ENTERTAINING SUBJECTS FOR ALL AGES . . . CARTOONS, FAIRY TALES, TRAVEL

Children Squeal With Delight . . . Grownups are "carried away" by the beauty and realism of 3rd dimension View-Master Kodachromes.

Collecting Viewmaster Reels often becomes a lifetime hobby. Every year, many new releases are ready for the Christmas season. In total, more than 500 subjects are available—almost 200 listed here. You will receive a brochure listing all titles with your order; you may order additional reels from Wards, any time

Viewers and Projectors are quality-built throughout and will last indefinitely, given ordinary care. Children 3 years or older can operate Viewers (A) to (D) with ease; older children and adults will enjoy Projectors (E) and (F) to entertain groups of friends, even though the projected image is 2-dimension, not 3-D.

View-Master Stereo Hand Viewers $1.54 to $5.74

(A) **Lighted Viewer** No need to hold Viewer up to light. Two batteries (order separately below) provide built-in lighting. Simply press down gently on top of Viewer to turn on light and enjoy extra brilliance and convenience. Made of rugged jet-age plastic in rich, brown color. Transformer (order below) converts Viewer to 110–120-volt AC electric operation.
67 W 3834—Viewer with One Special 7-Scene Reel. Ship. wt. 1 lb. 2 oz. . . . $3.49

Lighted Viewer With 4 Reels. Viewer (A), one special reel, plus your choice of one 3-Reel Packet selected from (G) at right. Gift packed.
67 W 3803—*State one packet Title from (G) at right.* Ship. wt. 1 lb. 4 oz. $4.74

(B) **Lighted Viewer With 7 Reels.** Viewer (A) above with 7 Reels (49 scenes). Includes 2 reels on Yogi Bear and Huckleberry Hound, 2 reels on Quick Draw McGraw, 2 reels on The Flintstones and 1 reel on Topcat. Gift packed.
67 T 3813—Lighted Viewer With 7 Reels. Ship. wt. 3 lbs. $5.74
67 W 3802—TRANSFORMER for converting Viewers (A) and (B) to electric operation on 110–120-v AC. Ship. wt. 6 oz. $2.79
67 T 3217—BATTERIES for Viewers (A) and (B). Ship. wt. (for 2) 4 oz. 2 for 30c

(C) **Standard Viewer.** Simply insert picture reel in slot as pictured. Viewer must be held toward light source, and enjoy colorful 3rd dimension Stereo Fingertip lever advances reel. Double the fun . . . buy two and save
67W3806–Viewer with one special 7-Scene Reel. Wt. 10 oz. $1.54, 2 for $2.94

Standard Viewer With 4 Reels. Viewer (C), one special reel, plus your choice of one 3-Reel Packet (21 Scenes) selected from (G) at right.
67 W 3810—*State one packet Title from (G) at right.* Ship. wt. 12 oz. $2.79

(D) **Standard Viewer With 7 Reels** Viewer (C) plus 7 reels (49 scenes). Includes 3 reels on Yogi Bear and Huckleberry Hound, 3 reels on Quick Draw McGraw, and one reel on Chilly Willy. In gift package.
67 W 3807—Viewer with 7 Reels. Ship. wt. 1 lb. 9 oz. $3.74

View-Master Electric Table-Top Projector $9.65

(E) **Project View-Master Reels on a Screen,** just like regular slides or movies, *without Stereo effect* . . . let the whole family share in the fun. You'll be delighted with the color, sharpness and detail of these pictures. Rugged plastic construction. UL listed. 30-watt projection bulb included. Order Screen (67 W 1006) separately, below. Case sold separately below.
67 W 3846—For 110–120-V AC-DC Ship. wt. 4 lbs. 8 oz. $9.65
67 W 3163—REPLACEMENT BULB for Projectors (E) and (F). Ship. wt. 2 oz. . . . 99c

New Walt Disney Theater With 140 Pictures $8.84

(F) **Your Children Will Enjoy Many Happy Hours** with this well made projector and huge assortment of pictures. Includes 10 Reels with 14 different scenes on each reel. Selection includes two Mickey Mouse Reels and one each of Donald Duck, Sleeping Beauty, Bambi, 101 Dalmations, Peter Pan, Pinocchio, Pluto Pup, and Goofy. Reels are NOT Stereo, but you can also project most Reels (G) at right with this projector (NO Stereo effect). Screen 8¼x10¾ in. is built into miniature stage. Projector is 110–120-V AC-DC. UL listed.
67 W 3800—Complete with 30-watt bulb. Ship. wt. 5 lbs. . . . $8.84

Glass-Beaded Table-Top Projection Screen $2.85

Set on Table or Hang on Wall. (*Not shown*). Spring-wire easel supports screen.
67 T 1006—Screen Size 22x30 in. Ship. wt. 2 lbs. . . . . Only $2.85

Order Reel Packets from 200 View-Master Titles $1.25

(G) **Each View-Master Title Below is One Packet of 3 Reels (21 Full Color Stereo Scenes).** Titles marked (*) include an interesting printed story.
67 TP 3812—One Title (3 Reels). *State Title. Postpaid. . . Each Title $1.25*

Fifteen 1963 Releases for Christmas Giving

***Beetle Bailey . . . . . *Berlin . . . . . *Brazil . . . . . Caracas, Venezuela *Cartoon Carnival . . . Dallas & Ft Worth, Tex. . . . *Disney, Sword & Stone *Flash Gordon . . . *Goldilocks . . . Houston and Galt, Texas . . . Rio De Janeiro San Antonio, Austin, Tex. . . . San Juan, Puerto Rico . . . . . Upper N.Y. State *Deputy Dawg**—(*This Packet is for 3-D Stereo Viewing Only; Not for Projection*)

Subjects Below Are "Tops" On Our Popularity Poll

CHILDREN'S FAVORITES
1, 2, 3 Farm
*101 Dalmatians
*ABC Circus
*Alice in Wonderland
*Babes In Toyland
*Bambi
*Bugs Bunny
*Casper the Friendly Ghost
Cherokee Indians
*Cinderella
Disneyland Packets
Adventureland
Fantasyland
Frontierland
Main Street, U.S.A.
Tomorrowland
*Donald Duck
Easter Story
Gulliver's Travels
*Heidi
*Jack and the Beanstalk
*Lady and the Tramp
*Little Red Riding Hood
*Lone Ranger
*Mickey Mouse
*Moon Rockets, Missiles
*Mother Goose Rhymes
*Peter Pan
*Prehistoric Animals
Rin Tin Tin
*Secrets From Space
*Sleeping Beauty
*Snow White and 7 Dwarfs
*Tom and Jerry
*Wizard of Oz . . . . . *Zorro
*20,000 Leagues Under Sea

STATE PACKETS
*Alaska — New Mexico
*Arizona — New York
*California — Nevada
Colorado — *Oregon
*Florida — *Pennsylvania
*Hawaii — *South Dakota
*Illinois — *Texas
*Kentucky — *Virginia
*Michigan — *Washington
*Minnesota — *Wisconsin
*North Carolina

Children's Subjects listed below are for Viewers A) through D Only WILL NOT project with (E) or (F)

*Bunnikin
*Captain Kangaroo
*Huckleberry Hound
*Lassie and Timmy
*Mighty Mouse
*Popeye
*Quick Draw McGraw
*Roy Rogers Round up
*The Flintstones
*Topcat
*Woody Woodpecker

NATURE STUDIES
*Butterflies
*Children's Zoo
Detroit Zoo
*Marine Studies, Florida
*Parrot Jungle
*Strange Animals of World
*Wild Animals of Africa
*Wild Animals of World
*Wild Birds
*Wonders of the Deep

CHRISTMAS STORIES
*Birth of Jesus
*Christmas Carol
Christmas Story
*Littlest Angel
*Rudolph Shines Again
*Night Before Christmas

AMERICAN CITIES
Boston
Chicago, Illinois
Las Vegas
Los Angeles & Hollywood
Miami, Florida
Miami Seaquarium
New Orleans
New York City, N.Y. I
New York City II
N. Y. City Sightseeing
Philadelphia
San Francisco, Cal
Washington, D.C.
Williamsburg, Va.

VACATION SPOTS
Banff, Canadian Rockies
Black Hills, Badlands
Blue Ridge Parkway
Cape Cod and Plymouth
Eskimos of Alaska
Grand Canyon I
Grand Canyon II
Hearst Castle
Honolulu and Waikiki
Hoover Dam
Hula Dancers (Hawaii)
*Knott's Berry Farm
Lake Louise
Lookout Mountain, Tenn.
Maine Seacoast
*Marineland of the Pacific
Mount Rushmore
Mount Vernon
Natural Bridge, Va.
Niagara Falls, Scenic
Ozark Mountains
Painted Desert
Pike's Peak
Redwood Highway
Rockefeller Center
*Scenic U.S.A.
Silver Springs
United Nations
Water Ski Show, Florida
Wisconsin Dells

WORLD TRAVEL
Acapulco
Australia
*Austria
*Belgium
*Bermuda
*Canada
*England
*Egypt
*France
*Germany
*Holland
*Hong Kong
*India
Island of Bali
*Israel
*Italy
*Japan
London
*Mexico
Mexico City
Paris
Rome
*Spain
*Sweden
*Switzerland
*The Philippines
*Vancouver, B.C.
*Vatican City
Virgin Islands, U.S.A.

FAMOUS GARDENS
Cypress Gardens
Rock City Gardens
Sunken Gardens, St Petersburg, Fla
Victoria & Butchart

FAMOUS PARKS
Carlsbad Caverns
Glacier National
Grand Teton Nat'l.
Great Smoky Nat'l.
Mammoth Cave Nat'l.
Mt. Ranier Nat'l.
Rocky Mountain Nat'l.
Sequoia National
Shenandoah Nat'l.
Yellowstone National
Yosemite National

SPECIAL SUBJECTS
*7 Wonders of the World
*America's Man in Space
F. B. I. Agent
*Famous Paintings
*Famous Sculptures
Museum of Science and Industry, Chicago
Smithsonian Institute
*War Between the States

Order a Viewer for every member of the family so everyone can join in the fun.

Library Viewer Case $1.99

Holds Viewer (A) to (D) plus dozens of Reels, for convenient, dustproof storage. Rugged plastic construction. Beige and Brown 8½x5x5¼ in.
67 W 3801—Ship. wt. 2 lbs. . . $1.99

Projector Case $3.79

For Storing or Transporting Projectors (E) or (F). Luggage-type clasp fasteners cover securely. Compartment for Reels and bulb.
67 W 3847–Ship. wt. 3 lbs. $3.79

1963 HOLIDAY PACK

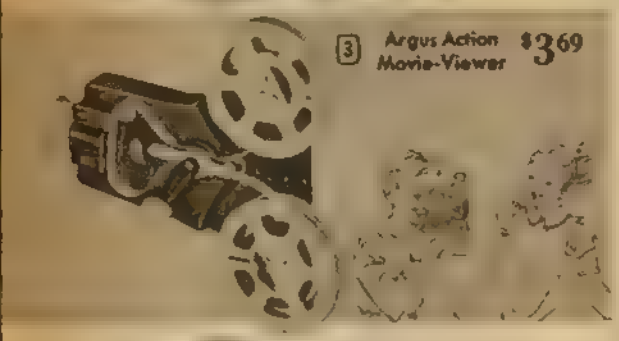
In Lots of Two $2.10

SAVE 25%. Economy Pack contains 7 Reels (49 different scenes) for stereo viewing with Viewers (A) through (D), or 2-dimension viewing with Projectors (E) and (F). *These reels do not include story folder or dust jacket.*

America's Man In Space — Disney Fairy Tales
Animals of the World — Cartoons
Beginner's Bookshelf — Disneyland
Vacationland, Eastern U.S.A. — Faraway Places
Vacationland, Western U.S.A. — Fairy Tales
Classic Stories: Wm. Tell etc. — Nature Subjects

State Title Wanted. Ship. wt. 4 oz. each pack.
67T3804–One Pack of 7 Reels $2.19; 2 for $4.20

It's Show Time



1 2-Way Duojector Theater. Projects bright pictures in color or black and white up to 4 ft. wide . . . 35mm slides, opaque pictures or portion of magazine pages, coins, stamps, etc. Has large opening—dial adjusts lenses; built-in card positioner in base, slide holder (slides not incl.), control switch. 72 cards 3½x5⅝ in. with stories on the backs. Beige Polypropylene plastic with brown trim. Use 100-watt light bulb (not incl.). Instruction booklet included. About 13½x6½x8¼ in. high. UL Listed for 110-120 volt AC. For ages 7 and up. Shipping weight 3 lbs. 12 oz.
48 T 2013—Was $11.84 . . . . . Now Only **$8.99**

2 Amazing Magnajector projects any illustrated material in color, black-white, enlarges up to 4 ft. wide. Show portion of magazines . . . put machine over page. Or use "Picture-Lok" sliding base to project cards, photos up to 3x3¾ in. Ebony high-impact plastic, adjustable twin lenses; easy-turn switch. (Uses 60-watt bulb, not incl.) With set of 54 3¼x3 in. Rand McNally cards, illustrated both sides. 32x36-in. screen, instructions. About 10½x4½x7½ in. high. UL Listed for 110-120 volt AC. For ages 7 and up.
48 T 2014—Ship. wt. 3 lbs. 8 oz. **$6.65**

3 Argus Action Movie-Viewer. Needs only room light—no bulbs or batteries. Look through viewer, turn handle to see your film in action. Focusing eye piece. Durable plastic. 25-ft. 8mm "Flintstones" film incl. Preview up to 50 ft. of most types of home movies.
48 T 2008—Ship. wt. 1 lb. 4 oz. **$3.69**

Three 8mm Film Cartoons for above. 25 feet each of: Top Cat, Mr. Magoo and 3 Stooges.
48 T 2009—Ship. wt. 8 oz. **$3.39**

4 Real 8mm Movie Projector. Portable screen inside detachable cover. Includes a 7-inch barker's record to call in customers! Battery powered, hand-operated . . . show 8mm films. Easy to thread, focus, rewind, molded plastic; precision lens; about 6½x7x4 in. Includes: two 8mm film reels, empty take-up reel, roll of admission tickets and manager's card. Uses 2 "D" batteries (not incl.); order on opp. page.
48 T 2040—Ship. wt. 2 lbs. 8 oz. **$7.77**

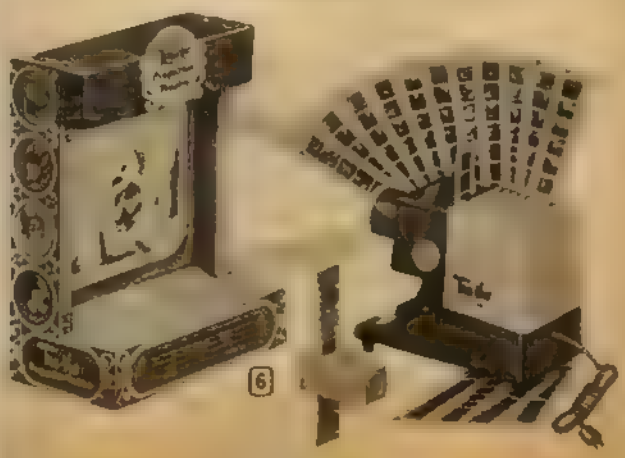
Three Extra Films for above. 25 ft. each of: New western, cartoon and comedy.
48 T 2057—Ship. wt. 8 oz. **$3.69**

5 Give-A-Show. 112 35mm color slides on 16 strips—Flintstones, Yogi Bear, Huckleberry Hound and others, for 16 shows. Projects to 5x5 ft. Snap-on switch, adjustable lens. Uses 3 "D" batteries; order opp. pg.
48 T 2001—Ship. wt. 1 lb. 12 oz. **$3.99**

Deluxe Give-A-Show. Like (5) with 168 color slides for 24 shows; 14 clear slides to draw on, wipe off. 3 crayons. Kaleidoscope attachment. 4 Kaleido-film strips project exciting, ever-changing color patterns.
48 T 2002—Ship. wt. 2 lbs. 12 oz. **$6.49**

6 Tru-Vue Projection Theater. Everything for a "show." High-impact Styrene, molded plastic; 30-watt projector lamp. Plug in household outlet; individual viewer for "previewing" films; twenty 7-scene strips (140 pictures with story lines) of Mickey Mouse, Donald Duck, etc.; plus colorful paperboard stage, screen, second screen with toy cars on back for use as "Outdoor Theater." Abt. 15-in. high.
48 T 2033—UL Listed. Ship. wt. 4 lbs. **$7.99**

SAVE THIS CATALOG.
Toys available until Oct. 1, [redacted].



$11.99

Put your favorite team on "ice" against any of 5 opponents

Exciting Electric Canadian Hockey

Six full teams (36 players) . . puck ejectors speed up play

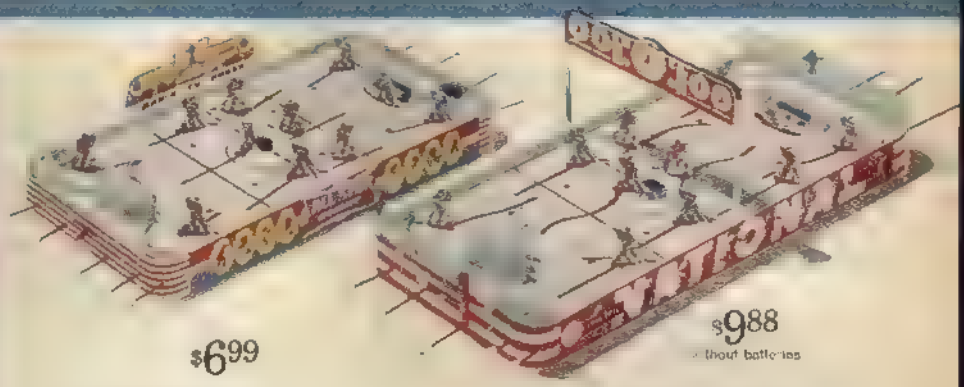
[illegible]

Set also includes regular puck for slower moving game. Overhead scoreboard. Hardboard rink, metal [illegible] Fold [illegible] 2 "D" batteries below.
79 N [illegible] Shipping weight 13 pounds $[illegible]
79 N 4660 "D" Battery Wire 1 oz. 2 for 32c 4 for 60c

$5.99

Electro Magnetic Baseball

Have fun playing all positions. Touch of button [illegible] curves, slow and fast ball [illegible] electronic coil propel [illegible] arm. Lever [illegible] slams magneto ball into play. Hardboard base 10x19 in. steel frame. Nine [illegible] players 110-120 v. 60 c. AC. [illegible]
79 N 418C Shipping weight 5 lbs. $5.99



$6.99

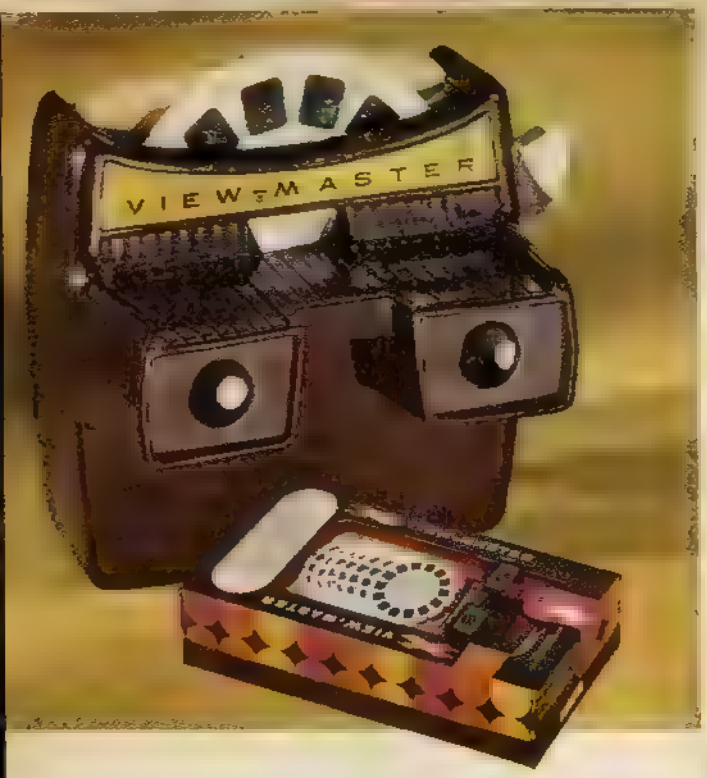
All Star Hockey
2 teams . . 30x16-inch rink

The action is fast as players move up and down ice — passing, blocking, scoring with magnetic puck. Score panel at side, press box where radio and TV cover exciting plays. 10 puck controllers. Dynadrive steel gears. Round corners. Hardboard base.
79 N 329L Shipping weight 8 lbs $6.99

$9.88
without batteries

National Electric Hockey
2 teams . . 36x16-inch rink

Players pass, block, shoot magnetic puck. Roving referee can "face-off" anywhere. Light signals goal (order 2 "D" batteries above). Overhead scoreboard, puck ejector, wire screens. Hardboard base.
79 N 330L Shipping weight 10 pounds $9.88

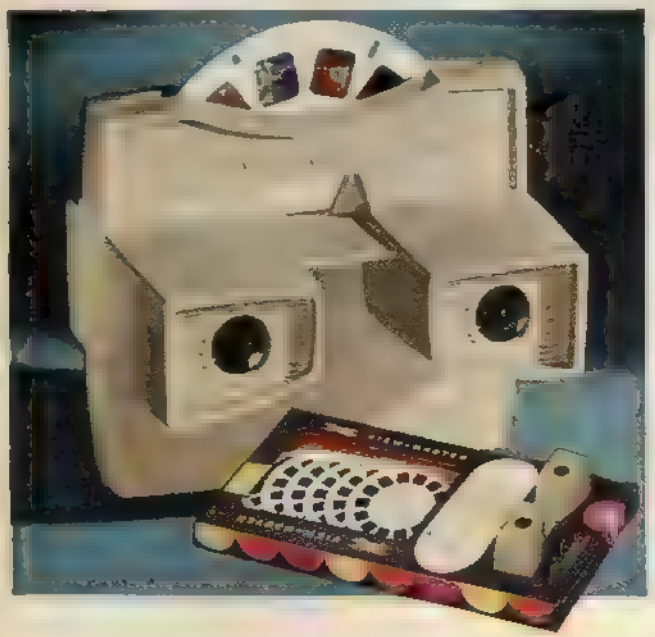


Lighted Viewer . . see bright pictures anytime

With 7 3-D reels $5.73 With 1 3-D reel $3.47

No need to hold viewer to sunlight or lamp . . just touch the full-length lightbar and bright vivid color pictures spring to life. Flip lever to change scenes. High impact plastic. You get 7 reels - 49 lifelike scenes—with Hanna-Barbera characters . . Huck Hound, Yogi Bear, Flintstones, Top Cat, Quick-Draw McGraw. Attractive box. With batteries.

3 N 9757 Shipping weight 2 pounds 8 ounces.....$5.73
3 N 9765—Viewer with one special reel. Wt 1 lb. 4 oz.... 3.47



Standard Stereo Viewer with fun-filled reels

With 7 3-D reels $3.64 With 1 3-D reel $1.48

Priced so low, you can buy one for everybody. Get stereo viewer, 7 reels with Donald Duck, Mickey Mouse, Bambi, Snow White, Adventureland, Fantasyland, Tomorrowland. Colorful box.

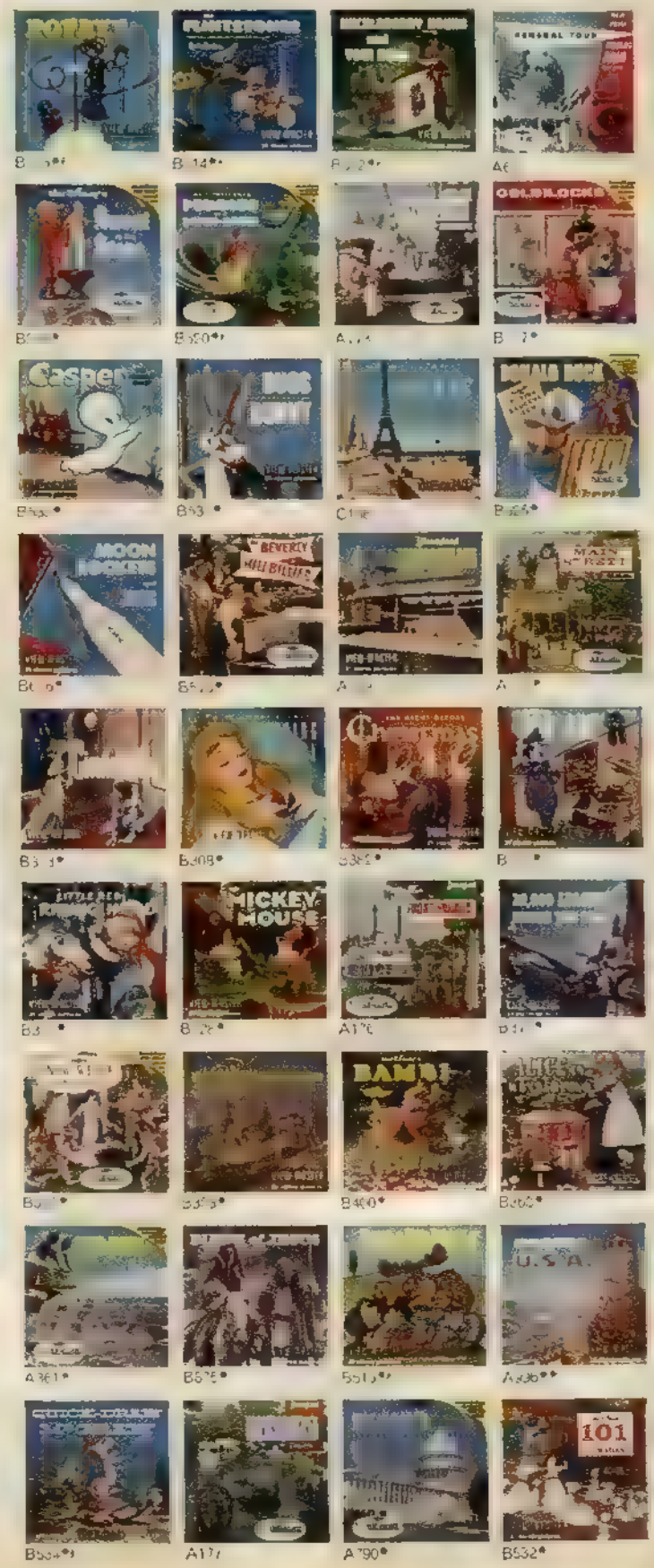
3 N 9766—Shipping weight 1 pound 2 ounces.....$3.64

Viewer plus 3-reel Top Cat packet and special reel.
3 N 9758—Shipping weight 9 ounces..... 2.73

Viewer plus 1 special 7-scene reel.
3 N 9755—Shipping weight 8 ounces..... 1.48

See the world come alive in 3-dimensional color

3N9750F—3-reel packets. *Postpaid* (Wt. 3 oz.) *State title number.* Packet $1.25
Order title numbers shown below and additional titles on facing page.



with VIEW-MASTER®

The Civil War to the World's Fair . . Mickey Mouse to Huckleberry Hound . . Sears has over 190 3-reel Packets

$1.25

The worlds of make believe, science, travel, and art are at your finger tips. Each packet has 3 reels . . 21 full-color stereo scenes. (Civil War packet is authentic black-and-white, taken during the War.) Packets marked (*) have delightful story folder (those marked (**) have guidebook, real coin (when available) and stamp. Packets marked (#) for stereo viewers only. 3 N 9750F—*State title number. Postpaid.* (Shipping weight 3 ounces) . . Each packet $1.25

NEW YORK WORLD'S FAIR

A671—General Tours
A672—Night Scenes
A673—International Area
A674—Federal and State
A675—[illegible]
A676—Transportation Area

NEW RELEASES

C282—Tussaud's Waxworks
B376—Mary Poppins*
B509—Space Mouse*
B477—TV Stars
A793—White House*
B508—Woody Woodpecker*
B761—Past World's Fairs

CHILDREN'S FAVORITES

B521—Cartoon Carnival*
B518—Beetle Bailey
B474—Lassie and Timmy*
B519—Deputy Dawg**
B515—Lady and the Tramp*
B581—Flash Gordon*
B361—[illegible]
B417—[illegible]
B472—[illegible]*
B410—Mickey Mouse*
B375—[illegible]
B314—Jack and Beanstalk*
B481—Littlest Angel*
B475—Roy Rogers**
B514—Tom and Jerry*
B500—Captain Kangaroo*#
B526—Mighty Mouse**
B520—Rudolph Reindeer*
B465—Lone Ranger*
B425—Heidi*
B524—Musketeers*
B409—[illegible]
B412—1-2-3 Farm*
B41[illegible]—[illegible]*
B474—[illegible]*
A135—Santa's Villages

MISCELLANEOUS

B612—Wonders of the Deep*
B619—Prehistoric Animals*
B657—U.S. Man in Space*
B614—World's Wild Animals*
B618—[illegible] Wild Animals*
B615—Strange Animals*
B581—Secrets from Space*
B790—S. Civ. War*(b&W)
B611—Wild Birds*
B580—Easter Story*
B380—Christmas Carol*

SCENIC U.S.A.

A400—Yellowstone Nat'l Pk.
A655—Niagara Falls
A148—Pacific Marineland*
A120—Hawaii—50th State*
A376—Carlsbad Caverns
A850—Smoky Mountains
A649—New York City, 1
A654—New York City, 2
A171—[illegible]
A172—[illegible]
A173—[illegible]*
A113—[illegible]*
A96—[illegible]
A101—[illegible]*
A170—[illegible]*
A181—[illegible]*
A186—Black Hills*
A960—Florida*
A964—Marine Studios, Fla.*
A361—[illegible]
A362—[illegible]
A[illegible]—Knotts Berry Farm.*
A148—Mount Rushmore
A966—[illegible]
A884—Rock City Gardens
A551—Chicago
A367—Cypress Gardens Show
A652—Rockefeller Center
A[illegible]—Silver Springs, Fl.
A[illegible]—[illegible]
A18[illegible]—Redwood Highway
A654—New York Sightseeing
A190—Hearst Castle
A113—Hollywood Walk of
A174—San Diego Zoo
A876—Lookout Mountain
A965—Safari Jungle
A102—Grand Teton Nat'l Pk.
A991—Week's Wonderlands
A855—Blue Ridge Parkway
A[illegible]—[illegible]
A[illegible]—[illegible]
A[illegible]—Pike's Peak
A[illegible]—Las Vegas
A[illegible]—[illegible]
A[illegible]—Cape Cod, Plymouth
A174—Sequoia Nat'l Park
A523—Royal Gorge
A[illegible]—[illegible]
A[illegible]—Wisconsin Dells
A[illegible]—[illegible]
A422—Rocky Mountains
A988—Busch Gardens, Fla.
A846—[illegible]
A8[illegible]—[illegible]
A828—[illegible]

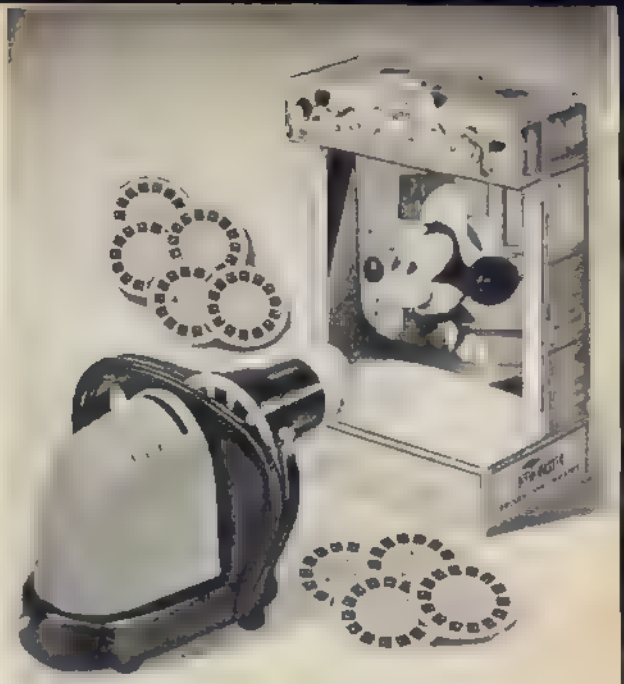
WORLD TRAVEL

B901—7 Wonders of World*
B071—Argentina*
B025—[illegible]*
C385—[illegible]
B099—Uruguay*
B050—Venezuela*
A090—Caracas**
B193—Germany**
B[illegible]2—Japan*
B[illegible]8—Vienna City**
A[illegible]—Niagara Falls, Can.
B[illegible]—[illegible]**
B185—Switzerland**
B[illegible]—United Nations*
B[illegible]—France**
B180—Italy**
B224—Modern Israel**
B001—Mexico**
C029—Rome
B156—England**
B[illegible]—[illegible]**
B190—Holland**
B[illegible]—Spain**
C277—London
B151—Sweden**
A004—Banff, Canada
B198—Austria**
A016—Butchart Gardens
B192—[illegible]*
B[illegible]—Australia
B054—Brazil*
B[illegible]—[illegible]*
B001—Mexico City
A[illegible]—Canadian Mounties
B058—Rio de Janeiro
B140—Egypt*
A007—Lake Louise, Canada
B003—Acapulco
A015—Victoria, B.C.
B029—Bermuda
B188—Belgium**
B264—Tokyo
A051—Montreal

View-Master 7-reel Packs $2.14

Each group below is one packet of 7 reels (49 3-D color scenes) Huckleberry Hound for stereo viewers only
3 N 9776F—*State title number* Shpg. wt. 9 oz. Pack $2.14

007—Huckleberry Hound Hall of Fame
008—Disney Cartoons
009—Disney Fairy Tales
013—Classic Story
016—Disneyland
017—Animals of World
010—Beginner's Booklet
012—Fairy Tales
006—National Parks

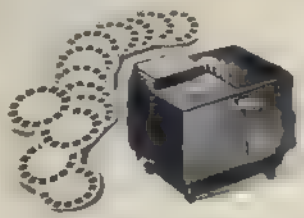


Our lowest price ever for a View-Master Theater

Projector, screen, 140 Disney scenes

All for only $7.66

Project bright, 2-dimensional color pictures on the screen. 10 special reels give 140 scenes. Includes Donald Duck, Mickey Mouse, Sleeping Beauty, Bambi, 101 Dalmatians, Peter Pan, Snow White, Goofy and others. Projector has 30-watt lamp, f:3 lens for bright pictures, cool running. 110-120-v., 60-c. AC-DC. Colorful box
3 N 9767—Shipping weight 4 pounds..... $7.66



View-Master Walt Disney Theater with 14 Reels. You get 30-watt projector with sharp f:3 lens, screen and reels with Mickey Mouse, Donald Duck, Zorro, Bambi, Tomorrowland, Frontierland, 20,000 Leagues, Goofy, Tony Tyler, and the Mousketeers. 110-120-volt, 60-cycle AC-DC. Special Christmas box.
3 N 9760—Shipping weight 5 pounds .59.44
3 N 8680—Extra 30-watt Lamp. Shpg. wt. 8 oz. 99c

100-watt Projector

Extra bright viewing through 3-element f:2.8 lens. Just lift lever to change scenes. Carrying handle doubles as elevation set. Cord stores in bottom. On-off switch. High-impact-plastic body. 110-120-v., 60-c. AC-DC. Wt. 2 lbs. 6 oz.
3 N 9771..... $18.95

Library Box

Dust-free . . keeps viewer and about 60 reels clean and orderly. Extra-strong . . made of styrene plastic. Brown and beige two-tone finish. 8½x5x5 inches high. (Viewer, reels not included.) Wt. 1 lb. 8 oz.
3 N 9770 ..... $1.96

Road Race Sets . . . racing thrills . . .

NEW "SELECTRONIC" ROAD RACE SET

A NEW "SELECTRONIC" ROAD RACE. By button [illegible] speed can be controlled independently while on same track. They pass, block, switch lanes. Set includes 2 plastic 1/32 scale Ferrari Testa Rosa sports cars with dual speed rear axles, wheel assembly can be changed to adjust speed, 2 new rheostat speed controls with speedometers, 2 new change lane switchtracks with push-button controls, new lap counter counts up to 50 laps for each car no matter how often car switches lanes. New starter flagman—turns current on to start equal timed races. Set shown is 2 x 7 ft. New plastic power track 27 sections (13 straight track, 12 curved track, 2 cross straight track). All track pre-wired, pre-assembled—sets up easily and quickly. Complete with 6 cross-over supports to make bridge 8 special fences, decal set, set powered by new, special 2 amp., 6-volt power pack with circuit breaker on-off switch. UL listed. Operates on 110-120 volt, 60 cycle, AC. No down payment—months to pay. See page 79.
X 923 5573 A Wt. 7 lbs. 12 oz. 23.88

B NEW OVER/UNDER ROAD RACE Speedy miniature racing cars shoot around curves and zoom down straightaways. Set features 2 newly designed plastic 1/32 scale Ferrari type sports cars, pre-wired motors, metallized trim, rubber racing tires, metallized wire wheels, 2 pre-wired rheostat speed controls let you apply power as if you were driving. New pre-wired asphalt-black plastic power track 17 pre-assembled sections form 2 x 4 ft. "figure 8" without glue or tools. 6 cross-over supports for bending bridge. 8 sections of break-resistant polyethylene plastic fence. Decal set. Complete with power pack 2 amp. 6 volts. UL listed. Operates on 110-120 volt AC.
X 923 5565 A Shipping weight 6 lbs. 12.99

C NEW INDIANAPOLIS "8" ROAD RACE SET Economy priced set complete with power pack brings Indianapolis speedway racing thrills into your home. Action-packed set includes 2 gear-driven 1/32 scale Indianapolis-type cars with newly designed wheels, rubber racing tires, 2 speed push button controls, 16 sections of asphalt-black plastic track (14 curved, 1 straight, 1 cross track). All track pre-wired, pre-assembled, snaps together easily, to form 2 x 4 ft. figure 8 layout. 4 sections of break-resistant polyethylene plastic fence. 3 amp. 6 volt power pack—UL listed. 110-120 volt, 60 cycle, AC.
X 923-5557 A Shipping weight 4 lbs. 8 oz. 9.99

D 4 POSITION LAP COUNTER. Counts to 50 laps for each car.
X 923-5607 A—Wt. 5 oz. 2.44

E STARTER FLAGMAN.
X 923 5623 A Wt. 3 oz. 1.44

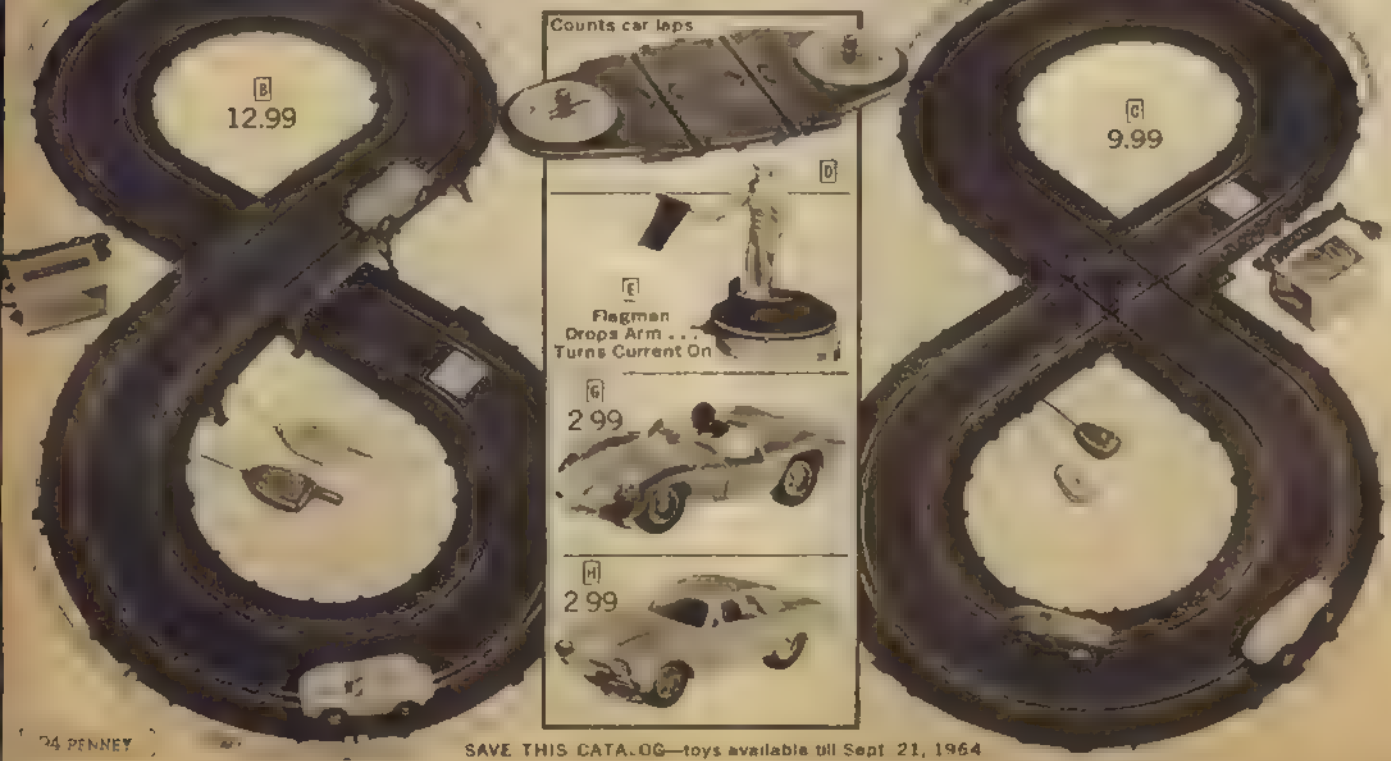
G TESTA ROSA FERRARI. 4 oz.
X 923 5649 A For Set A 2.99
X 923 5664 A For Set B, C 2.69

H STOCK CAR Thunderbird. 4 oz.
X 923 5656 A For Set A 2.99
X 923 8023 A For Set B, C 2.69

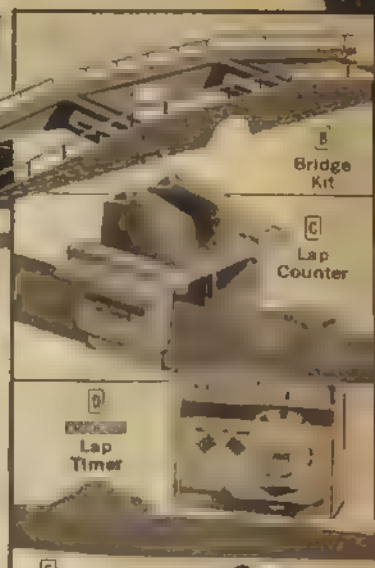
TRACK SECTIONS. Not shown. Pre-assembled, asphalt-black plastic. Shipping weights 4 oz., 4 oz., 5 oz., 5 oz.
X 923 5581 A Straight 5 in. 39c
X 923 5599 A Curved 7 in. 59c
X 923-5615 A—Chicane. 1.44
X 923 5631 A Crossroad 79c

Order extra sports cars for these road race sets under [G] and [H]

exciting road races and accessories



. . . breath-taking competition



A FLY-OVER SPEEDWAY ROAD RACE SET By Gilbert . . . with spectacular new Fly-Over Chicane—stock car-racer hurtles gap and continues racing. 2 manual switches for changing lanes in mid air or continue in same track! Set incl. 2 electric-powered 1/32-scale Ford plastic stock cars, 2 accelerator speed controls, new official starter—manually operated flagman on platform. 27 sections of pre-assembled plastic roadway (18 city curve, 8 straight, 1 cross road, 1 fly-over chicane). Set shown 4 x 8 ft. Plus 60-pc. accessory pack with flags, grandstand, tower, etc.—of heavy die-cut board. 66-pc. deluxe metal and plastic fence set. Decal kit. 1 amp. Pike Master power-pack UL listed. 110-120 volts, AC

X 923-5391 A—Shipping weight 10 lbs. 29.95

FLY-OVER CHICANE KIT. Described above. With approach/landing ramps, railings, operating warning light.

X 923 5409 A Shipping weight 10 oz. 5.88

ROADWAY SECTIONS. (Not shown.)

X 923-5433 A—Straight, 7 in. Wt. 3 oz.

X 923 5441 A Curved 6½ in. Wt. 3 oz. each 39c

WHICH LANE? CHICANE. Change lanes in mid-race.

X 923-5458 A—14 in. long. Shpg. wt. 8 oz..... 3.88

B HUMP BRIDGE KIT. Requires 3 straight Auto-Reme roadway sections (not included)

X 923-5383 A—Shpg. wt. 4 oz. 1.49

C AUTOMATIC LAP-COUNTER Adjustable. Fits all cars and all popular road race sets.

X 923-5417 A—Shpg. wt. 1 lb. 3.88

D OFFICIAL LAP-TIMER Times laps in actual or scale min., sec. For all popular road race sets.

X 923-5425 A—Shpg. wt. 1 lb. 3.88

E "OFFY" SPECIAL RACER. Indianapolis-type racing car. 5-pole DC motor, worm gear drive

X 923-5466 A—Shpg. wt. 5 oz. 5.99

G CORVETTE SPORTS CAR 5-pole DC motor. 4¼ in. long. With complete customizing kit

X 923-5474 A—Shpg. wt. 5 oz. 5.99

H FORD COUPE Authentic replica of famous coupe. 5-pole DC motor, worm gears. 5¼ in. long

X 923-5482 A—Shpg. wt. 5 oz. 4.99

MARK IV DELUXE 4 LANE ROAD RACING SET

- *4 lanes of thrills*
- *246-in. total circuit*
- *over/under fig. 8*
- *4 famous race-cars*

J MARK IV 4-LANE ROAD RACE SET. By Strombecker. Double the cars! Double the lanes! Double the thrills! Has plastic replicas of 4 great racing cars, 1/32-scale—New Ferrari Berlinetta, Ferrari Testa Rosa, D-Jaguar, XKE Jaguar. 4 new pistol-grip rheostat control throttles. Built-in speedometer shows scale MPH. Giant figure 8 layout 96 x 42 in. 40 pre-assembled plastic track sections, in official asphalt-black color (24 curved, 16 straight). Deluxe overpass supports, 18 fence-sections. 32 page guidebook includes simple assemble-disassemble instructions. Complete with 2 powerful 16 volt power packs (dual output, UL listed). Operates on 110-120 volt, 60 cycle, AC. No down payment, monthly pay—see page 79 for complete details about Credit Command

X 923-5508 A—Shipping weight 14 lbs. 44.95

K PONTIAC CAR KIT. Plastic. Easy to assemble

X 923-5532 A—Wt. 9 oz. .. .2.99

L FORD CAR KIT Plastic

X 923-5540 A—Wt. 9 oz. .2.99

TRACK SECTIONS Not shown. High impact polystyrene plastic. 12 in.

X 923 5516 A Straight. 4 oz.

X 923-5524 A—Curved. 4 oz. .1.19

No down payment with Credit Command—see page 79 for complete details.

HO-gauge "Model Motoring"

realistic, table-top action

breath-taking thrills of real road racing

[1] **JAGUAR XKE** Miniature replica of this exciting sportscar that's noted for its powerful performance, its status-wise prestige
X 923 5052 A—Shpg. wt. 2 oz. 2.29

[2] **CORVETTE "STING RAY."** Detailed reproduction of the actual Corvette "Sting Ray." Sleek, streamlined dream-of-a-sportscar
X 923 5045 A—Shpg. wt. 2 oz. 2.29

[3] **INDIANAPOLIS RACER.** Authentic copy of an actual midget formula racer. High performance model. Designed for speed.
X 923 5060 A—Shpg. wt. 2 oz. 2.29

"HO" SCALE BATTERY OPERATED TOOTSIETOY ROAD RACE. Breathless speed and thrill-a-second adventure. Perfect for the kids' room, apartments or back yard play. Set includes two rugged [illegible] Monza die-cast metal HO scale model racing cars, one in [illegible] red and the other in sparkling gold color. Includes two push-button speed control throttles, customizing decals, four curved and [illegible] straight preassembled plastic track sections that form a large [illegible] in [illegible] and-under figure "8" layout, overpass supports. Operates on two 1½ volt batteries—not incl.
X 923 3719 A—Shpg. wt. 3 lbs. 4 oz. 5.88

[A] **AURORA "MODEL MOTORING" SET** Cars zoom down the straightaway, negotiate tight curves, yet hold the track. A sport of skill with the thrill of real road racing. Set includes two HO-scale plastic/metal sports cars, 2¼ in. long—each has a gear driven Thunderjet 500 motor for super-speed performances. Cars are guided independently via speedometer-type control with reverse switch, brake. Run on one 18 volt powerpack (110-120 volts, 60 cycle AC, UL listed). Authentic in every detail. Preassembled plastic track sections with metal conduits snaps together easily to form 36 x 36 in. layout. Incl.: 8 sections, 9-in. radius curved track, 7 sections, 9-in. long straight track; 1 section, 9-in. terminal straight track, plus 4 high-impact plastic treadle supports, guard rails, posts. Set may be combined with HO-gauge model train layout for double excitement.
X 923-4964 A—Shipping weight 7 lbs. 16.88

[B] **AURORA 4-LANE RACEWAY SET.** Thrills galore for the road race fan in this high performance racing set with realistic on-track action at home. Up to 4 players can maneuver cars around course. Preassembled plastic track sections with metal conduits 36 x 36 in. pretzel-shaped layout. Includes four 2¼-in. long plastic metal sports car models with gear driven, Stirling Moss Thunderjet-500 motors for super speed performance. Each model has a separate speedometer-type control, reverse switch and brake. Runs on one 18-volt powerpack, 110-120 volts, AC, UL listed. Set consists of 8 pieces of 9-in. radius curved track, 6 pieces of 6-in. radius curved track, 6 pieces of 9-in. long straight track, 4 pieces of 6-in. long straight track, 2 pieces of 9-in. long terminal straight track. 60 cycle.
X 923-5011 A—Shpg. wt. 8 lbs. 28.88

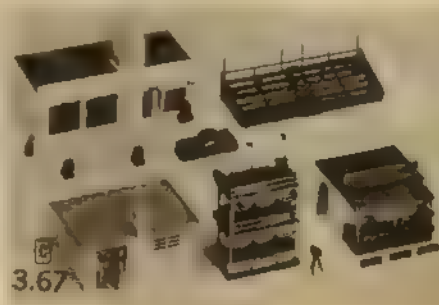
Aurora 9-in. Long Straight Track.
X 923-4972 A—Wt. 3 oz. 59c

Aurora 6-in. Radius Curved Track.
X 923-4980 A—Wt. 3 oz. 59c

Aurora 9-in. Long Crisscross Roadway
X 923-4998 A—Wt. 7 oz. 1.49

Aurora 9-in. Long Lap Counter
X 923-5003 A—Wt. 4 oz. 1.19

[C] **"HO" RACING ACCESSORIES.** These authentically designed "HO" gauge plastic accessories are the perfect addition to any racing layout. Realistic and colorful. Set includes a 3 x 4-in. wide pit-stop that consists of a pneumatic jack, tires, gas drums, fire extinguisher, and front and roof-top signs. Also included are a 3 x 1½ x 4 in. high bridges stand complete with TV cameras, equipment boxes, platform furniture and pennants, a 5⅝ x 7¼ in. high grand stand, a gas station measuring 6 x 3½ x 3¾ in. high and a 3 x 4-in. wide first-aid station.
X 923-5078 A—Wt. 1 lb. 2 oz. 3.67



[D] **"HO" RAILROAD CENTER** An outstanding addition to any model pike. Included are a suburban station and freight platform, a freight station, a watchman's shanty, a switch tower, a signal bridge that spans double tracks, 24 street signs and six trackside workers. Plus nine crates, sacks and barrels, two pieces of luggage, two hand trucks, a bench, a crossing gate, a block signal and [illegible] signal. All of plastic.
X 923 5086 A—Wt. 1 lb. 3 oz. 3.67

[1] **See Guard** . . . very handsome, Veri-Thin waterproof* watch in a tailored shadow slim case with 20 Micron yellow gold top, stainless steel back. Precision accurate 17-jewel movement has unbreakable mainspring. Dustproof, shockproof and magnetic. See-in-the-dark luminous hands, sweep second hand. Expansion band
19-00-17W 20 Micron Gold Plate**. Wt. 9 oz. **$37.50**

[2] **Veri-Thin Skipper** . . . shadow-slim waterproof* with tailored styling . . . the look discriminating men prefer. 17-jewel Gruen precision movement with unbreakable mainspring; dust-resistant, shock-protected, anti-magnetic. Stainless steel case, complementing expansion band. Luminous hands, sweep second hand. Wt. 9 oz.
19-00-25W Stainless Steel. **$33.50**

[3] **Mariner** . . . a slim, distinguished masculine-looking watch, as rugged as it is handsome. Has a Gruen precision 17-jewel movement with unbreakable mainspring. Anti-magnetic, shock- and dust-resistant, waterproof* too. Chrome case with stainless steel back, matching expansion band. Luminous hands, sweep second hand.
19-00-33W Chrome. Wt. 9 oz. **$25.95**

GRUEN

All Gruen watches have precision movements with unbreakable mainsprings

Auto-Date Master . . . self-winding 25-jewel watch with the executive look. Waterproof* and precision accurate to the tenth second! Calendar feature shows the date. Shockproof, anti-magnetic; has an unbreakable mainspring. Luminous hands. 20 Micron gold plate case with stainless steel back, expansion band. Wt. 9 oz.
19-00-09W 20 Micron Gold Plate** **$69.50**

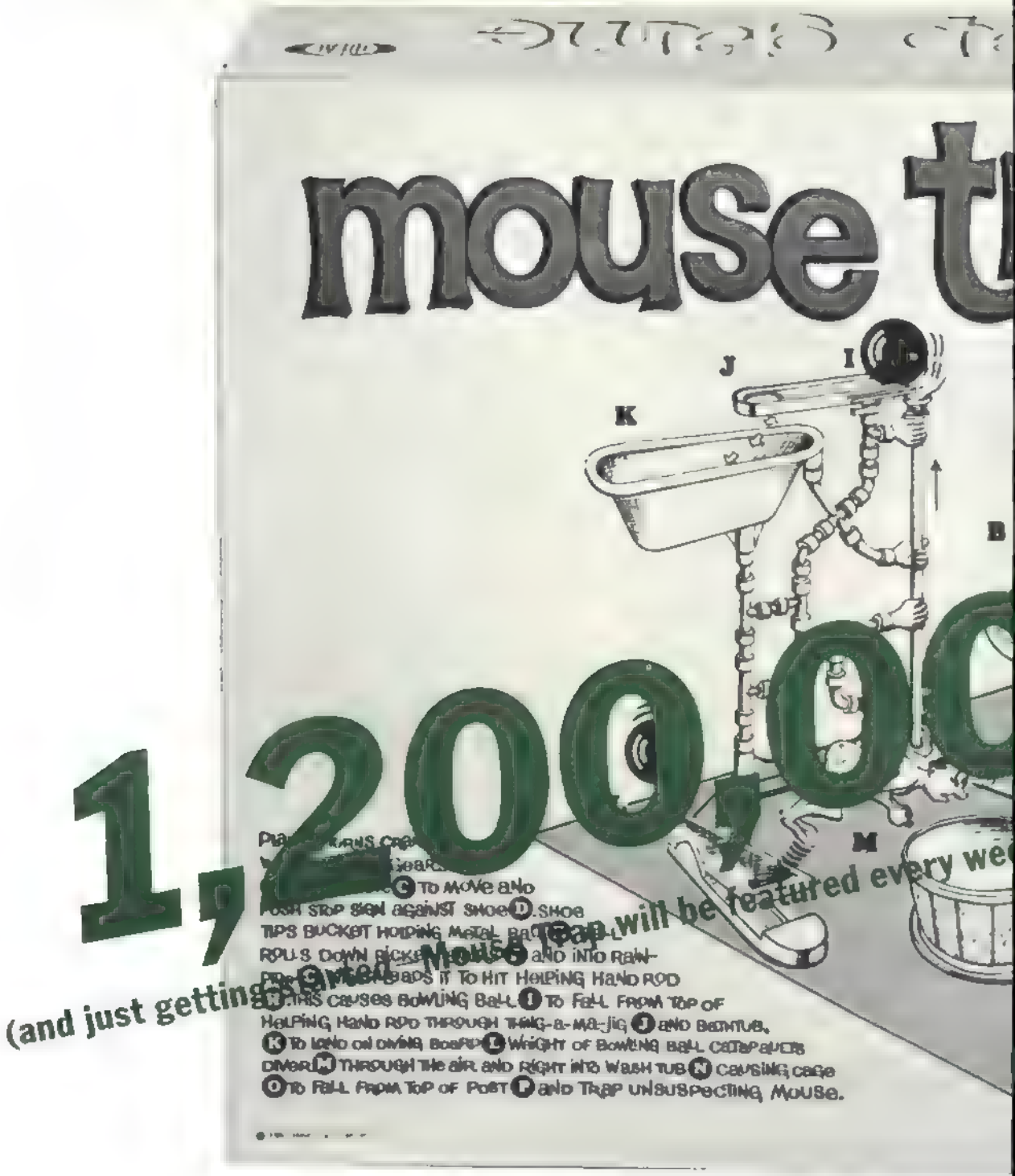
[4] **Golden Duke** . . . distinctive, elegant—it's a classic beauty. Gleaming 14K gold case with rich brown leather band are ruggedly handsome, truly masculine. Shock-protected 17-jewel Gruen precision movement is anti-magnetic, dust-resistant. Unbreakable mainspring. Small second hand. Wt. 9 oz.
19-00-41W 14K Yellow Gold **$64.50**

[5] **Titan** . . . a slim, handsome dress watch for the man of good taste. 20 Micron gold plate case has a stainless steel back. 17-jewel Gruen precision movement with unbreakable mainspring, shock- and dust-resistant, anti-magnetic. Easy-to-read stainless dial, small, second hand. Matching expansion band. Wt. 9 oz.
19-00-58W 20 Micron Gold Plate** **$31.95**

**Guaranteed waterproof while case, crown and crystal remain intact*

Federal Excise Tax is included in all prices on this page

***20 Micron Gold Plate is a superb heavy gold plating developed in Switzerland*



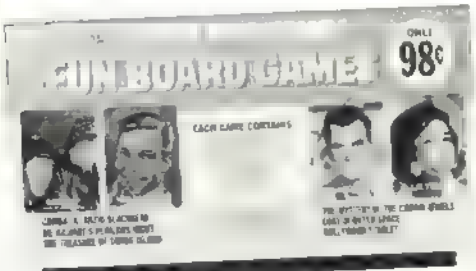
GET THE MESSAGE?

At Ideal, games are no laughing matter. That's why in just three years we've become one of the Big Three in the game business. Ask the toy stores and buyers who've made it big this year with Mouse Trap...

and Kildare, The Nurses, and Combat. Then ask yourself: "Am I selling the line that's turning the game business upside down, the line that's geared for sales this January, February, March, all year long?"

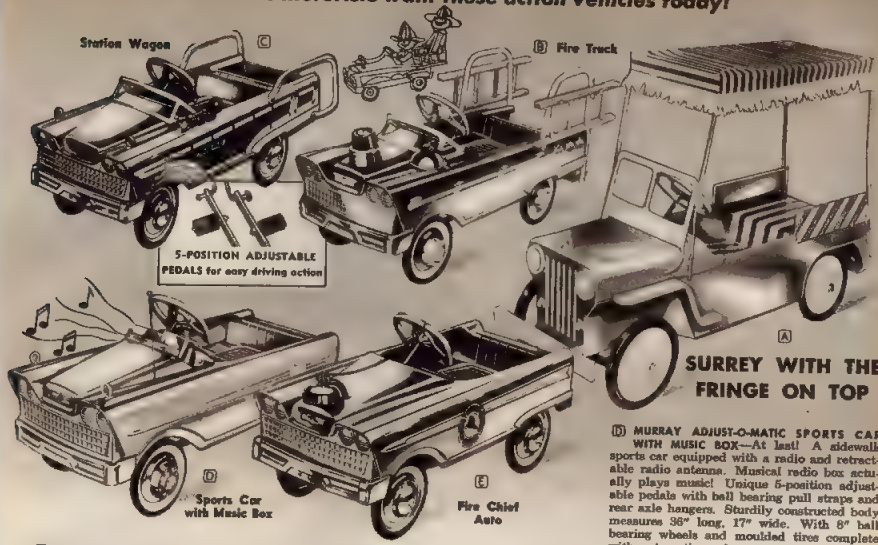
What "Pocketbooks" were to the book business, Ideal's new "Fun Board" games will be to the game business–year'round! Board games ...only 98¢!

All the fun and enjoyment of regular $2.00–$4.00 box games...but retailing for only 98¢. They include new games with tried, tested and proven big-demand characters, like *Dr. Kildare*, and shows like *Combat*. And we've created two exciting new game series, too. *Liz Tyler*™ and *Bruce Force.*™
The six Fun Board Game titles are *Bruce Force:* Lost in Outer Space, *Bruce Force:* Treasure of Shark Island, *Liz Tyler:* Mystery of the Crown Jewels, *Liz Tyler:* Hollywood Starlet, *Combat:* At Anzio Beachhead, *Dr. Kildare:* Perilous Night.
Every little girl will identify with *Liz Tyler*, our beautiful leading lady, as she struggles through her daring escapades. And where's the boy who won't imagine himself living through every hair-raising adventure of *Bruce Force?*



FREE REVOLVING DISPLAY
Deal #2037-0
To pack the greatest profit into the least display space, we'll give you attractive revolving display rack FREE with every order of 72 pieces (1 doz. each of 6 items.)

Tomorrow's motorists want these action vehicles today!



(A) SURREY WITH THE FRINGE ON TOP—A pedal drive vehicle with a romantic pink striped canopy top . . . fringed all around. What fun for the sidewalk crowd! Beautiful enamel finished body with matching pink striped trim. Easy-to-operate pedal drive lets a youngster zip around the block. Rolls smoothly on large semi-pneumatic tires. With windshield, bumper, simulated lights. Easy steering mechanism. Sturdy construction, 20x 43" size
H-7921681797—Ship. wt. 33 lbs. $25.95

(B) MURRAY SUPER DELUXE FIRE TRUCK—Roars off to pretend fires with its fire bell clang-clanging . . . its warning light revolving . . . and its ladders ready! Full ball bearing mechanism. Body measures 45" long and 17" wide. 8" wheels front and rear with new au-

(B) Cont'd.

tomotive-type hub caps. Adjustable pedals for easy operation. With windshield, bumper, simulated grill and headlights. Bright red finish with white trim
H-7922081797—Ship. wt. 35 lbs. $24.95

(C) MURRAY DELUXE STATION WAGON—A sporty station wagon for young moderns with unique 5-position adjustable pedals with ball bearing pull straps and rear axle hangers. Equipped with tailgate, hand rails and jeweled horn. The youngsters travel in style all around the neighborhood. Full ball bearing body measures 45" long and 17" wide. Deluxe construction throughout with fawn beige finish, mahogany and white trim.
H-7920981625—Ship. wt. 32 lbs. $22.95

(D) MURRAY ADJUST-O-MATIC SPORTS CAR WITH MUSIC BOX—At last! A sidewalk sports car equipped with a radio and retractable radio antenna. Musical radio box actually plays music! Unique 5-position adjustable pedals with ball bearing pull straps and rear axle hangers. Sturdily constructed body measures 36" long, 17" wide. With 8" ball bearing wheels and moulded tires complete with automotive spinner type hub caps. Realistic chrome finished instrument panel, easy steering mechanism. Body finished in azure blue metallic with red and white trim.
H-7922381480—Ship. wt. 30 lbs. ... $19.95

(E) MURRAY DELUXE FIRE CHIEF AUTO—Marked "Chief" so there's no mistaking him when he arrives at the scene of a pretend fire. Equipped with a realistic fire engine bell so he can announce his arrival. Loads of fun and exercise for every junior fireman. Adjust-O-Matic 5-position pedals with ball bearing pull straps and rear axle hangers. Body measures 36" long and 17" wide. Easy rolling 8" wheels have moulded tires and automotive spinner type hub caps. Body and wheels finished in vermilion with white trim.
H-7921981190—Ship. wt. 27 lbs. $16.95

DELUXE BALL BEARING SCOOTER
A streamlined 2-wheel scooter . . . everybody's favorite. Big 41x32" one-piece frame and fork designed for speed and rugged use. 10" ball bearing spoke wheels. Baked enamel finish. Fender on front wheel; parking stand at rear. For hours of healthful exercise.
H-79262A720—Ship. wt. 17 lbs. $9.95

POPULAR RADIO FLYER COASTER WAGON
36x17½" red body has broad, rolled-under flange; 10" double disc smooth-rolling wheels, guaranteed bearings; puncture-proof tires.
H-793138880—Ship. wt. 32 lbs. $11.95
Radio Super Coaster Wagon (not shown)—28x 13" body, 7" wheels. Red finish.
H-79019A350—Ship. wt. 18 lbs. $7.95

HARDWOOD STAKE WAGON
With six big 10" steel spoke wheels that roll along smoothly on 1¾" tractor-type semi-pneumatic tires, lifetime bearings. 16x40" body, 10½" high with stakes. Lacquered natural finish body, red stakes. Ideal for delivery, errands, newsboys, just plain fun.
H-7921381797—Ship. wt. 46 lbs. $25.95

"B" Stock Items will be shipped Truck or Express—EXCEPT where Parcel Post or U.P.S. delivery, or Will-Call pick-up is applicable

BRAND NEW! THRILLING . . .

A CHAIN DRIVE SPIN-A-ROO—An exciting new action wheel toy that goes forward . . . or backward . . . and tilts to spin full 360°! Completely enclosed ball bearing chain drive. Adjustable seat. 10" ball bearing rear wheels, 6" front, with large semi-pneumatic tires, 5" suspended caster wheel at rear. Jet type steering wheel. Double frame of steel. 51x21x24".
H-7923181950—Ship. wt. 37 lbs. $27.95

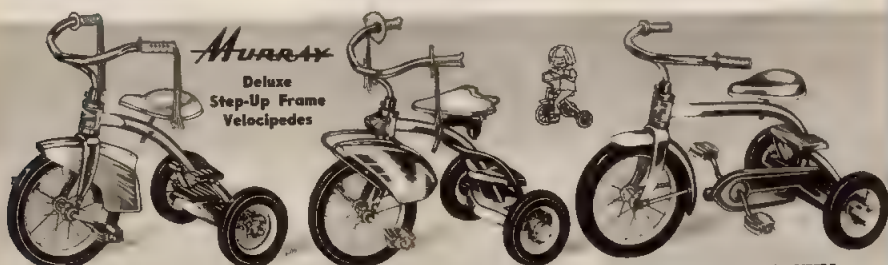
B MURRAY SUPER DELUXE TRACTOR—Ball bearing chain drive tractor has adjustable seat, trailer hitch. Ball bearing wheels—8" front, 10" rear—large semi-pneumatic tires. 37x22x25". Bright red.
H-7922181640—Ship. wt. 34 lbs. $22.95

C MURRAY DUMP TRAC—Use it with tractor or trike . . . or pull it separately using easy-grip handle. Dump box really works. Body 33x15½". 8" wheels with moulded tires. Red with white trim.
H-79247A635—Ship. wt. 16 lbs. $8.95

D PEDAL DRIVE TIN LIZZIE—Equipped with adjustable windshield, simulated headlights and motor meter, and old style flat running boards and fenders! Ball bearing rear axle supports; adjustable pedals. 10" wheels, semi-pneumatic tires. 34" long, 25" high.
H-7923281580—Ship. wt. 30 lbs. $21.95

E MURRAY FIRE BALL RACER—Nylon bearing chain drive mechanism affords maximum pedaling ease. Adjustable bucket seat. 10" rear wheels and 8" ball bearing front wheels, spinner type hub caps. Simulated chrome exhaust pipes, vinyl covered roll bar. 41x23x22".
H-7918481685—Ship. wt. 32 lbs. $22.95

F AMF PEDAL DRIVE JUNIOR SCAT CAR—Nylon bearing pedal drive, adjustable to 5 positions. 9¾" rear and 7½" front wheels with 1¼" semi-pneumatic puncture proof tires. Airplane type steering Sturdy steel tubing frame, 39" long, 19½" wide. Bright red finish
H-7925981040—Ship. wt. 22 lbs. $14.95



MURRAY FIN FENDER VELOCIPEDE
Streamlined deep-well fin fender, step-up frame. 1⅝" semi-pneumatic white sidewall tires, ball-bearing front wheel. Adjustable chrome handlebars, plastic grips. 1¼" tubing frame. Flamboyant red with white.

Stock No	Front Wheel	Ship. wt.	
H-791038897	10"	18 lbs.	$12.95
H-791048997	12"	20 lbs.	$13.95
H-791058145	16"	24 lbs.	$15.95
H-791068180	20"	29 lbs.	$17.95

SUPER DELUXE DOUBLE-DECK VELOCIPEDE
Full ball bearing front and rear wheel with 1⅝" semi-pneumatic white sidewall tires. Double-deck frame with spacious lower platform and easy step-up plate. Adjustable chrome handlebars, deep chrome fender, white vinyl saddle. Flamboyant turquoise finish.

Stock No.	Front Wheel	Ship. wt.	
H-791878B1265	10"	21 lbs.	$17.95
H-791888B1340	12"	22 lbs.	$18.95
H-791898B1490	16"	27 lbs	$20.95

MURRAY CHAIN DRIVE VELOCIPEDE
New and exciting chain drive velocipede with deep lower platform and easy step-up plate. Ball bearing front wheels with 1⅝" semi-pneumatic tires. Adjustable chrome handlebars, plastic grips. Equipped with adjustable metal saddle, bow form pedals and deluxe hub caps Vermilion finish, white trim.

Stock No.	Front Wheel	Ship. wt.	
H-791848B1440	12"	32 lbs.	$19.95
H-791858B1580	16"	37 lbs.	$21.95

"B" Stock Items will be shipped Truck or Express—EXCEPT where Parcel Post or U.P.S. delivery, or Will-Call pick-up is applicable.

Buddy L

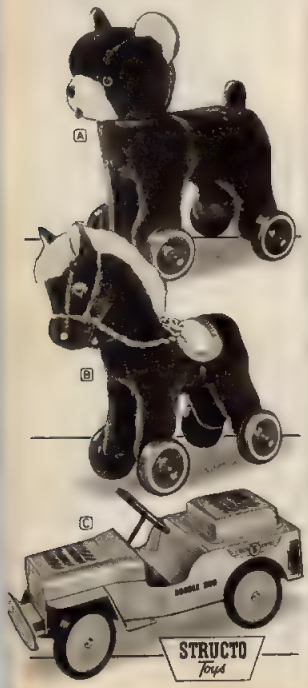
SIT-N-RIDE ACTION TOYS

BUDDY L SIT-N-RIDE FARM TRACTOR

Authentically detailed giant Sit-N-Ride tractor offers hours of realistic fun for every boy and girl . . . plus lots of healthful exercise! Looks just like the tractors he sees in the farmer's field . . . with big 11" pneumatic tires, realistic steel bucket seat, auto-steering, new "sur-grip" steering wheel . . . and even a horn! Handy trailer hitch for towing purposes. Made of poly—won't mar or scratch the furniture . . . even the tires are "Non-Mar" poly. 26½"x18"x17" high.
H-77120A860—Ship. wt. 10 lbs. $12.95

BUDDY L FOUR-WAY SIT-N-RIDE TRUCK

America's most famous toy . . . and the one any active boy would like most to have . . . it's a young trucker's delight! He can do almost any job expected of any truck with it . . . it's a wrecker, dumper, hauler and riding truck all in one. Removable operating boom adds to the versatility. Dump box locks down for safe riding. Comfortable bucket seat. Rugged auto steel construction; realistic knuckle steering. Has big 3½" "Non-Mar" tires. 24½" long, 8½" wide, 13" high.
H-77121A575—Ship. wt. 8 lbs. $7.98



(A) RIDE-ON BEAR

Lovable brown bear made of the finest quality rayon plush with a steel welded frame and unbreakable polyethylene wheels. Safety locked in eyes. Approximately 21" high . . . and will easily carry a rider weighing up to 100 lbs.
H-76110A697—Ship. wt. 7 lbs. $9.98

(B) RIDE-ON HORSE

Handsome black steed . . of quality rayon plush with safety locked-in eyes. Will hold a rider up to 100 lbs. 22" high, with steel welded frame and unbreakable poly wheels.
H-76111A850—Ship. wt. 6 lbs. $11.98

(C) STRUCTO RIDE-ER DOODLE BUG

An extra-sturdy replica of the busy vehicle used at air fields to guide aircraft to proper parking locations. Steers easily . . . has convenient roomy hauling compartment in the rear. Safe rubber bumper. 25 5/16" long, 10⅛" wide, and 12¾" high
H-77130A697—Ship. wt. 14 lbs. $9.98

(D) RIDE 'EM FIRETRUCK

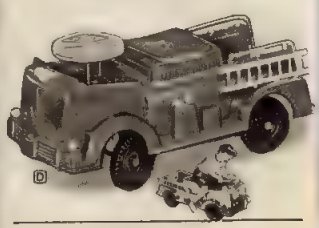
Gangway for Junior on his big red fire engine! Wide comfortable seat and foolproof steering make it easy for even small firemen to manage . . . and such fun! Built to last, with rugged all-steel frame and unbreakable polyethylene plastic body. Flexible, with no sharp edges. Removable ladder, heavy duty tires. Measures 24x10x10½".
H-77214A265—Ship. wt. 5 lbs. $3.98

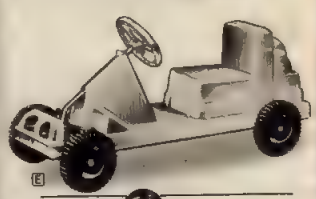
(E) ANDY GARD RIDE 'EM SCAT CAR

Sleek scat car for the sidewalk crowd to take for thrilling races around the block! Unbreakable polyethylene body over rugged all-steel frame. Easy-to-guide steering wheel, back rest, foot mount and crash bumper. Measures 29x12½x14".
H-77210A335—Ship. wt. 6 lbs. $4.98

(F) RIDE 'EM TRACTOR

Large rugged blow molded red and silver tractor body . . . it's a thrill for the young driver just to climb aboard such a handsome machine! Realistic heavy duty wheels, movable gearshift and positive steering to provide hours of riding fun 9½x8x20".
H-77225A335—Ship. wt. 5 lbs. $4.98





NEW TOYS ON PARADE

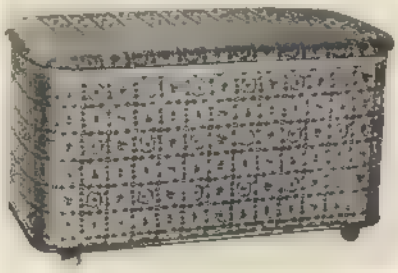
"Friendly Animals" is the title of a play-alone floor-book for toddlers that unfolds to 6' in length with pictures of farm animals. Foldout panorama measures 8⅜ x 8⅞" folded; lists for $1. Platt & Munk, 200 Fifth ave., New York.

Guerrilla Water Gun features powerful pumping action for long-range shooting and a 500-shot capacity. Made of high impact styrene, gun is 16" in length and has camouflage color effect. From Eldon Industries, Inc., Hawthorne, Calif

Tractor with Trailer, measuring over 6", is new addition to "Matchbox" King Size Series. Two-piece unit consists of Fordson Tractor and Trailer with piston lift for dumping; $1.50. Fred Bronner Corp. 251 Park ave. South, New York 10.

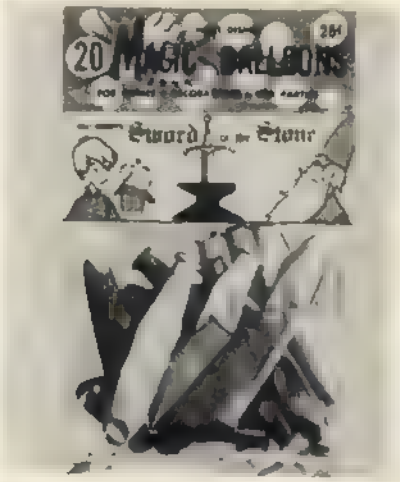
Little Glamour Puss Jewelry Chest and Playhouse Jewelry set consists of satin lined chest with removable tray, rhinestone set, pearl set, gold colored pendant and matching ring, three-charm bracelet From Cleinman & Sons, Providence 4.

Two- to six-year-olds will enjoy the Teeter Totter, a polyethylene plastic toy that is activated by falling columns of sand. Colored red and white, toy is 7½" high, 12" wide, 89¢ retailer. Trim Molded Products Co., Burlington, Wis.



Early American Toy Chest measures 30" x 15½" x 17¼", has chapel print of brown on beige background. Features are metal rim around top for rigidity, adjustable control hinge (no pinched fingers) W. C. Redmons Sons & Co., Peru, Ind.

Wonder Watch has moving hands, keeps ticking without winding. Blister packed on a colorful display card, watch comes with sturdy plastic strap. Amsco the Magician character on face; 60¢. Amsco Industries, 200 Fifth ave., New York.



Sword in the Stone Magic Balloon Package consists of 20 balloons in airship and round shapes and assorted colors. Instructions on reverse side of label for "magic" party tricks. Retails for 25¢. Oak Rubber Co., Ravenna, Ohio.

Phantom Hawk is a high flying kite with a 4½' wingspan to make it look and fly like a bird. Made of strong cotton cloth in black, blue, green or red; 200' of cord included. List price is $2. Glad Boy, Inc., Box 190, Franklin Park, Ill.

Child-size furniture in Mayflower Group is made of rugged wrought iron for durability with vinyl covered foam cushions for comfort. Set includes folding table, two chairs, couch, chaise lounge, rocker. Fletcher Enamel Co., Dunbar, W. Va.

Mobile Horse Van with show horses features bubble top van window, loading ramps in rear and at side, stallion, mare colt. Van is tan with brown trim, cab is turquoise; both made of plastic. Irwin Corp., 200 Fifth ave., New York 10.

"My Dial Books" allow children to "dial" themselves a story. Each book in the series of four contains 16 colorful frames and four easy-to-manipulate dials. Books measure 16½" x 9½". Merry Mfg. Co., 531 N. Wayne ave., Cincinnati.

Water Paddler makes swimming easy as youngsters use oarlike paddles on either side of large unsinkable ball to propel themselves. Over 3' in length, swimming aid is lightweight and sturdy. Emenee Corp., 200 Fifth ave., New York 10.

Super Deluxe Tractor is chain driven, equipped with simulated dual spark plugs and ignition wires, trailer hitch, adjustable seat. Tractor is finished in vermillion with aluminum and white trim Murray Ohio Mfg. Co., Nashville.

Tom Thumb Typewriter has complete alphabet, numerals and punctuation. Letters arranged in normal sequence. Machine has ball bearing carriage, takes full-size paper, uses standard ¼" ribbon Henry Katz Org., New York 10

Available in two sizes — four-color, 20-page coloring book for $1.98 and six-color, 40-page coloring book for $2.98— Mr. Marko Coloring Set uses 5½" felt tip markers as coloring agents. Marko Industries, Mount Vernon, N. Y.

Twelve different snake chain charms, available to dealers on free rack that displays six each of the 12, come skin packed on colorful hang-up card. Chain is in bright gold color; 25¢ retail. Crisloid Plastics, Inc., 55 Porter, Providence.

U.S. Army Flying Platform soars over 30' in the air. Youngsters can tilt molded plastic toy to fly it in any direction via easy-to-manipulate spring launcher. Retails for 79¢ Sidney A. Tarson Co., 518 S. Raccine ave., Chicago.

Over-the-road cement mixer is the latest addition to the Mini-Tonka line. Measuring 9⅜" long, the toy is constructed of heavy gauge steel, with real rubber tires and a mixing hopper that is crank-operated. Tonka Toys Inc., Mound, Minn.

Creative Block Package has been enlarged by Fisher-Price to now include 18 polyethylene blocks and six dowels, shortened for easier handling. New package allows contents to be viewed. Fisher-Price Toys, East Aurora, N. Y.

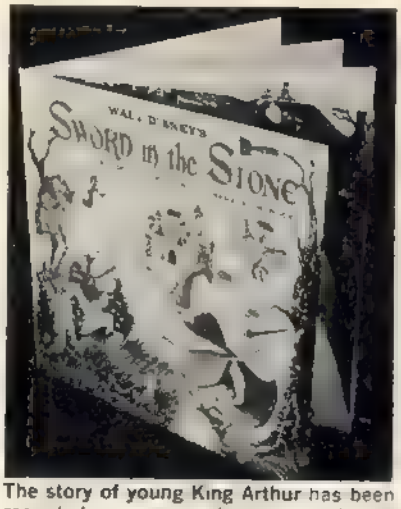
Young bowling enthusiasts will enjoy Bowl-A-Strike, an action game with automatic pin setting and a spring loaded aiming device. Measures 38" x 8½" x 11⅛". Suggested retail is $10. Hassenfeld Bros., Broad st., Central Falls, R. I.

Mickey Mouse Music Corner is a two-speed phonograph that plays all 78 RPM and 45 RPM records up to 12". Features red and white combination carrying case with "Mickey Mouse Club" design. The Lione Corp., 15 E. 26th st., New York.

Charlie Brown, Linus, Lucy, Snoopy and other Peanuts characters are used by Charles Schultz to illustrate ideas on security in "Security Is A Thumb and A Blanket." $3 retailer from Determined Products, P. O. Box 2150, San Francisco.

Color Bingo Roulette set consists of spinning plastic roulette wheel, steel balls, check sheet, bingo cards, markers and instruction sheet. Complete set is enclosed in sturdy window box. $1. Lido Corp., 1340 Viele ave., Bronx 74, N. Y.

With Barbie's Wig Wardrobe, girls can change fashion doll's hair style to go with different outfits. Styles in set are bubble on bubble, page boy, side part flip. Wig stand, head included. Mattel, Inc., Rosecrans ave., Hawthorne, Calif.



The story of young King Arthur has been recorded on a long playing record with music and songs from Walt Disney cartoon feature, "The Sword in the Stone." Comes in Panorama storybook for $4.95. Disneyland Records, New York.

Accordion-type construction of Expanding Horse lets children create any size horse from 7" Shetland Pony to 20" racer. Smiling steed has floppy ears, red wheels made of hardwood; $3 retailer. The Sifo Co., 353 Rosabel, St. Paul, Minn.

PARKWAY MEN'S DIVING SUITS AT SPECIAL PRICES

3/16" NYLOPRENE SHARKSKIN DIVING SUIT — PARKWAY. Features set-in sleeves, high, soft collar for snug, contoured fit. 5 heavy duty nylon zippers are cemented double-sewn, backed with wide neoprene. Nickel-plated, double-backed swivel locks. High waist pants with contoured legs. Hood contoured with wide crown, long neck, high chin.
State size . . see chart at right.

N721PF3955 . . . . . $67.00

Nylopreme Boots. Specify S/M, L/XL.
NB72PF378 $6.00

Nylopreme Gloves, 5 fingers. State size.
SNG72PF500 $8.50

NYLON LINED DIVING TUNIC — PARKWAY. A "shorty" having the same high quality construction features of the suit at left.
Please state size see chart below

NU721PF1350 . . . . . $20.00

Unlined Diving Tunic. State size

UT721PF940 . . . . . $14.25

MEN'S SIZE CHART

	Chest	Waist	Weight	Height
X-Small	34-36	28-32	105-140	5'3"-5'7"
Small	36-38	30-34	135-160	5'6"-5'9"
Medium	38-40	32-36	155-180	5'7"-6'1"
Large	40-42	34-38	175-210	5'10"-6'1"
X-Large	42-44	40-42	190-240	5'10"-6'1"

VOIT REGULATORS

A 2-STAGE NAVY REGULATOR — VOIT. Used by U.S. Navy Underwater Demolition Teams. Easy breathing regardless of depth, tank pressure or air supply. Heavy chrome plated case houses hookah attachment for use with low pressure air supply. Lightweight neoprene hoses with a comfortable, slim mouthpiece with non-return valves.
V66VA4690 4½ lbs. $70.00

B CONQUEROR REGULATOR — VOIT. Two stage design for easy breathing. Performance has been tested under all conditions. Externa. parts chromed-over brass with rust free construction. Purge button with canted exhausts direct air away from face. Pearl grey neoprene mouthpiece, chin rest and neck band. Wt. 4 lbs.
V88VA2317 $49.50

C AVALON REGULATOR—VOIT. Piston first stage has only 1 moving part. Exclusive back up ring assures a constant seal. Tilt valve second stage provides a steady full flow with minimum demand. Rubber exhaust port is recessed within regulator body and is combined with chin rest and neck strap. Wt. 3½ lbs.
V121VA2312 $34.50

DIVING ACCESSORIES

VOIT

D VIKING FINS—VOIT Symmetrically designed curved blade with large stiff ribs to channel the water and increase thrust. Soft comfortable foot pocket. Two tone royal blue floating fins fit either foot. You'll be amazed at your newly-acquired speed and effortless motions. State shoe size: Medium 7-9, Medium Large 9-11 and Large 11-13. Wt. 5 lbs.
A68VA660 pr $10.95

E TANK PRESSURE GAUGE—VOIT You know you're safe underwater with an accurate pressure gauge. Gives positive check of air supply in tank before and after diving. Bleeder valve, for easy disconnection. Advanced design with all the modern features incorporated in one quality pressure gauge. An outstanding buy at this low price.
D510TVA670 1 lb $9.95

F BLACK BELT — VOIT Heavy duty 2" black cotton belt. Quick release stainless steel buckle. 86" long. 1 lb.
2W25LVA567 . . . . . $4.45
Black belt, 2" wide, 54" long.
2W25VA240 . . . . . $3.95
2W5VA300 5-lb. lead wt. $4.95
2W3VA180 3-lb. lead wt. $2.95
2W2VA120 2-lb. lead wt. . $1.95

G 50 FATHOM DIVING MASK — VOIT A top quality mask with many of the advanced features you'd expect to find only in a mask twice the price. Exclusive external depth equalizing levers relieve pressure without mouthpiece interference. Soft rubber gives a positive seal. Panoramic view tempered lens lets you see at amazing depths. Split neoprene strap with side buckles for snug, comfortable fit. Stainless steel fittings.
B11B-SVA420 . . . . . $4.95

H SWIM FUN KITS—VOIT. Combination kit of fins, mask and snorkel. Adjustable sail fins have reinforced ribbing, non-slip strap buckles. Mask has clear round plastic lens. Standard black and white snorkel. Order swim kits by shoe size.
SKBLVA360 Large (8 up) $5.95
SKBMVA360 Med. (4-8) $5.95

J DELUXE COMBINATION COMPASS AND DEPTH GAUGE—VOIT Professional model for the expert. As fine an instrument as money can buy, yet priced far below its actual value. Shock resistant rubber housing and shatterproof lens. Accurate liquid compass and luminous dial calibrated to 140 feet. Long plastic wrist strap. No one who takes underwater diving seriously should be without one of these units. Wt. 1 lb
DG4-GVA960 $15.95

VISIT OUR SHOWROOMS FOR LARGER SELECTIONS

(A) DOUBLE BEND SNORKLE — VOIT Enjoy underwater sights as you paddle along. Snorkel has proven lightweight design. Soft, comfortable mouthpiece with increased air flow for easy breathing. Black
F2VA66 . . . . . **$1 10**

(B) SKIN DIVER SNORKEL—VOIT New crushproof convoluted section, fully flexible, noncollapsing. Smooth inner wall for positive clearing. Strap adapter. Comes in Blue and White
F3BVA180 **$2 95**

(C) DELUXE SKIN DIVER KNIFE—VOIT Stainless steel blade 7¼" long with serrated tip. Black Cycolac handle. Black neolite sheath has combination waist belt and leg straps with stainless buckles
DK3VA340 . **$8.95**

(D) SKIN DIVER KNIFE—VOIT Stainless steel blade with serrated tip 5¾" long. Strong enough to pry abalone. Unbreakable black Cycolac handle. Black neolite sheath
DK4VA420 . . . . . **$6.95**

(E) CARBINE SPEAR GUN—VOIT Gold barrel. Single set of elastics. Treble barbed spear
G4VA730 19" barrel **$17.95**
Carbine spear gun with 29" barrel For dense sea growth, rocks, coral.
G4VA870 . . . . **$14.50**

(F) SOLID YOKE BAR — VOIT Connect 2 NH valves to form single twin tank block. Use tanks separately or together.
DS98VA1005 . . . **$14.95**
Constant Reserve Valve. 300 psi
DS95VA2010 . . . **$30.00**

SNUGPACK — VOIT Designed for strength, comfort and safety. Contoured back plate is unbreakable and corrosion proof. Stainless steel fittings fold flat for convenience and easy storage. Non-slip cotton webbing with "D" ring buckle, 2½ lbs.
V3P10VA804 . . . . **$11.95**

(G) WHITE VINYL COATED TWIN TANK ASSEMBLY—VOIT Large 71.2 cu. ft. tanks with twin constant reserve valve assembly. Reserve set at 500 psi. Tanks galvanized and primed beneath white coating. 75 lbs
WTCRVA10784 . . . . **$152.00**

(H) WHITE VINYL COATED TANK—VOIT 50 cu. ft. portable tank with no reserve valve. 26 lbs
WPNRVA3082 **$46 00**
White vinyl coated tank 71.2 cu. ft. with DS99 valve. 35 lbs.
WNRVA3719 **$35.50**

Tank stand

(I) WHITE STANDARD TANK—VOIT 71.2 cu. ft. tank with pre-set constant reserve valve. Valve set at 300 psi. Tank is galvanized and primed beneath white vinyl coating. Snugpack not included. Wt. 35 lbs
WCRVA4891 . . . . . **$73.00**

(K) SINGLE TANK STAND VOIT An important accessory! Keeps tanks in a safe, upright position when they are not in use. Chrome plated with black vinyl tips. Sturdy, solid construction. Wt. 3 lbs.
DS295VA266 . . . . **$3.95**

ELECTRIC FISHING MOTOR

Boat Seat Swivel 360° Foam padded Vinyl covered

(L) SILENTROL ELECTRIC FISHING MOTOR — BYRD INDUSTRIES. Low speed, noiseless electric motors don't disturb fishing waters. 3 speed rotary switch gives full range of continuous operation on 8, 12, 18 or 24 volt systems. Sealed lower unit includes lifetime bearings and permanent lubrication. All-aluminum construction. Wt. 14 lbs.
MOTYO5997 . . . . **$79.95**

No noise or vibration

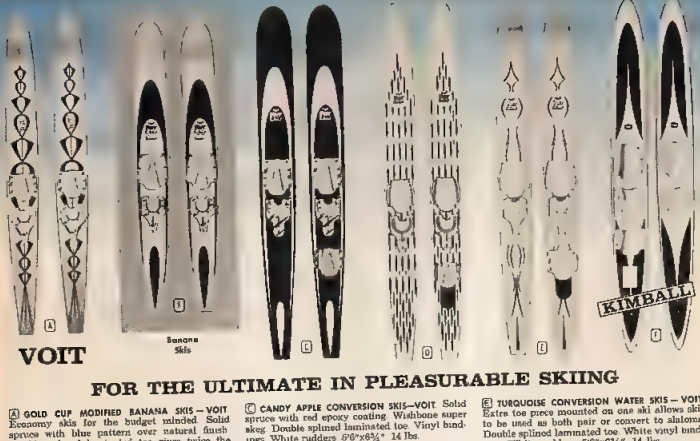
(M) "DIPLOMAT" SWIVEL BOAT SEAT—FRABILL Heavy duty 360° swivel base for quick turning in any direction. Full foam padded seat and back for maximum comfort, even on long rides. Attractive vinyl cover is easy to keep clean. Clamps on and off in just a second. Wt. 10 lbs.
MK-5-1FR797 . . . . . **$11.95**

(N) "CONSUL" SWIVEL BOAT SEAT—FRABILL A budget priced boat seat that combines both comfort and durability. The "Consul" features a full foam padded seat and contour back. Its durable vinyl cover was built to last. 360° swivel base turns easily. Attaches quickly and stays firmly in place until you remove it. Wt. 8 lbs.
MK-3-1FR530 **$7 95**

(P) "SPORT" STADIUM AND SPORT SEAT—FRABILL The handiest seat of all at those long sports events. No more aching back and neck. Comfortable foam padded seat and contour back with durable vinyl cover. Two spring clamps for ease of attachment. Stays firmly in place. Wt. 7 lbs.
MK-2-1FR330 . . . . . **$4.95**

(Q) "EMBASSY" FOLDING ARM CHAIR — FRABILL The most deluxe marine chair of them all! Folding arm chair has heavy duty 360° swivel base. Self-adjusting posture back. Comfortable foam padded seat and back with durable vinyl cover. An ideal gift for the yachtsman who has everything. Wt. 12 lbs.
MK-6-1FR1063 . . . . . **$15.95**

(R) PRESSURIZED DRY CHEMICAL FIRE EXTINGUISHER — AMERICAN LA FRANCE Made for fast, immediate use with one hand. now with 50% more capacity. A press of the thumb discharges non-toxic powder that smothers gasoline, oil and grease fires and all electrical fires, too. Ideal for homes, boats, cars and trucks. With Lifeguard Gauge you can tell by sight whether recharging is necessary. Wt. 6 lbs
273-RAF997 **$14.95**



VOIT

FOR THE ULTIMATE IN PLEASURABLE SKIING

A GOLD CUP MODIFIED BANANA SKIS — VOIT Economy skis for the budget minded. Solid spruce with blue pattern over natural finish. Double splined laminated toe gives twice the strength in the critical bend area. Toe curves remain uniform. 5'6" long, 6¾" wide. Standard white vinyl bindings. Bone white rudders. 13 lbs.
WS200VA1377 . . . . . Pair **$23.00**

B RUNABOUT JR. MODIFIED BANANA SKIS—VOIT Junior size in safety yellow epoxy coating with red trim. Double splined laminated toe. White bindings. Bone white rudders. Contoured arch support with non-slip tread minimizes ankle and foot fatigue. 4'6" long, 6¼" wide. Wt. 10 lbs.
WS120VA1497 . . . . . Pair **$25.00**

C CANDY APPLE CONVERSION SKIS—VOIT Solid spruce with red epoxy coating. Wishbone super skeg. Double splined laminated toe. Vinyl bindings. White rudders. 5'6"x6¾" 14 lbs.
WS162VA2217 . . . . . pr **$37.00**
Candy Apple Modified Banana Slalom Ski. 7 lbs.
WS182VA1237 . . . . . ea. **$21.00**
Candy Apple Modified Banana Skis. Pair 13 lbs.
WS122VA1917 . . . . . pr **$22.00**

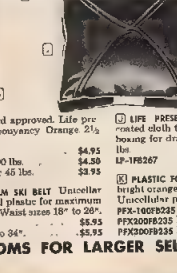
D WHITE FISH CONVERSION SKIS — VOIT. Solid spruce with gold and black pattern on white epoxy coating. Extra mounted toe piece. Wishbone super skeg. Double splined laminated toe. Vinyl bindings. 5'11"x6¾". 15 lbs.
WS143VA2397 . . . . . pr. **$40.00**

E TURQUOISE CONVERSION WATER SKIS — VOIT Extra toe piece mounted on one ski allows skis to be used as both pair or convert to slalom. Double splined laminated toe. White vinyl bindings. White rudders. 6'6"x6¾" 14 lbs
WS165VA1797 . . . . . **$30.00**

F STANDARD COMBO WATER SKIS—KIMBALL. Pressure molded fiber glass skis in popular "Dart" design. Natural resin finish with epoxy. Ron Vik automatic bindings. Soft vinyl-flex toes and heels. Standard fins. Full rocker design. 5'6¾" long. Wt. 12½ lbs.
89CDAKQ2997 . . . . . Pair **$49.95**
800DAKQ2757 Standard combo pair 12 lbs. **$45.95**
850DAKQ1977 Slalom ski 8 lbs. . . **$32.95**

Ski Belts and Life Preservers Keep You Afloat

SKI TOW LINE Polyethylene braided into strong rope. All points spliced where rope is joined. Single wooden handle. Floats. 75' long. 1 lb.
S-71GN210 . . . . . **$3.45**
As above but double handle.
S-02-DGN240 . . . . . **$3.95**



Plastic foam filling
Bright orange twill
For all waist sizes

G ADULT LIFE VEST Coast Guard approved. Life preserver is filled with Kapok for bouyancy. Orange 2½ lbs.
CGA6AFB233 . . . . . **$4.95**
CGC78FB218 Child's vest. 45 to 90 lbs. . **$4.50**
CGC8CFB193 Child's vest. Under 45 lbs. **$3.95**

H VINYL COATED PLASTIC FOAM SKI BELT Unicellular plastic foam coated in hot vinyl plastic for maximum wearability and safety. White. Waist sizes 18" to 26".
VDX-400FB357 . . . . . **$5.95**
VDX-500FB357 Waist sizes 28" to 34". . . **$5.95**

J LIFE PRESERVER CUSHION Heavy vinyl plastic coated cloth top, bottom and handles with perforated boxing for drainage. Filled with 20 oz. of Kapok 2½ lbs
LP-1FB267 . . . . . **$4.95**

K PLASTIC FOAM FILLED WATER SKI BELT. Covered in bright orange twill with heavy webbing and filled with Unicellular plastic foam that is forever bouyant
PFX-100FB235 For waist sizes 18" to 26" **$3.95**
PFX200FB235 For waist sizes 26" to 34" **$3.95**
PFX300FB235 For waist sizes 34" to 42" **$3.95**

VISIT OUR SHOWROOMS FOR LARGER SELECTIONS

32-piece Aluminum Party Perk Set . . child-size version of Mom's own

Invite friends for snacks time and again when you have such durable dishes . . edges rolled smooth for safety. Percolator looks so real with its own cover and cord. There's a 6-inch chip 'n dip tray, as well as a full service for 4, cutlery, paper napkins.
49 U 969—Shipping weight 1 pound.....Set $1.82

37-piece Candy Stripe Set . . rich-looking metal and plastic

Makes table settings look as gay as a party Here are large metal plates, cake plates, cups, saucers, sugar bowl and creamer. Also a metal serving tray, 10¼ inches long. Lovely white plastic teapot and white plastic cutlery. Paper napkins.
49 U 954 Shipping weight 1 lb. 12 oz. . . .Set $1.82

Each Set has cups, saucers, dinner plates and tableware **in a complete service for 4** . . yet look at this low Sears price

$1.82

34-piece Floral-decorated Plastic Set

Wide edges add elegance. A fancy service for 4 with a French-style teapot, sugar bowl and creamer—all with covers. Silverware-look cutlery, paper napkins.
49 U 961 Shipping weight 1 lb. 1 oz.....Set $1.82

37-piece Festive-color Plastic Set

Four striking colors set off with silver-color cutlery, butter and cake knives. Teapot, sugar bowl, creamer and service for 4 with tumblers, napkins.
49 U 956—Shipping weight 1 lb. 3 oz.....Set $1.82

32-piece Tea Set of metal and plastic

Luxurious "First Lady" service for sipping tea with dignitaries and very important friends. Metal plates, saucers. Plastic cups, goblets, sugar bowl, creamer, teapot, silverware-look cutlery. Paper napkins
49 U 943—Shipping weight 1 lb. 12 oz.....Set $1.82

27-piece Breakfast Set

Mechanical toaster actually pops up . . ticks like real. Durable metal 10-inch tray, plates, cups, saucers in gay leaf pattern. Plastic pitcher, cutlery.
49 U 963—Shpg wt. 2 lbs. 8 oz. Set $1.82

44-piece Soup and Sandwich Set

Charming service for 4 in plastic with poodle design. Has soup bowls, luncheon plates, cups and saucers, large soup tureen with ladle, salt and pepper shakers, white plastic cutlery, paper napkins.
49 U 957 Shipping weight 1 pound.....Set $1.82

31-pc. Barbie Cutlery Set gleams like silverware

$1.88

Cardboard chest holds 6 knives, forks, teaspoons, soup spoons; gravy ladle; salad fork, spoon; butter and cake knives, 2 candle holders. Made of plastic.

Shipping weight 1 lb. 4 oz
49 U 962 . . . .Set $1.88

Plastic Play Food

83-pc. Set **$1.46**

Time for playtime dinner. Roast beef, turkey, lobster . . bread, rolls and cake. 5 vegetables, bacon and eggs, franks 'n beans, steaks, salads and eclairs. Plastic place mats, candle.

90 pieces. Serves 6
49 U 966—Shpg wt. 6 oz... .Set $1.88

60 pieces. As above, serves 4.
49 U 967—Shpg. wt. 5 oz.... .Set 1.46

151-piece Plastic Terrace Ware Set $7.99

Big enough for a banquet . . with a "glass cookware" look and more extras than any other set we've ever sold

• **Service for 8:** Plates, cups, saucers, knives, forks, tea and soup spoons, goblets, place mats, napkins . . plus individual casseroles and carafes

• **Individual pieces:** fruit in bowl, vinegar-oil cruets, percolator, bud vases, candelabras, salad set, ladle, serving set, sugar bowl, creamer, salt, pepper

Let's have a party! Set table for 8 with this lavish dinnerware. Modern square styling . . 4 big and small serving casseroles to delight young chefs . . clear plastic covers to show food "cooking." Knives, forks and teaspoons gleam like silverware. Fruit bowl, cruet tray, butter dish and candelabras also sparkle with silver color. Plates 5x5 inches, tray 10x7 inches. All of high-impact plastic, washes clean when dining's done.
49 U 971—Shipping weight 4 pounds 8 ounces.....Set $7.99

15-piece Terrace Ware Serving Set $1.59

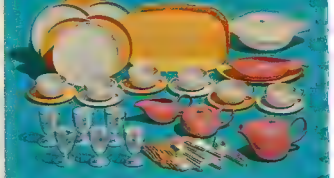
Serve make-believe entrees "piping hot" in 4 covered casseroles. Includes handle, play percolator with cover and cord, warming stand, serving trivet and 10x7 inch tray. Plastic.
49 U 972—Shpg. wt. 1 lb. 5 oz.....Set $1.59

26-piece China Blue Willow Set $1.99

Delight a small girl with this pretty service for 6 . . actually a miniature version of a grown-up set. Traditional Blue Willow oriental design on white . . so attractive it's perfect for entertaining. Set includes 6 cups, saucers, 3¾-in. diameter plates. Also casserole teapot and sugar bowl with covers, plus creamer and platter. From Japan. Boxed.
49 U 932—Shpg. wt. 1 lbs. 8 oz. Set $1.99

90-piece Patio Ware Set . . complete service for 6 $4.99

Five serving pieces and skillet have clear and opaque covers to keep everything "warm." Use small casseroles and carafes for individual service. All plastic. With 10-in. tray, percolator, big carafe, napkin holder, napkins, 3 stands, creamer, sugar, salt, pepper, 6 plates, cups, saucers, goblets, cutlery.
49 U 933—Shipping weight 4 pounds.....Set $4.99



58-piece Dinner Set in Famous Russel Wright Design $4.44

Created by a famous designer for little hostesses. Extra thick, durably tough plastic looks like pottery. Set includes 6 each 6¾-inch plates, cups, saucers, knives, forks, spoons, paper napkins. Plus sugar and creamer, teapot, gravy boat with stand, large casserole, platter and 6 clear plastic goblets.
49 U 944—Shipping weight 2 lbs. 14 oz.....Set $4.44

75-piece Dinnerware Set in Colonial Hobnail Design $3.99

Durable plastic in clear amber and white. Set includes 6 each plates, cups, saucers, goblets, place mats, napkins, knives, forks, spoons; 1 each tray-plate with fruit dish, relish dish tiered cake plate, covered teapot, creamer, sugar bowl, popup toaster, cruet; 2 each salts and peppers, bud vases with flowers.
49 U 973—Shipping weight 2 lbs. 5 oz.....Set $3.99

Children can entertain up to 6 friends with any of these complete sets

Yes, get a full service for 6 at Sears surprising low price **$2.99**

Patio Broiler-Party Perk Set

All aluminum—with covered broiler . . coffee urn to help prepare meals. "Plug" to wall. Suction cup holds wherever it's put! Serve from chip 'n dip tray, serving tray or covered bowl. 36-pc. set . . spoons, cups, saucers. Coffee mugs, paper napkins.
49 U 974—Shipping wt. 1 lb. 4 oz.. $2.99

Morning Glory Tea Set

Greet breakfast pals with gaily decorated plastic set. Covered teapot, silverware, creamer, sugar bowl, cake and butter knife are silver color. 54-pc. set has plates, saucers, spiral-fluted cups. Clear plastic goblets. 6 paper napkins
49 U 978—Shpg. wt. 1 lb. 9 oz.. . . . $2.99

Fallen Leaves Tea Set

Serve a crisp salad in individual salad bowls . . one large bowl. Rounded teapot highlights 60-piece pottery style service. Square plates and saucers with cups. Sugar bowl, creamer. Knives, forks, spoons, goblets. All plastic. Paper napkins.
49 U 977—Shipping wt. 2 lbs. 2 oz. $2.99

Sears Exclusive Dinner Set

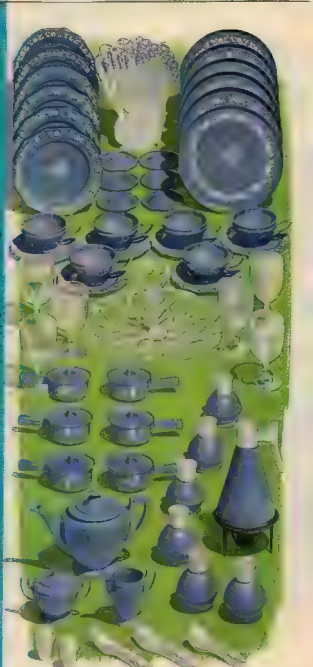
Serve guests with this delicately shaped, floral set, on individual, lacy-plastic place mats. Large serving tray. Covered coffee server, sugar bowl with creamer. 54-piece set has plates, cups, saucers. Silver-color cutlery. All plastic. Paper napkins.
49 U 979—Shpg. wt. 1 lb. 12 oz. . $2.99

Barbie Tea Set

Invite friends to see these plates, saucers, decorated with fashion pictures. Soup tureen with ladle. 62-piece set includes cups, soup plates, goblets, teapot, sugar and creamer, salt and pepper, cutlery. All plastic. Paper napkins.
49 U 980—Shipping wt. 2 lbs. 2 oz..$2.99

Tammy Tea Set

Decorate your table with the teen-age image of Tammy on metal plates and saucers. Cups and tumblers for beverages. Covered teapot, sugar bowl with creamer. Silver color plastic knives, forks and spoons. Six paper napkins. 53 pieces.
49 U 981—Shipping wt. 1 lb. 12 oz.$2.99



Inspired by a famous English design

Blue Sussex

Serving carafe with 6 individual carafes, casseroles with covers. 6-inch service plates.

90-piece service for 6 **$5.77**

Set a beautiful table for any meal you prepare. Carafes, casseroles . . 1 large carafe. Matching teapot, salt and pepper shakers, creamer, sugar bowl add unity to setting. Lazy Susan, napkin holder, paper napkins. Raised, white design highlights dinner plates and saucers. Service plates, cups goblets, glassware, and cutlery. All plastic.
49 U 976—Shipping weight 3 lbs. 10 oz.. . $5.77

MEET TINA

Oleg Cassini's Little Lady of Fashion with the newest, most exclusive wardrobe

$2.77

1 Tina arrives in "Smart Sport" outfit. Includes hat, blouse, jacket, skirt, stockings, loafers. Doll is 12 inches tall. Movable joints, rooted hair
49 N 3861–Shpg. wt. 8 oz. $2.77

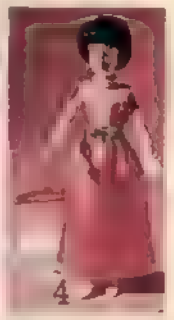
Elegant 'TINA' fashions designed by Oleg Cassini

2 **Glitter Gal.** Dress, gloves, kerchief, shoes, "pearls," bag.
49 N 3865–Shpg. wt. 4 oz. $1.77

3 **Sea Queen.** Jacket, slacks, blouse, scarf, sunglasses, shoes.
49 N 3856–Shpg. wt. 4 oz. $1.77

4 **Dine 'n Dance.** Gown, gloves, jewelry, high heels, ribbon
49 N 3855–Shpg. wt. 4 oz. $1.77

Dolls not included with outfits



Mary Poppins . . a storybook favorite

$4.69

12 in. tall—fully jointed. Vinyl. Rooted hair. Dress, coat, hat and carpet bag included. Umbrella actually opens.
49 N 3853–Wt. 12 oz. $4.69

New Pre-teen Betsy McCall Doll

$2.99

11½ in. tall. Sleeping eyes, lashes. Rooted hair. Linen jumper, tights, shoes, headband

Many of the Barbie and Tammy clothes fit Betsy
49N3852–Wt. 8 oz. $2.99

$2.87 $2.87

Tammy's Family

Tammy's Dream House $4.99

Has soda fountain, juke box, TV set, table tennis table, shuffleboard, built in desk, closet. Pictures, dart board, chaise longue, table, barbecue pit. Chipboard. Folds. Unassembled. Doll not incl
79 N 9361L—Shpg. wt. 9 lbs. $4.99

This is Tammy's Dad

He stands 13 inches tall. Plastic. Jointed limbs, movable head. Dressed in sport shirt, slacks, shoes
49N3926–Shipping weight 9 oz. . $2.87
49N3927–Suit, shirt, tie. Wt. 3 oz. 2.59

Tammy's Delightful Mother

She is 12 inches tall. Plastic. Hair may be washed and reset. Jointed limbs, movable head. Print dress, belt, shoes.
49 N 3928–Shipping weight 9 oz. $2.87
49 N 3929–Dress, wrap. Wt. 3 oz. 1.69

Tammy's Exciting Sports Car

Unbreakable plastic. In Mediterranean blue with red bucket seats, chrome-color fittings, rolling white wall tires. One-piece windshield, red Tammy banner. 18 inches long. Dolls not included
49 N 9355—Shpg. wt. 2 lbs. 8 oz. $3.97

Matching Cotton Nightwear for Tammy and family

Pajamas for Pepper
49 N 3939–Shpg. wt. 2 oz. $1.29

Pajamas for Ted or his Father.
49 N 3940–Shpg. wt. 3 oz. $1.29

Nightgown for Tammy or Mother
49 N 3937–Shpg. wt. 3 oz. $1.29

Dolls not included

Tammy's Bed Set

Three pieces: bed, vanity set. Bed has wood base, velvet headboard, spread, cushion. Vanity has "mirror," plastic chair
49 N 9359–Wt. 1 lb. 7 oz. $3.47

1 **Cat's Meow.** Slack set and pet.
49 N 3313–Wt. 4 oz.....$2.17

2 **After School.** Hooded sweater and slack outfit, ping pong set
49 N 3314—Shpg. wt. 4 oz. $1 69

3 **Happy Holiday.** Candy-stripe, game of shuffleboard included.
49 N 3315—Shpg. wt. 4 oz. $1.77

4 **Party Dress.** Velveteen 'n' nylon
49N3935–Shpg. wt. 2 oz. $1.64

5 **Coat, Hat** A-line, "fur" trimmed
49N3934–Shpg. wt. 2 oz. $1.69

6 **School Dress.** Tyrol embroidered
49N3932–Shpg. wt. 2 oz. .99c

7 **Slack-sweater Set**
49N3931–Shpg. wt. 2 oz $1.27

8 **Underwear Set.** Nylon panty, slip with lace, pearl trim
49 N 3936—Shpg. wt. 2 oz... 88c

9 **Snowflake.** Ski pants, hooded parka, mittens and sled.
49 N 3316—Shpg. wt. 4 oz..$2.97

10 **Flower Girl.** Bouffant floor-length gown, gloves, basket
49 N 3317—Shpg. wt. 4 oz..$2.58

11 **Budding Ballerina.** Net tutu, ballet shoes, carry-all
49 N 3318—Shpg. wt. 4 oz..$1.22

Note: for these 2 pages: Doll not included with outfits

Pepper and Tammy travel in style in these patent-look vinyl cases

12 Pepper's 10-in. case for doll, clothes. Accessory drawer, compartmented. 5 hangers.
49 N 9377—Shipping wt. 1 lb .. $1 87

13 Tammy's 13-inch case; compartments for doll clothing 5 hangers. accessory drawer
49 N 9332—Shpg wt. 1 lb. 5 oz . $1.87

14 Tammy's 14-in Telephone case . Princess phone in each booth. 2 drawers, 8 hangers. (Doll not included.)
49 N 9378—Shpg. wt. 2 lbs. 6 oz $3.99

Basic Pepper

$1.85

9-inches tall . pre-teener in shorts, playsuit. Plastic, jointed arms, legs. Wt 6 oz.
49 N 3930
Each.. $1.85

Pos'n Pepper

15 $2.37

Pos'n Pete

"Pepper calls me 'Pesky' . . I don't know why!"

16 $1.99

This is our Palomino Pal

17 $3.99

15 **Pos'n Pepper.** Posable arms, legs act out all games . . she's outfitted in pleated skirt with matching knit cardigan, panties; vinyl flats. Long flip rooted hairdo can be set and styled over and over. 9-in. tall, in jointed vinyl
49 N 3309—Shipping weight 6 oz.....$2.37

16 **Pos'n Pete** . . the scallywag with action limbs that figure strongly in his mischievous ways. In knee-patched dungarees and knit polo shirt, vinyl loafers. He's 8 inches tall, vinyl
49 N 3312—Shipping weight 8 ounces. $1.99

17 **Pony** 9x10 in. long Saddled, bridled. Plastic.
49 N 9375—Shipping wt. 1 lb. 8 oz. $3.99

LILLY Doll with elegant high-fashion wardrobe $2.99

Lilly, 11½ in. tall, has rooted hair. Four extra outfits: bridal gown with veil, cotton dress with bow trim, party dress with silver-color metallic trim, felt coat, panties, shoes, flowers. Plastic; jointed head, arms, legs.

49 N 3832. Shipping weight 7 oz. .. $2.99

Teenage SUZY with 4 daytime outfits $2.99

Suzy is 12 inches tall. Has rooted hair in a popular teen-age style. Dressed in colorful sunsuit. Other outfits include 2-piece culotte ensemble; cotton dress, sleeveless dress, 2-piece knit suit. Purse, shoes. Vinyl head; jointed plastic body.

49 N 3834—Shipping weight 8 oz. . $2.99

9-inch PEGGY Doll with casual wardrobe $2.99

This little girl has rooted hair. She's dressed in a sporty sunsuit. 4 extra outfits: blue jeans, checked sleeveless blouse; felt weskit with skirt, coat; housecoat. Other accessories: panties, hangers, purse, belt, comb. Vinyl head, jointed plastic body.

49 N 3831—Shipping weight 6 oz.. $2.99

12-inch TOMMY Doll with sporty outfits $2.99

He's off to the beach, in trunks and jacket. Wardrobe includes slacks, print shirt; 2-pc. pajamas; 2-pc. cabana set. Accessories: sun glasses, soap, sponge, towel, slippers. Vinyl head; jointed plastic body.

49 N 3836—Shipping weight 7 oz. $2.99

MARLENE owns a fully-equipped vanity table

$2.88

A pert 11¾ inch fashion doll dressed in gown and peignoir. She's plastic, completely jointed for posing. Rooted hair. Plastic storage hassock, vanity with flip-up mirror, cosmetic bottles, hand mirror, comb, phone, picture. (Note: print and color of peignoir may vary.)

49 N 3851—Shipping weight 1 lb.....$2.88

KIDDYPLIANCES®

look and act like big appliances

1 Vacuum Cleaner. Picks up dust from dolly's carpet. Power pack included. Also carpet, upholstery and drapery attachments. About 2x2 inches high. Order 2 "D" batteries below.

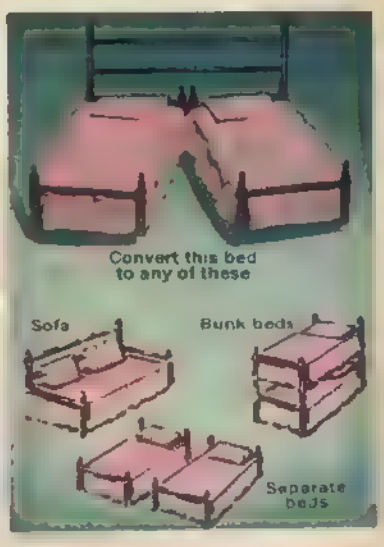
49 N 9379—Shipping weight 10 oz....$2.66

2 Washer-Dryer. Actually spins when plugged in. Power pack included. Basket, clothesline, pins, detergent. 3x4 in. high. Order 2 "D" batteries below.

49 N 9380—Shipping weight 12 oz... $2.66

"D" batteries. Shipping weight ea. 4 oz.

49 N 4660.....2 for 32c; 4 for 60c



5-in-1 Twin Bed Set . . place it anywhere in the doll house. Easily changes from bed to sofa

$3.69

Bed converts from Hollywood style twin beds to a sofa; bunk beds or twin beds with single headboard, sofa with bed. 8½x16 inches long with headboard. Birchwood, 2 pillows, coverlets.

49 N 9373—Wt. 1 lb. 8 oz...$3.69

1 Stands on feet, curlers in her hair, ready greeting teens and tots alike $7.79

2 $7.79

3 $5.79

Sophisticated Sophie . . the pooch with a personality

1 Elegant, from her shaggy feet to her little plastic curlers. Securely locked-in eyes with drooping eyelashes, pompon nose give her a devil may-care look that intrigues teenagers and captivates small fry.

Long acrylic pile coat can be groomed. Colorful fabric clothes and fancy ribbon bow put this pup in a class by herself. She's extra tall, too: a whopping 24 inches.

79 N 4069C—Shipping weight 3 pounds. $7.79

Frisky Freddie

2 This winsomely shaggy pup wants to romp. His long cotton felt tongue hangs out . . his locked-in eyes are sparkling with eagerness. Brush, shape his acrylic pile coat to style you like best (Brush included). Big felt nose, ribbon bow around neck. 20 inches long, 12 inches high.

49 N 4090C—Wt. 3 lbs. $7.79

Terry the Terrier

3 So shaggy but oh, so friendly! He loves to have his long acrylic pile coat groomed (Brush included). Securely locked-in eyes, black plastic nose, bright ribbon bow add to his perky appeal. Cotton-and-foam stuffing makes him ultra-soft and squeezeable. 16 inches long, 13 inches tall.

79 N 4093C—Wt. 3 lbs. . . $5.79

Glamour Puss $2.99

She's a cute kitten in extra-long acrylic pile with a silky feel. Beautiful green plastic eyes, rayon plush ears and tail, rayon felt tongue. 12 inches tall.

49 N 4008—Shpg. wt. 1 lb. 8 oz. $2.99

Chic Peke $4.49

South American dyed lamb's fur gives our wistful Peke-like the silkiest coat a dog could ask for. Soft rayon plush muzzle. Cotton felt tongue, glass eyes. Rayon satin bow. 16 inches long. 10% F.E. Tax incl.

49 N 4070E—Wt. 1 lb. 12 oz. $4.49

Pretty Poodle $4.49

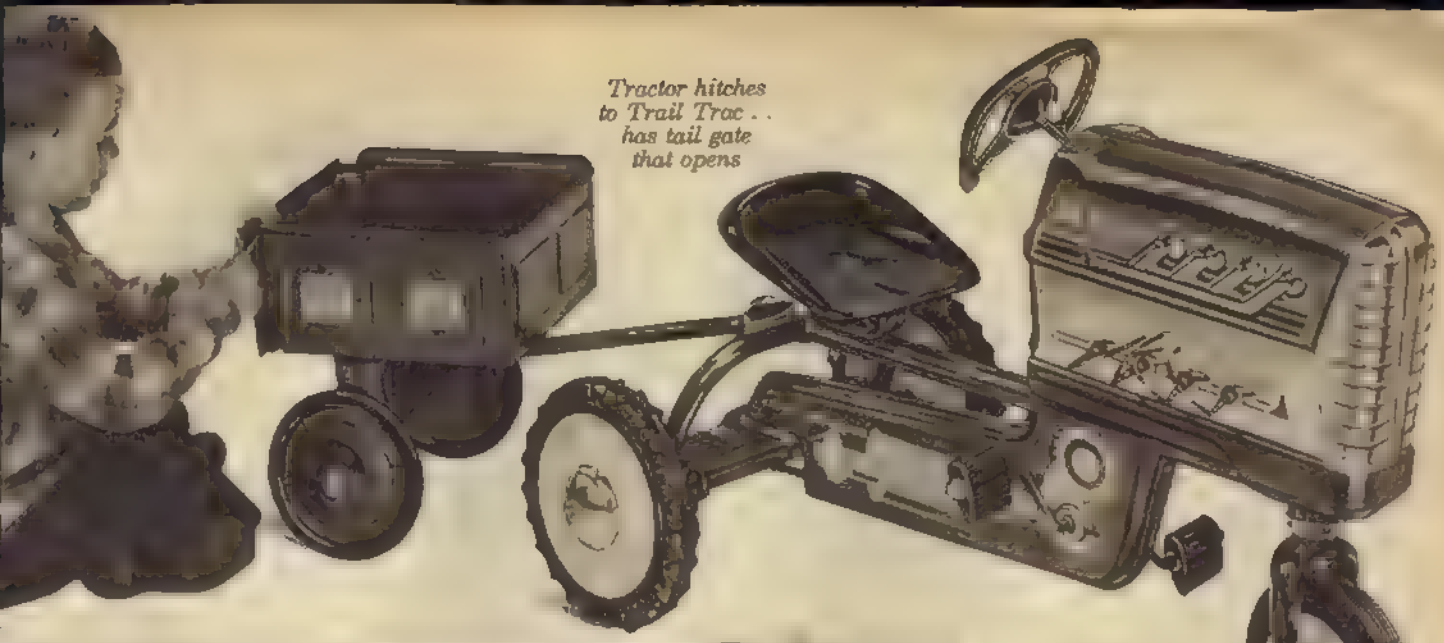
Looks every inch a champion, with that lustrous, high pile rayon plush coat. Sparkling black plastic eyes, rayon felt lashes and tongue, pompon nose. Trimmed with rayon satin ribbon, tiny flowers. 17 in. tall.

49 N 4082—Shpg. wt. 2 lbs. $4.49

Siamese Kitten $3.99

Soft dyed rabbit's fur and sparkling rhinestone collar show this charmer is a Very Important Puss. Crafted with luxury details, imported glass eyes, hand-embroidered nose and mouth. Rayon plush trim. 15 in. tall.

49 N 4085—Wt. 1 lb. 12 oz. $3.99



Tractor hitches to Trail Trac . . has tail gate that opens

Chain-drive Tractor hitches to 1-seater Dump Trac that dumps by lever action

$29.57

Tractor only **$24.88**

Super Diesel Tractor

Has authentically-styled engine block and dual front wheels
Makes real motor sounds when you shift the gears

Tractor. Full ball bearings. 38x24x27 in. high. 8-in. front, 12-in. rear wheels. Plastic fenders, adjustable seat. Semi-pneumatic tires, tractor treads on rear tires. Realistic detail including dual spark plugs, ignition wires, exhaust pipe. Red with aluminum and white trim. Unassembled.
79 N 8938L—Shipping weight 40 pounds..... $24.88

Dump Trac. Steel seat, dump box. Red with white trim. 33x15 in. Unassembled.
79 N 89[illegible]7C. Shpg wt. 6 lbs. $7.99

Tractor and Dump Trac. Unassembled. *Save $3.30. Separately $32.87*
79N8940L2-Shpg. wt. 56 lbs. $29.57

Sounds like a real Tractor . .

Shift gear to get motor sound from chain-drive

Tractor and Trail Trac **$22.99** Tractor only **$19.88**

Tractor. Steel chassis with plastic exhausts, plugs. Adjustable seat, hitch, step plate. Full ball bearings. 8-inch front, 10-inch rear semi pneumatic tires. 37x25 in. high. Red, white. Unassembled.
79 N 8934L. Shpg. wt. 34 lbs...$19.88

Trail Trac Trailer. 12x6x11 in. wide. 8-inch wheels. Red, white. Unassembled.
79 N 8929C. Shpg. wt. 11 lbs. $5.88

Tractor and Trail Trac Trailer. Unassembled. *Save $2.77. Separately $25.76*
79 N 8939L2. Shpg. wt. 45 lbs. $22.99

Chain-drive 4-wheel Ranch Trac Tractor and Trailer

$19.99

Tractor only **$16.99**

Ranch Trac Tractor. Sturdy steel hood. Spring-mounted seat adjusts [illegible] in rear, [illegible] in front wheels. Yellow with [illegible] white, silver color trim. Unassembled. 37x28x19 inches wide.
79 N 8941L. Shipping weight 29 pounds.... $16.99

Trailer. Steel. Fits all tractors. 23x19 in. wide. Red with white trim.
79 N 8946C—Unassembled. Shipping weight 11 pounds $5.44

Ranch Trac Tractor and Trailer. Unassembled. *Save $2.44. Separately $22.43*
79 N 8948L2—Shipping weight 40 pounds $19.99

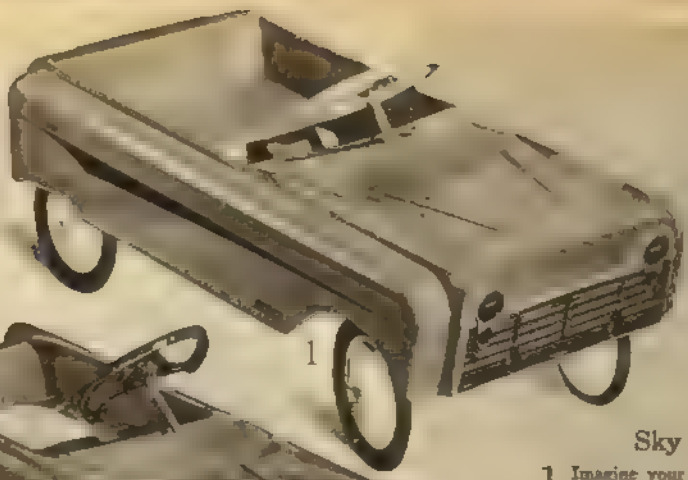
Chain drive Tractor, Trailer

Tractor and Trailer **$17.99** Tractor only **$13.97**

Tractor. Universal steering joint for full 360° turn. 8-inch front, 10-inch rear wheels. Adjustable bucket seat, trailer hitch. Orange with black trim. Unassembled. 37 inches long, 26 inches high.
79 N 8949L. Shipping weight 26 pounds. $13.97

Trailer. Hauls rider or parcels. Steel, 32x15 in. wide. 7½-inch wheels. Unassembled.
79 N 8955C. Wt. 10 lbs. $5.27

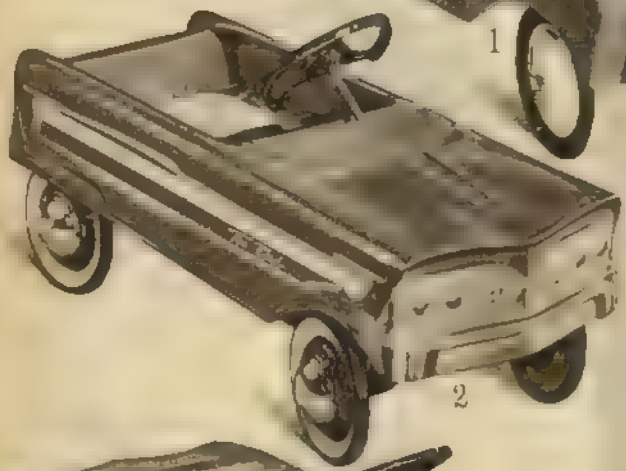
Tractor and Trailer. Unassembled. *Save $1.25. Separately $19.24.* Shpg. wt. 36 lbs.
79 N 8960L2. $17.99



1

Put your child behind the wheel of a sleek sporty Pedal Car

Any model only $9.97



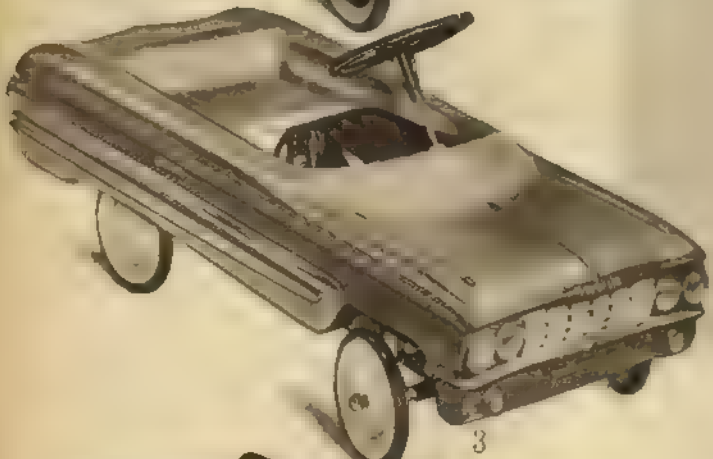
2

Sky Jet . . Sears steel Sports Car

1 Imagine your child's thrill as he flashes down the street in this bright orange auto trimmed in black. It's the fun-way to help a youngster develop sturdy leg muscles. Pedals adjust for convenience and comfort. Ball-bearing rear axle supports make pedaling easier. Knuckle-type steering adds ease to turning and handling. 35 inches long over-all, with sturdy, long-wearing 7½-in. rubber-tired wheels. Partly assembled.
79 N 8961L—Shipping weight 27 pounds $9.97

Compact steel Tee Bird

2 Sidewalk version of the famous sport car, distinctively designed for active young drivers. Smartly styled in Bahama blue with gleaming white trim. Nylon-bearing drive for easy handling. 2-position pedals adjust to accommodate children of different ages. Modern jet-type steering wheel. Durable 8-inch rubber molded tires roll smoothly. 15 inches wide, 33 inches long over-all. Partially assembled.
79 N 8952L—Shipping weight 24 pounds ... $9.97



3

Lightweight polyethylene Sportster

3 Polyethylene makes it light and maneuverable . . it actually weighs less than 16 pounds . . so it's quick on the getaway. Easy for the youngest sports enthusiast to handle. And it's tough, too, built to withstand years of hard play. The bright red color is built right in. Has ball-bearing drive, 3-position adjustable pedals, sturdy rubber tires. Over-all size is 15 inches wide, 38 inches long. Partially assembled.
79 N 8954L—Shipping weight 17 pounds $9.97

$13.98
without batteries

Dragster $15.88

Pump $6.99

Gangway! Here comes the Fire Chief's Special Car with red flasher and big bell

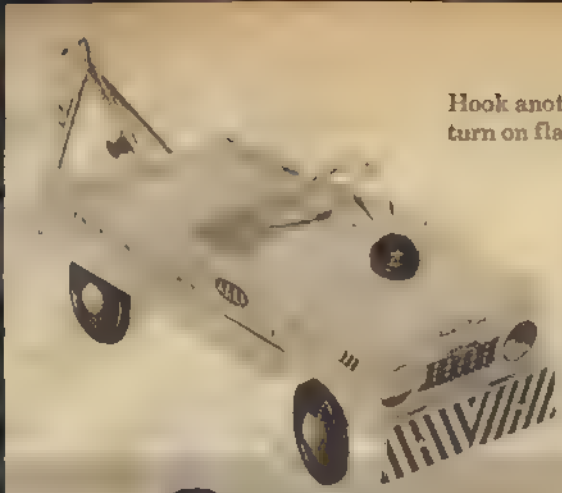
Roar out in your fire engine red speedster, with the red flasher signaling for right-of-way, with your big bell ranging to warn other drivers. Ball-bearing drive. 5-position adjustable pedals, sturdy 8-inch rubber-tired wheels. Steel body. 17x36 inches long over-all. Partially assembled. Uses 2 "C" batteries, order below.
79 N 8903L—Shipping weight 27 pounds $13.98
"C" Battery. Shipping weight each 2 ounces.
79 N 4665 ..... 2 for 32c; 4 for 60c

Sears Dragster with chrome-plated plastic exhausts and hubcaps, fender-mounted bombsight reflectors

Turquoise with red and white trim. Molded rubber tires on 8-in. wheels. Smooth ball-bearing drive. 5-position pedals, jet-type steering wheel. Plastic ignition lock and key. 17x36 inches long. Partially assembled.
79 N 8902L—Shipping weight 27 pounds $15.88

Fire Chief® Gas Pump. Colorful steel replica of Texaco pump. Crank turns, bell rings, "gallons" register. Hose has plastic clicker nozzle. 12x14x30 inches high. Unassembled.
79 N 8928C—Shipping weight 10 pounds $6.99

®Trademark of Texaco, Inc.



Hook another car to working derrick . . turn on flasher as you drive Tow Truck

$19.88 without batteries

Ready for the big jobs. Ball bearing bicycle-type chain drive makes it easy to drive faster. 3-position size adjustments. Realistic, wide pusher-bumper. 7½-in. rubber-tire wheels. Steel, 45 in. long. Battery operated warning flasher (batteries not included order 2 "C" batteries below). Partly assembled.
79 N 8962L—Wt. 32 lbs. . . $19.88

$18.88

Honk horn, shift "gears", check your rear-view mirror . . then zip away in your pedal-drive Super Sports Car

Spare wheel mounted on chrome-plated carrier rack at rear. Plastic windshield, glove compartment, chrome color hub-caps, exhaust pipes. 3-position ball bearing pedal drive. Steel body in saddle-tone finish, white trim, red and white 8-in. rubber tire wheels. Partly assembled. 38 in. long.
79 N 8963L—Shipping weight 30 lbs. $18.88

Red light flashes and bell clangs on this pedal-drive Hook and Ladder Outfit

$18.99 without batteries

Space for 2 young firemen. Steel body in flamboyant red, white trim. Spinner hub caps, removable ladders. 8-in. ball-bearing wheels, rubber tires. 5-position adjustable pedals, ball-bearing drive. 45 in. long. Order 2 "C" batteries. Partly assembled.
79N8906L Wt. 35 lbs. . $18.99
"C" Batteries. Wt. each 2 oz.
79N4665. . 2 for 32c; 4 for 60c

$13.88

Pedal-drive Hook and Ladder Outfit with fire bell and wood ladders

Here come the fire fighters, equipped with two ladders so they can climb up to reach the fire. Knuckle-type steering makes easier turning. Ball-bearing rear axle supports, adjustable pedals, 7½-in. rubber tire wheels. Steel body red with white trim. 35 in. long. Partly assembled.
79 N 8964L Shipping weight 29 lbs. $13.88

$15.88

Chain-drive Super Tot-Rod Racer

Whip around your backyard track like a pro. This vermilion red and white flash is heavy-gauge tubular steel with drop wedge frame, roll bar. Adjustable bucket seat. 41 in. long. Rubber-tire wheels, 10-in. rear, 8-in. front. Partly assembled.
79 N 8976L—Shipping weight 30 lbs. . . $15.88

$19.88

Chain-drive Fireball Racer

It's quick on the getaway, corners like a dream. Bucket seat adjusts. Ball-bearing, rubber-tire wheels [illegible] 8-in. front. Heavy gauge tubular [illegible] body, with exhaust [illegible] vermilion, white trim. 41 in. long. Partly assembled.
79 N 8921L—Shipping weight 32 lbs. . . $19.88

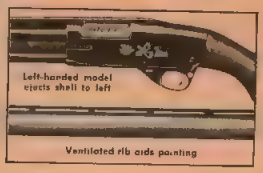
$19.88

Chain-drive Hot Rod, 10-in. wheels

Black with yellow trim. Ball-bearing pedal cranks. Plastic windshield, chrome-color ornaments, steel. 35 in. long. Rubber tires. Partly assembled.
79 N 8919L—Shipping weight 35 lbs. $19.88

Savage Model 30 Shotgun

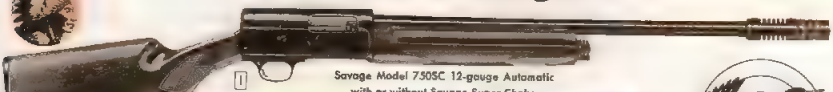
One of the sweetest pumpguns afield . . . 12, 20 and .410-gauge . . . right and left handed models plus new trap model



Savage Model 30 Shooting success or failure happens in split seconds, which is why so many seasoned gunners prefer the light weight, fine balance, fast handling and hair-trigger quickness of the famed 30". Takes all 2¾" shells. One-piece ventilated rib provides a clean, narrow sight for pointing and keeps barrel heat from obscuring sight picture. Hammerless. Side ejection. Cross-bolt safety on rear of trigger guard. Six shot capacity. Three-shot plug furnished. Wt. about 7 lbs. Length 45½". *Mailable.*

29-54-77A	12-gauge Full choke, 30" barrel (7 lbs.)	$89.50
29-54-85A	12-gauge, Modified choke 28" barrel (7 lbs.)	89.50
29-54-93A	20-gauge Full choke 28" barrel (7 lbs.)	89.50
29-54-51A	410-gauge Full choke 26" barrel (7 lbs.)	89.50
29-44-96A	Trap Model 12-ga. Full choke 30" barrel (7 lbs.)	99.50
29-50-55A	Left-handed 12-ga. Full choke 30" barrel (7 lbs.)	89.50
29-50-63A	Left-handed 12-ga. Mod. choke 28" barrel (7 lbs.)	89.50

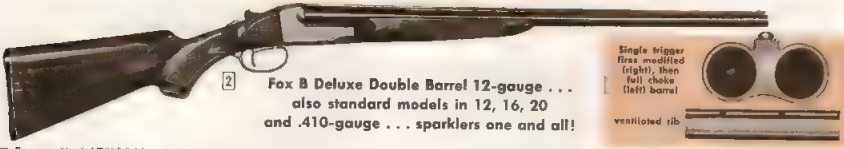
Savage and Fox Shotguns



1 Savage Model 750SC 12-gauge Automatic with or without Savage Super Choke

Notice the engraving and manly square silhouette

Super Choke lets you dial any shot pattern—makes the 750SC an all-purpose shotgun



2 Fox B Deluxe Double Barrel 12-gauge . . . also standard models in 12, 16, 20 and .410-gauge . . . sparklers one and all!

Single trigger fires modified (right), then full choke (left) barrel

ventilated rib

1 **Savage Model 750SC 12-gauge Automatic.** Here's one 12-gauge gun with man-size wallop but boy-size recoil. Takedown action softens recoil, and so does the Super Choke. And its looks? Striking—which counts, because the better you feel about your gun, the better you shoot. Notice the distinctive square silhouette and the gleaming walnut stock and fore-end, with checkering on both. Attractive white-line spacer at pistol grip cap and butt plate. Four-shot magazine. Friction ring adjustment for light or heavy loads. Takes all 2¾" factory loads. Plug furnished. Brightly plated trigger and safety. 26" barrel 45½" long. Wt. about 7½ lbs. *Mailable.*

29-42-98A	Model 750SC with Super Choke. Shpg. wt. 8 lbs.	$132.50
29-43-06A	Model 750 with full choke, 28" brl. Wt. 8 lbs.	127.50

2 **Fox B Deluxe Double Barrel.** Scores of expand experts favor the "double," and you'll favor this one. Deluxe model provides deeply fluted comb, white-lined butt plate and grip cap, engraved satin chrome frame, satin chrome trigger guard, gold plated safety. All models provide checkered walnut stock and fore-end, gold plated non selective trigger and—that big extra—ventilated rib. Wt. 7 lbs. 41¾" to 45¾" long.

29-43-14A	Deluxe 12-gauge 30" barrel. Shpg. wt. 8 lbs.	$134.50
29-55-27A	Standard 12 gauge, 30" barrel. Shpg. wt. 8 lbs.	115.50
29-55-35A	Standard 16 gauge 28" barrel. Shpg. wt. 8 lbs.	115.50
29-55-43A	Standard 20-gauge 28" barrel. Shpg. wt. 8 lbs.	115.50
29-54-28A	Std. 410-ga. 26" bl. Full choke only. For 3" shells	115.50

Savage Hi-Power Featherweight Rifle . . . deluxe and standard models—.300, .243 or .308 caliber

Deluxe Model 99DL (shown) Has Monte Carlo stock, capped pistol grip, checkering on pistol grip and fore-end. Gold-plated trigger. Studs for sling swivels. Special sear mechanism for crisper trigger pull. Length 41¾". Wt. about 6¾ lbs. Shipping weight 7 lbs.

29-52-79A	.300 caliber *Mailable*	$136.50
29-52-87A	.308 caliber *Mailable*	136.50
29-53-11A	.243 caliber. *Mailable*	136.50

Standard Model 99F. Lightest big game rifle made! Weighs only 6½ lbs. Tapered 22" barrel of proof-tested steel. Walnut stock. Pistol grip. Tapped for scopes. 6-shot magazine. Safety on trigger guard. 41¾" long. Shpg. wt. 7 lbs. See page 568C for scopes and mounts.

29-52-20A	.300 caliber. *Mailable*	$128.50
29-52-38A	.243 caliber. *Mailable*	128.50
29-52-46A	.308 caliber. *Mailable*	128.50

All merchandise on this page shipped prepaid for your convenience

Wolverine "RITE-HITE" KITCHEN APPLIANCES

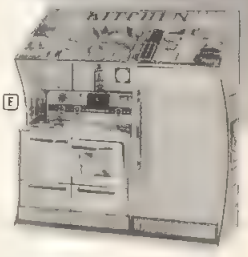
All made of heavy gauge steel

A "RITE-HITE" REFRIGERATOR. Large steel refrigerator styled like the most beautiful grown-up model. Pastel pink with lustrous "Snowflake" design that sparkles on simulated "Stainless Steel" lower door. Foot pedal opens lower door; both doors have magnetic closings. Chrome handle on upper door. Pretend food boxes are included. Refrigerator makes excellent space for toy storage. 36x18x15" deep. 19 lbs.
10-1100 retail $13.00 . . . . . **Your Cost $9.90**

B "RITE-HITE" CABINET. A pretty pink cabinet designed for little girls' stand-up play. Plenty of room to keep the special "food" packages included with cabinet. Sliding plastic look-thru doors in upper cabinet. Chrome door and drawer handles. Simulated "Stainless Steel" counter top has shiny mosaic design. Front decoration in bright "Snowflake" pattern. Serves as handy toy chest, too. 36x18x16" deep. 18 lbs.
10-3558 retail $13.00 . . . . . **Your Cost $9.90**

C "RITE-HITE SINK. Cabinet sink styling for the modern young "homemaker"—and it really works. Swivel faucet turns water on and off. Built-in plastic reservoir and basin with stopper. Pastel pink with colorful simulated "Stainless Steel" mosaic drainboard. Bright "Snowflake" design adds to eye appeal. After finishing her "chores" she can use it as a toy storage chest. Size 27¾x18x15" deep. 14 lbs.
10-1102 retail $10.00 **Your Cost $7.45**

D "RITE-HITE" STOVE. A busy young cook is sure to appreciate this handsome pink stove—ideal for stand-up play. Matches other "Rite-Hite" appliances for a complete kitchen outfit. Simulated "Stainless Steel" top and panel "Snowflake" design for added beauty. Control knobs click realistically. Lithographed burners and timer. Bright chrome handles. Size 27¾x18x15" deep. 14 lbs.
10-1101 retail $10.00 **Your Cost $7.45**

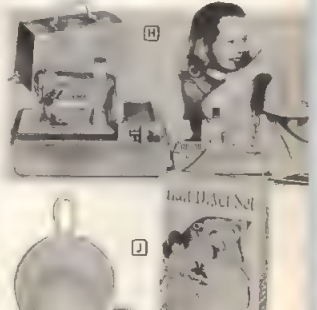


E KITCHEN SET WITH ACCESSORIES. Matching stove and refrigerator enclosed in a gaily decorated "Play House" with 36 kitchen aids (play foods, plastic utensils, ice cube tray, etc.) securely mounted. Each appliance is finished in lustrous white enamel with pastel pink and blue trim. Stove has a simulated "Stainless Steel" top, burners, knobs. Refrigerator about 13" high.
10-3559 7 lbs. retail $6.00 **Your Cost $4.19**

F WEAVING LOOM. Looks just like a professional loom—and it really works. Makes weaving easy, with simple instructions. Comes complete with assorted colored threads—enough to weave tie, scarf, doilies, etc., up to 8" in width. An authentic reproduction of a professional loom. Hardwood frame. 16x11¾x14"
10-3563 3½ lbs. retail $6.00 **Your Cost $4.19**

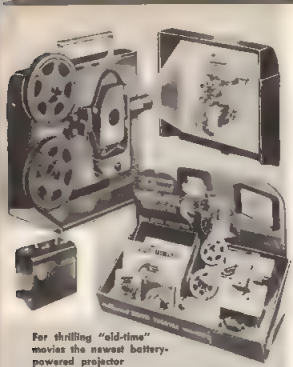
G ELECTRIC SEWMASTER. Make your own dolls' clothes. Sews strong chain stitch, uses standard needle. Safe protective presser foot. Attractive hardwood base has built-in drawer for sewing needs. Fully threaded, ready to sew. Precision-built, fully guaranteed. Plug into any outlet, works just like a real one. 9¾x5x7½".
10-1776 4 lbs. retail $19.95 . . . **Your Cost $13.39**

BATTERY-OPERATED SEWMASTER. Same as electric machine above, except operates on 2 standard flashlight batteries sold below.
10-3561 3½ lbs. retail $12.00 **Your Cost $7.99**
10-2383 "D" Battery. (Needs 2) ret. 20c **Each 13c**



H SINGER "SEWHANDY" ELECTRIC. Select the patterns you like—then sew smart clothes for your dolls. Just the thing for a designing young lady. Makes a perfect chain stitch. Presser foot acts as finger guard. Electric motor plugs into any outlet, frees right hand for more advanced sewing—and it's faster. Metal machine with handy storage case. Complete with special sewing kit including material, patterns, thread, appliques and simple instructions for making a colorful clothing bag. Size 11x5½x10½"
10-3560 6½ lbs. retail $29.95 **Your Cost $19.99**

J HAIR DRYER SET. Pretties her hair—just like mommy's. Complete in its own smart "hatbox" case. With battery operated blower (works on 2 batteries listed below). Comb, brush and instructions also included. Such fun to style, set and dry for little girls and dolls. 19½x13¼x15½".
10-3562 3 lbs. retail $4.00 **Your Cost $2.69**
10-2383 "D" Battery, ret. 20c **Each 13c**



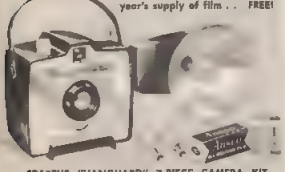
For thrilling "old-time" movies the newest battery-powered projector

BATTERY POWERED 8mm MOVIE PROJECTOR. Completely encased, portable projector with self-contained screen—really shows movies! Hand operated. Easy threading, focusing and rewinding. Precision lens, takes up to 50-ft. reel Case of high impact styrene. Includes 2 exciting movie film reels, 1 empty take up reel. 7" 45 rpm vinyl record with old time background music and barker's spiel, and admission tickets—everything for a home show!
10-2504 3 lbs .retail $9.95 . . . . **Only $6.99**
10-2383J "D" battery (Uses 2) . . **Each 13c**

Projects Snapshots, Maps, Anything . . . Up to 4-Feet Wide in Full Color!

Projects photos, drawings, coins, documents, natural objects . . . enlarges them to 4-ft. wide. No film or slides needed! Ideal for map study, tracing, examining fine print matter. Complete kit includes electric Project-A-Scope with heat-resistant plastic housing, 36" vinyl wall screen, 3 sets of flash cards (Famous People ,Sea Shells, Butterflies) and flash card changer
10-3293 3 lbs. retail $9.95. . . **Only $4.99**

Includes certificate for a whole year's supply of film . . FREE!



SPARTUS "VANGUARD" 7-PIECE CAMERA KIT. Complete outfit takes black and white, color snapshots and color slides on 127 film. Adjustable lens opening, optical view finder, bulb ejector. Includes: camera, flash unit, 2 batteries, 2 bulbs, 1 roll of film plus certificate for *one year's supply of free film!*
26-1325 2 lbs. retail $4 98 **Only $3.25**

the wonderful world of sound for tots and teens

A PLAYSKOOL "MARK IX" MAGIC PHONO—2-speed battery-operated portable transistor phonograph for ages 2 and up! Plays standard 7" records, 33-1/3 or 45 rpm . . . child merely inserts record to start, stops when finished. 9-volt system is powered by 6 "D" flashlight batteries. Heavy-duty die-cast metal chassis, Royal Blue/White polypropolene case. 45 rpm record incl.
10-3289 6 lbs. retail $24.95 **Only $19.99**
10-2383J "D" battery (Uses 6) . . Each **13c**

B 9-PC. PHONOGRAPH SET. Everything needed for hours of musical entertainment! 2 speeds—plays 78 and 45 rpm records (built-in 45 rpm adapter). Acoustically amplified, directional sound chamber. Washable case, 12½x10½x5½". Includes record rack, three 78 rpm and two 45 rpm Golden records, 25 soft and 25 loud tone needles. AC, 115V. motor.
10-2935 6 lbs retail $14.95 . . . . . **Only $10.99**

C 4-SPEED PORTABLE PHONOGRAPH with six 45 rpm records. Plays all records. Electrically amplified with high output chassis and oversize speaker, full volume control. Long-life sapphire needle. Built-in 45 rpm adapter. All wood luggage style case with washable covering. 12x9½x5½".
22-2767 10 lbs. retail $24.95 . . . . **Only $15.99**
Phonograph Alone
22-1011 9 lbs. retail $19.95 . . . **Only $14.67**

D ELECTON 4-SPEED HI-FI RADIO-PHONO. Complete with phono stand and six 45 rpm "pop" records. Phono has rubber-padded metal turntable, sapphire needle Switches to 5-tube (including rectifier), super-sensitive radio with built-in antenna Separate tone and volume controls. Big 4" up front speaker. Vinyl covered wood case, 12x10x6½". Black wrought iron finish stand, 22½" high, has built-in record shelf to hold 100 records
22-2765 15½ lbs. ret. $49.80 **Only $29.88**

E MICKEY MOUSE TRANSISTOR RADIO. Rugged molded plastic 2-transistor radio with powerful 1⅞" speaker, earphone, 9-volt battery Built-in ferrite-core plus external telescopic antenna. Ears serve as dials for volume control, station selection. About 4⅞x5x1"
10-3290J 1 lb. retail $7.95 . . . . **Only $5.64**
22-2381J Extra 9-volt battery . . . . . **Only 49c**

F "DICK TRACY" 2-WAY WRIST RADIO. It's here! Strap it on your wrist and 2-way transistorized radio with crystal control sends and receives up to 700 ft. Uses citizens broadcast band 3x6" power pack with telescopic antenna attaches to belt. With 9 volt battery.
10-2941J 1¼ lb retail $26.95 . . **Only $17.99**
22-2381J Extra 9 volt battery . . . . . **Only 49c**

Color cartoon and adventure shows . . . all their own!

N KENNER DELUXE GIVE-A-SHOW PROJECTOR SET Battery operated projector with 168 color slides gives all new and different shows of 24 top TV favorites—Flintstones & Pebbles, Popeye, Chipmunks, Mr. Ed, Mighty Mouse, *Three Stooges, etc. You can also project "movies" with special kaleidoscope lens and tube and kaleido film strips, or any Kenner color slides. Make your own shows on 14 clear draw and wipe-off frames with special coloring pencils included. Projects on walls, screens or ceilings up to 5x5-ft. Also projects 35mm slides.
10-1042 2½ lbs. retail $7.95. . . . . **Only $5.60**
10-2383J "D" battery (Uses 3) **Each 13c**

Above Give-a-Show Projector with 112 color slides gives 16 shows of TV favorites—Flintstones, Jetsons, etc. Kaleidscope not incl.
10-2502 2 lbs. retail $4.95 . . . . . **Only $3.44**
10-2383J "D" battery (Uses 3) . . . . . **Each 13c**

C COMMANDO WALKIE-TALKIE SET. Wow! You and your friends can each send and receive messages with these two complete units. 3-transistor press-talk circuit with 9-volt batteries, telescopic antennas. Operates on 27.085 megacycles—requires no license . Hi-impact plastic, 4½x2⅜x1¼". With 9-volt battery.
10-3291J 3 lbs. Retail $39.95 . . . **Only $27.40**
22-2381J Extra 9-volt battery . . . . **Only 49c**

H "DICK TRACY" TRANSISTOR RADIO OUTFIT. Powerful 2-transistor radio has built-in speaker, authentic Dick Tracy police emblem on 4x2½x1½" plastic case. Comes with earphone for secret listening, detective-type shoulder holster case. 9-volt battery.
10-2940J 1½ lbs. retail $6.50 . . . . . **Only $4.44**
22-2381J Extra 9 volt battery . . . . **Only 49c**

J 2-TRANSISTOR RADIO OUTFIT. Amazingly powerful reception from 2 transistors and diode. Built-in antenna plus external telescoping antenna. Powerful 2" PM speaker, efficient volume control Hi impact ivory case with goldtone trim. 4x2½x1⅛. Includes vinyl carrying case, earphone, 9-volt battery.
22-1870J 1 lb. retail $5.95 . . . . **Only $3.97**
22-2381J Extra 9-volt battery . . . **Only 49c**

K 6-TRANSISTOR RADIO OUTFIT. High-sensitivity and powerful performance from Ross "Triumph" 6 transistors plus diode and thermistor. Built-in ferrite rod antenna brings in distant stations. Sharp tone from 2¼" PM speaker. Automatic volume control circuit gives stable reception. Plays up to 50 hours on 9-volt battery (included). Golden front, hi-impact case, 4x2x1" Includes leather carrying case, earphone and case.
22-2640J 1 lb. retail $12.95. . . . . **Only $7.97**
22-2381J Extra 9-volt battery . . . . . **Only 49c**

L 4-TRANSISTOR PORTABLE TAPE RECORDER. Ross "Mark 400" records and plays back anywhere! Fully transistorized—operates on 9-volt battery and 2 flashlight batteries. Variable speed control lets you play back at the exact recording speed, even if battery power runs low. Takes 300-ft. 3" reel of dual track tape Automatic erasure lets you reuse tape. Interlock prevents accidental erasure . Built-in speaker has wide range volume control. Compact 2-tone case only 8¼x5½x2⅝". Includes tape, 2 reels, microphone, earphone, carrying strap, batteries.
22-2445 2½ lbs retail $19.95 . . . **Only $13.88**
22-2381J Extra 9-volt battery . . . . . **Only 49c**

M TREASURE CHEST OF 20 RECORDS. Filled with 20 popular 45 rpm records of children's songs, stories. Durable fiberboard carrying case holds 100 records. 7½x7¼x7¼"
10-1054 2 lbs. retail $5.00 . . . . . **Only $3.44**

P KENNER SUPER SHOW PROJECTOR SET. Kids can give endless exciting shows in five different ways because the play area under the high impact polystyrene projector is 36" square and 3" high—slide objects in and out of projection area . 1) Give animated cartoon shows with the 12 action slide characters of TV favorites. Make them dance and jump by moving levers attached to heads, arms, etc. Includes Flintstones, Bullwinkle, Mr. Ed, etc. 2) Project while you draw using 6" wand with changeable crayons. 3) Give "family album" shows with snapshots of your family and friends. 4) Combine your own toys and objects with comic strips, pictures, etc. for original shows. 5) Give 8 color slide shows of TV favorites with 56 color slides. Auxiliary lens, reflector and adaptor for projecting 35mm slides. Magnifies up to 4-ft. square. 15x8½x12½" high projector
10-3292 5½ lbs. retail $12.95 . **Only $8.97**

Radio-Phono	$39.95
Record Stand ...	4.95
6 45 rpm records.	4.90
TOTAL VALUE	$49.80

ALL FOR 29.88

Playskool "Mark IX" Magic Phono $19.99

2-Speed Phono with 5 Golden Records, Record Rack, 100 Needles **10.99**

4-Speed Phono with 6 45 rpm records **15.99**

Mickey Mouse Radio $5.64

Dick Tracy 2-Way Wrist Radio $17.99

Commando Walkie-Talkie Set $27.40

Dick Tracy Transistor Radio Outfit $4.66

2-Transistor Radio Outfit **3.97**

6-Transistor Radio Outfit **7.97**

13.88
4-Transistor Tape Recorder

Case of TWENTY 45 rpm records

NOW!

24 all new shows on 168 color slides!

New kaleidoscope attachment for ever-changing color patterns and pictures!

Draw and wipe-off frames with special pencils!

Deluxe Give-A-Show $5.60

Project Pictures and Objects in Color!

Includes 12 action TV favorite slide figures!

With 35 m.m. color slide adapter, lens, reflector, 36 slides!

Magic Drawing Wand and six crayons to project while you draw!

Kenner Super Show $8.97

TEXAS-WARE

MAGNIFICENT
BREAK RESISTANT
MELMAC® DINNERWARE

Guaranteed 2 full years by the manufacturer against breaking, cracking, chipping and permanent staining

This is the dinnerware styled for modern living. Use it for guests, the patio, everyday meals. Note the modern coupe shape of the plates, the graceful cups and bowls, the dramatic use of color and pattern. Famous Texas Ware adds so much more to Melmac® dinnerware. That's why more people select Texas-Ware than any other brand.

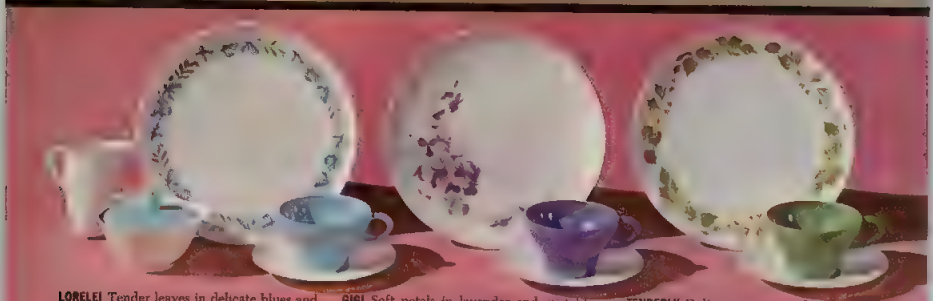
SET COMPOSITION AND WEIGHT

53-pc. set 8 dinner and 8 salad plates, 8 cups, 8 saucers, 8 soup/cereal and 8 dessert/fruit bowls, platter, serving bowl, creamer, sugar with lid. Wt. 16 lbs.

79-pc. set 12 dinner and 12 salad plates, 12 cups, 12 saucers, 12 soup/cereal and 12 dessert/fruit bowls, 2 platters, 2 serving bowls, creamer, sugar with lid. Wt. 22 lbs.

CAPRICE Crisp leaves, kissed by the first frost, in rich shade of brown with touches of yellow. Decorated dinner plates. Sandalwood, white accessories.

H-16263A1997 53-pc. Set for 8 — $29.95
H-16264B3330 79-pc. Set for 12 — $49.95



LORELEI Tender leaves in delicate blues and olive greens, a pattern you'd expect only on finest china. Decorated dinner plates. Dawn blue, white accessories.

H-16244A1997 53-pc. Set for 8 . $29.95
H-16245B3330 79-pc. Set for 12 . $49.95

GIGI Soft petals in lavender and mist blue on slender stems. Decorated dinner plates. Accessories in lavender and tint white.

H-16242A1997 53-pc. Set for 8 . $29.95
H-16243B3330 79-pc. set for 12 . $49.95

TENDERLY Delicate orange and yellow blossoms surrounded by delightful wreath of absinthe green leaves. Decorated dinner plates. Accessories in absinthe green, white.

H-16265A1997 53-pc. Set for 8 — $29.95
H-16266B3330 79-pc. Set for 12 — $49.95

WEIGHT OF ASSORTED SETS
Salad Set, 9-pc.: Wt. 4½ lbs.
Accessory Set, 5-pc., Wt. 2 lbs.
Tumbler Set, 8-pc.: Wt. 2 lbs.

1. CORONADO Lovely rainbow in turquoise, pink, yellow and white. Graceful coupe shape. Sets a beautiful table for any occasion. Famous Texas-Ware quality at an attractive price.

H-16287A1663
53-pc. Set for 8. . . $24.95

2. HOSTESS SALAD SET Graceful contemporary bowls. One large 108-oz. and eight 12-oz. bowls. Colors: Sandalwood, white. (Be sure to specify color.)

H-16269A563 9-pc.
Hostess Salad Set . $9.95

3. ACCESSORY SET You'll want these with your set of dinnerware. Divided vegetable, butter dish with cover, salt and pepper set. Colors: Sandalwood, white. (Be sure to specify color.)

H-16270A330 5 pc.
Accessory Set . . . $4.95

4. TEXAN TUMBLERS Unusual etched surface gives appearance of fine glassware — yet safe in dishwasher, guaranteed against breakage. Colors: green, amber, turquoise, lavender. (Be sure to specify color.)

H-16268A234 8 12½-oz.
Texan Tumblers $3.49

"B" Stock items will be shipped truck or express — EXCEPT where parcel post or U.P.S. Delivery, or Will-Call pick-up is applicable

TEXAS·WARE

MAGNIFICENT
BREAK RESISTANT
MELMAC® DINNERWARE

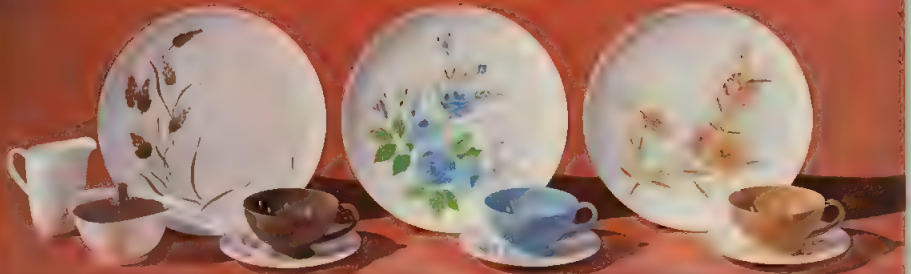
Guaranteed 2 years by the manufacturer against breaking, cracking, chipping and permanent staining

You'll beam when guests admire your set of this famous dinnerware. Note the exciting new colors, the graceful flowing shapes, and patterns you'd expect only on the most expensive china. Only Texas Ware adds so much beauty to Melmac®... elegant footed cups and bowls ... trim, contemporary creamer and sugar ... color-on-color hollow ware pieces ... broad tapered rim and modern coupe shapes. Perfectly safe in dish washer and boiling water. Pattern will not fade away.

SEE OPPOSITE PAGE FOR SET COMPOSITIONS AND WEIGHTS

JAMAICA Captivating leaf pattern in absinthe green and ochre yellow, with touches of gold. Decorated dinner plates, saucers, platter. Absinthe green accessories.

H-16257A2663	53-pc. Set for 8	$39.95
H-16258B3997	79-pc Set for 12	$59.95



HARVEST Decorative sheaf of ripe oats in browns and greens create a carefree pattern. Decorated dinner plates, saucers, platter. Sandalwood accessories.

H-16222A2663	53-pc Set for 8	$39.95
H-16223B3997	79-pc Set for 12	$59.95

MARIA Fresh delicate roses on dainty stems in shades of absinthe green. Decorated dinner plates, saucers, platter. Dawn blue accessories.

H-16261A2663	53 pc Set for 8	$39.95
H-16262B3997	79 pc Set for 12	$59.95

MELISSA Large butterscotch blossoms spring from a graceful sprig of brown and yellow. Decorated dinner plates, saucers, platter. Butterscotch accessories.

H-16259A2663	53-pc Set for 8	$39.95
H-16260B3997	79-pc Set for 12	$59.95

MAYAN In the symbols of an ancient culture this pattern softly blends muted green and turquoise with gentle browns. Dinner plates, saucers and salad plates are decorated. Accessories echo the turquoise.

H-16209A2997	53 pc Set for 8	$44.95
H-16210B4663	79 pc. Set for 12	$69.95

TIKI Polynesian inspiration reflects romance and adventure of the South Seas with ochre yellow and burnt orange, etched with primitive gold. Decorated dinners, salads, saucers, platter. Color-on-color cups and soup/cereal bowls.

H-16228A3330	53 pc Set for 8	$49.95
H-16229B4997	79 pc Set for 12	$74.95

SAMOA Absinthe green and tan are spiked with black accents, inspired by primitive art shapes of the South Seas. Decorated dinners, salads, saucers, platter. Color-on-color cups and soup/cereal bowls.

H-16255A3330	53-pc. Set for 8	$49.95
H-16256B4997	79-pc. Set for 12	$74.95

"B" Stock items will be shipped truck or express — EXCEPT where parcel post or U.P.S. Delivery or Will Call pick up is applicable

Boontonware®

finest of all melamine dinnerware

SOMERSET

Distinctive patterns, lovely decorator colors styled for gracious dining. 53-Pc. Service for Eight contains: 8 ea. dinner plates, dessert/sandwich plates, saucers, cups, dessert dishes, soup/salad bowls; *plus* 1 ea. veg. serving dish, platter, 3-pc. sugar/creamer set. Weight 15 lbs. 79-Pc. Service for Twelve contains: Same as above, but 12 place settings plus extra veg. dish, platter. Weight 25 lbs.

These sets contain STAIN-FREE cups.

SHADOW LEAF—Captures the crispness and color of autumn. Decorated dinner plates, saucers, platter. Solid colored pieces in Sandalwood and Shell White.

H-16318A2663 53 Pc. Service for 8 ..... $39.95
H-16319B3997 79 Pc. Service for 12. ..... $59.95

IVY A favorite of young moderns. Decorated dinner plates and platter. Solid colored pieces in Olive Mist and Shell White.

H-16312A1997 53 Pc. Service for 8 $29.95

GOOD MORNING—Perky, bright and casual. Decorated dinner plates and platter. Solid colored pieces in Sandalwood and Shell White.

H-16332A1997 53 Pc. Service for 8 $29.95

HIGHLAND PLAID Cool, clean, and striking. Decorated dinner plates and platter. Solid colored pieces in Turquoise and Shell White.

H-16333A1997 53 Pc. Service for 8 $29.95

FIESTA—For the young in heart. Decorated dinner plates, saucers, platter. Solid colored pieces in Tangerine and Shell White.

H-16334A2663 53 Pc. Service for 8 ..$39.95
H-1633583997 79 Pc. Service for 12...$59.95

These sets contain STAIN-FREE cups.

CORSAGE—A beautiful spray of roses. Decorated dinner plates, saucers, platter. Solid colored pieces in Bon Bon Pink and Shell White.

H-16316A2663 53 Pc. Service for 8 ..$39.95
H-1631783997 79 Pc. Service for 12...$59.95

WHEAT—Most popular pattern. Decorated dinner plates, saucers, platter. Solid colored pieces in Butter Yellow and Shell White.

H-16314A2663 53 Pc. Service for 8...$39.95
H-1631583997 79 Pc. Service for 12. .$59.95

New for '64

NO 1929—NEW CARPENTER'S TRUCK

Lots of play value! Mighty Metal die cast truck 12" long, painted in blazing bright red. Deep tread, white side wall tires. Removable tool box with 5 tools and 6 pieces of wood

NO 1928—NEW PILE DRIVER TRUCK

Works like the real thing. Die cast metal truck 13" long. Pulling the string raises the weight, and when it hits the top the weight is released, driving the stake into the ground. 6 stakes included.

NO 1890 NEW U.S. ARMY TRUCK

Very official looking Army Carryall truck in O.D color with Army decals on the side, star on the hood. Made of die cast metal, 12" long, with cloth tarp, flat wire bows for truck bed cover

NO. 2043 NEW WESTERN SADDLE GUN

Lever action, cap firing repeater carbine, 26¾" long Made of high impact styrene with die cast firing mechanism. Walnut stock and foregrip with black barrel and breech

NO. 2130—NEW MILITARY CARBINE WITH GRENADE LAUNCHER

Looks like the real thing! High impact plastic, die cast firing mechanism, 26¾" long. 250 shot repeater with sling, grenade launcher and 2 grenades. Camouflage decoration.

Hubley®
LANCASTER, PA

THE HUBLEY MANUFACTURING COMPANY, LANCASTER, PA.

Scoop! HUBLEY'S NEW INSTANT

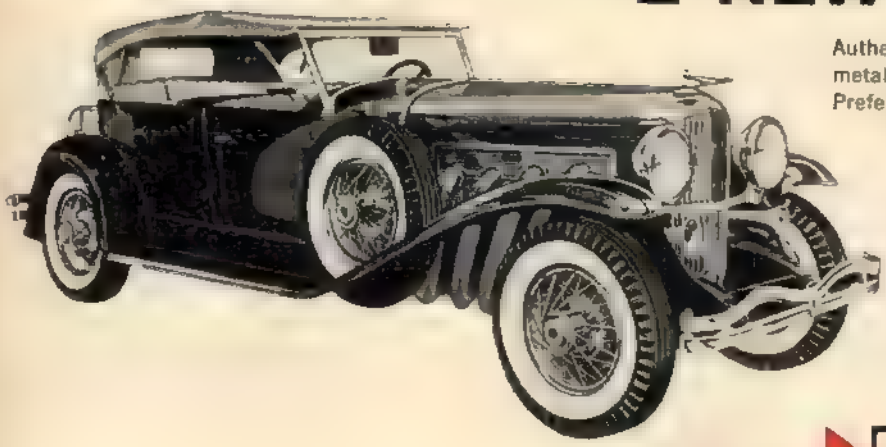
Newest idea in drag racing!
Most sensational drag

Hubley's fabulous Dragsters flash down the line on a guide wire or regular straight slotted track. The most exciting performance of any dragster made. Instant torque power gives continuous acceleration out of the chute to the end of the run. Be fast yourself—cash in on the fastest growing CRAZE in the nation.

NO BATTERIES! FULL POWER OUT OF THE CHUTE!
FEWER PARTS! OUT-PERFORMS

COME IN AND SEE THEIR STARTLING PERFORMANCE!

2 NEW GREAT SCALE



Authentic super detailing taken from the actual cars. True metal kits with metalized plastic and plastic accessory parts Preferred by car modelers the world over

SJ DUESENBERG

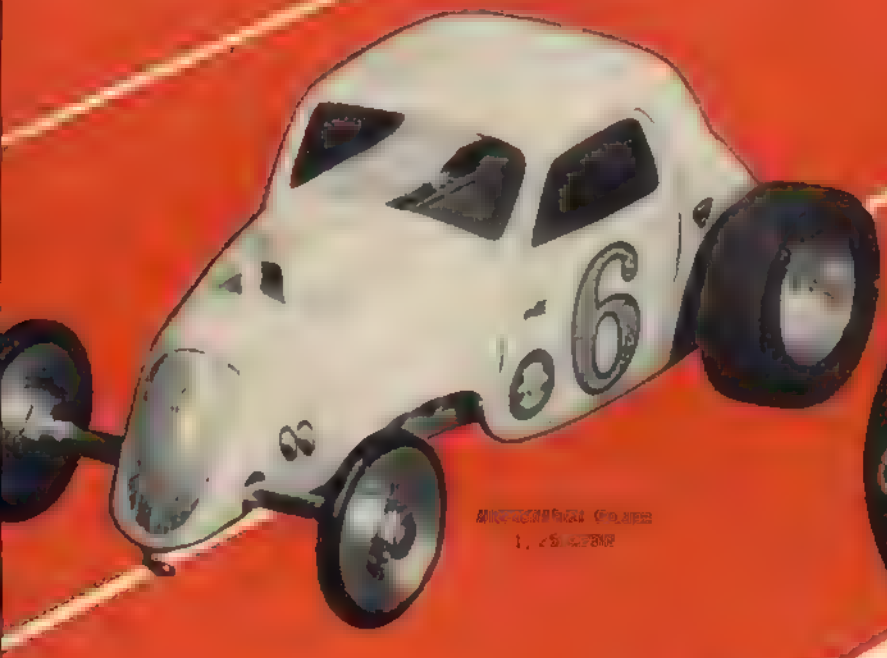
The king of Classics—fabulous SJ Duesenberg with its famous supercharged power plant. Exact replica of the 153 inch wheel base chassis. LeGrand body Phaeton with dual cowl. Over 150 parts, one foot long (1/18 inch scale) and the most detailed model ever built. Fully illustrated directions Suggested list price $10.00

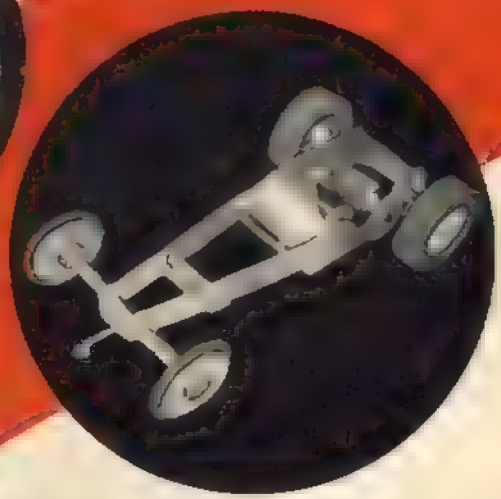
The Hubley®

TORQUE DRAG RACER—A SENSATION!

NON-ELECTRIC. Nothing like it on the market!

racers ever created!





SIMPLE DESIGN—
STANDARD ELECTRIC CARS!

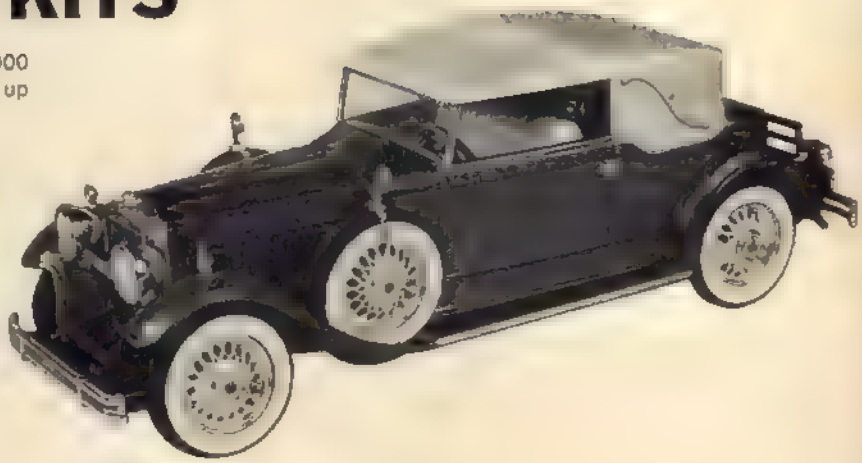
ALUMINUM FRAME adjusts to fit various body sizes of 1/24 and 1/25 scale. Specially formed steel strip is wound on a power drum. Upon release the steel strip rewinds on a takeup drum with a constant force providing continuous accelerating power.

MODEL METAL KITS

Both featured in leading hobby magazines—over 5,000,000 customers will see them, want them, buy them. Stock up NOW—don't miss this profitable volume!

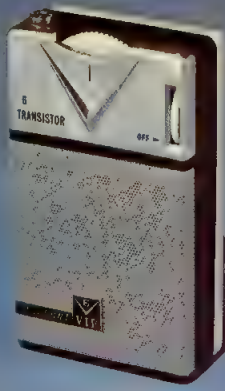
PACKARD Convertible Victoria

"Millionaires Choice"—and a beauty! Authentic 1930 model with body by Dietrich. Over 140 parts in die cast metal with plastic and metalized plastic accessories. Hood lifts off, reveals fully detailed motor. Worm and sector steering. 1/22nd scale. Suggested list price $4.98



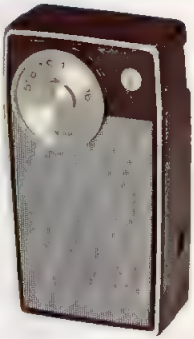
MANUFACTURING COMPANY, LANCASTER, PA.

1 **Philco** $14.95
6-Transistor



4 **NEW LOW PRICE!**
Viscount $9.95
6-Transistor

2 **Realtone** $12.95
8-Transistor



Additional transistors radios shown on page 231

5 **Westinghouse** $19.95
8-Transistor

3 **Seminole** $17.95
9-Transistor

6
Seminole $21.95
11-Transistor

- All TYCO trains have scientific car weighting—top roadability.
- Hi-impact styrene plastic car bodies!

[A] **TYCO "RED BIRD EAST" ELECTRIC TRAIN.** Action galore as this realistic "HO" scale electric freight whizzes along. Includes Twin "A" unit 'Santa Fe' diesels (1 powered)—durable cast iron with operating light. Plus 5 plastic cars including skid car with pipe load. 14 metal track sections form 45 x 36 inch oval. Automatic uncoupling ramp. You'll love operating this sleek beauty. Power control unit not included—order [E] or [G] below.

X 923-5169 A—Shpg. wt. 4 lbs. 13 oz. 16.88

- TYCO features 5-pole 30M rpm motors that develop maximum speeds, steel truck axles—needle point bearings!

[B] **TYCO "CONTINENTAL EAST" TRAIN SET.** A [illegible] railroad thrills and action with this [illegible] steam locomotive. Loco pulls operating hopper car, stock car, skid car with pipe load, and 8-wheel caboose. 11 sections of 18" radius curved track. 1 section 18" radius curved terminal track—you can make a big 36" oval, including re-railer. Cars are made of hi-impact styrene plastic. Powerpack not included—order [E] or [G] below.

X 923-5029 A—Shpg. wt. 4 lbs. 4 oz. 12.99

- All TYCO HO gauge trains are spray-painted in authentic colors
- Order famous TYCO accessories below!

FAMOUS TYCO "HO" SCALE ACCESSORIES (not shown) Everything you need to make more intricate track patterns—add thrills to your layout. Remote control switches are push-button operated.

Track. Shpg. wt. 1½ oz.

X 923-5177 A—9" straight	19c
X 923-5185 A—18" radius curved	19c
90° Track Crossing. Shpg. wt. 2 oz.	
X 923-5193 A	1.77
Remote Control Switches. Shpg. wt. 5 oz.	
X 923-5201 A—Left hand switch	3.88
X 923-5219 A—Right-hand switch	3.88

[C] **ELECTRIC TRAIN AND TUN-L-RAMA.** Ready-to-run set includes metal and plastic HO-gauge train with 0-4-0 "Dockside" switcher that has machined brass worm, nylon gear drive, and working headlight. Plus 3 cars, including caboose. 12 sections interlocking plastic track—for full circle layout. Realistic scenery materials include 5 assorted trees, bags of mock grass, earth and path, lichen—as well as colorful tunnel. Set comes complete with big 1-amp powerpack with circuit breaker and taper-wound rheostat. 110-120 volts, AC—UL listed. (Accessories listed above fit this set.)

X 923-5136 A—Shipping weight 5 lbs. 5 oz. 14.88

[D] **"LIFELIKE" LANDSCAPER KIT.** Has all needed materials for a truly natural 4 x 8-ft. landscape. Sturdy and re-usable. Inc. 48 x 96-in. wide "grass" mat, 12 x 48-in. wide brown "earth" mat, 12 x 48-in. wide white path mat, 5 plastic trees and lichen for shrubbery.

X 923-5128 A—Shipping weight 4 lbs. 6.69

"HO" gauge Train Sets

for young engineers

[E] **TWINPOWER CONTROL.** Controls up to 4 trains at different speeds/directions on 2 separate tracks. 2 full-amps output. 2 taper wound rheostats, 2 direction-control switches, resettable circuit protector with overload indicator. DC output for trains, AC output for accessories. 7 x 5½ x 3½". 110-120 volts AC—UL listed.

X 923-5102 A—Shpg. wt. 3 lbs. 7 oz. 9.99

[G] **MRC TRAINPACK CONTROL.** Controls up to 2 trains. Full one amp power output. For beginner's HO-gauge railroad. Large Van-Power handle for speed control, taper-wound rheostat, automatic circuit protector, direction-control switch. Controlled DC output for trains, 16-volt AC for accessories. Safety-grip line cord. 6 x 4¼ x 3 in. high. Operates on 110-120 volts AC—UL listed.

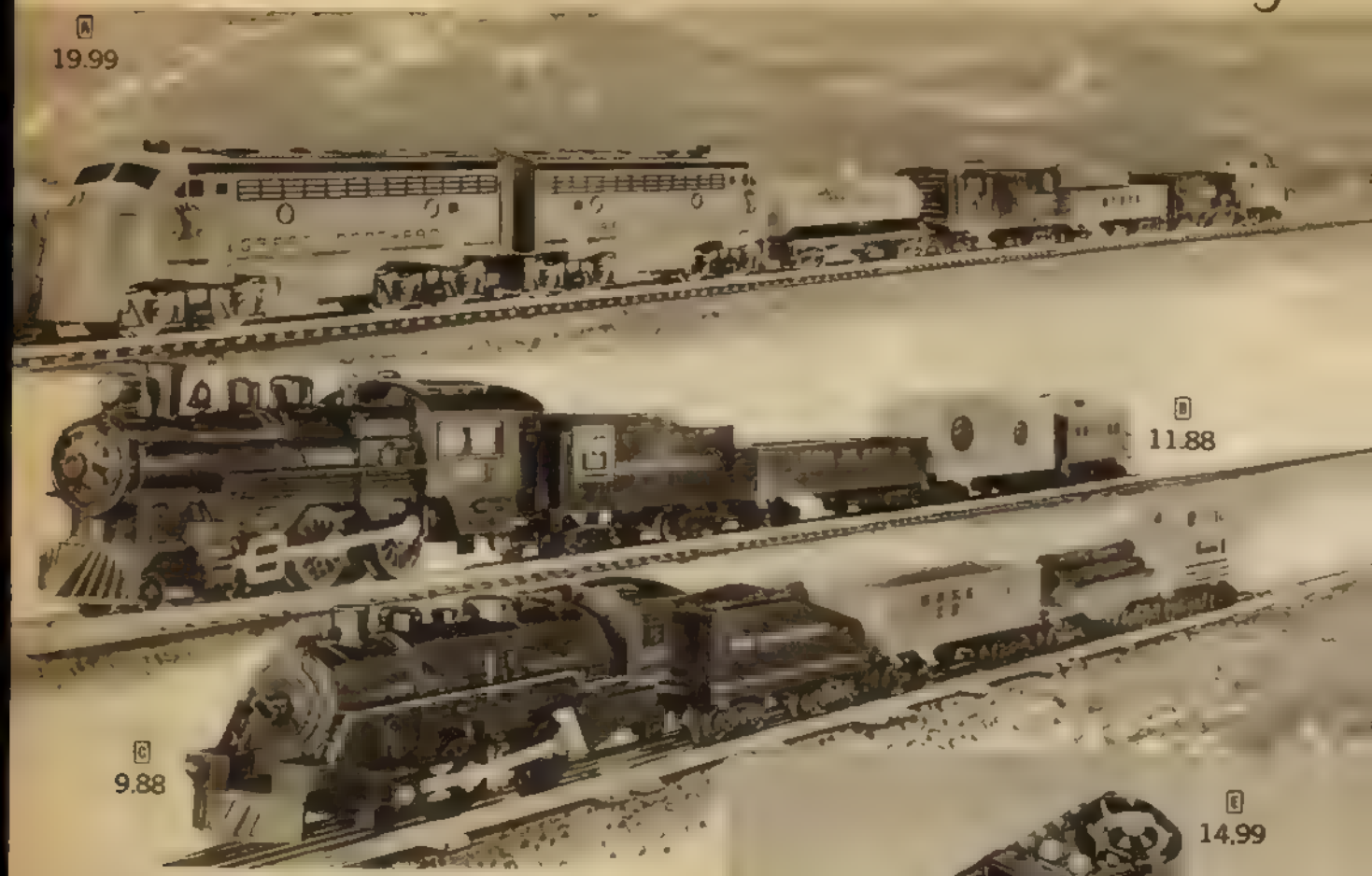
X 923-5110 A—Shpg. wt. 2 lbs. 3 oz. 4.99

No down payment with Credit Command—see page 79

[H] **TREBLE-O-GAUGE TRAIN SET.** World's smallest precision model railroad complete with accessories—½ the size of HO. Realistically detailed freight train makes for miniature track enjoyment. 34 pieces construction of polyethylene plastic and steel copper alloy. Consists of a locomotive, box car, gondola car, and caboose. Plus low, pieces of 8-in. radius curved track, one piece of 5-in. radius curved track, one piece of 9-in. long straight track, two pieces of 4½-in. long straight track, one piece of straight track with a bumper, a pair of manual switches, and a powerpack. Included for added realism are five plastic pine trees, two autos, a bridge, and a station. Use with AC only. UL listed. Imported from West Germany. No down payment with Credit Command.

X 923-5037 A—Shpg. wt. 3 lbs. 8 oz. 24.99

all boys love *Model Railroading* . . .



A "THE KLONDIKE" 7-UNIT "S"-GAUGE FREIGHT. Head down the high iron to fun. Powered by a double-unit Great Northern diesel with Pull-Mor power that gives better traction, pulls longer trains. Has operating headlight, remote control stops, starts, reverses. Diesel engine pulls Monon gondola, Shell tank car, M & STL boxcar, B & O hopper, caboose. 9 Pike Master track sections, includes terminal uncoupler section. 25-watt transformer, 110-120 volts, AC—UL listed. No down payment—see page 79

X 923-4790 A—Shipping weight 8 lbs. 19.99

B "THE CASEY JONES" 5-UNIT "S"-GAUGE FREIGHT. Inspired by the legend of Casey Jones, 4-4-0 Burlington locomotive with remote control stopping, starting, reversing, Pull-Mor power. Locomotive pulls tender, B & M gondola, boxcar, caboose. 9 Pike Master track sections. 25-watt transformer—automatic coupling, uncoupling. Operates on 110-120 volts, AC—UL listed. A great value at Penneys low price.

X 923-4808 A—Shipping weight 7 lbs. 11.88

C 5-UNIT CHUGGER STEAM FREIGHT. Rugged plastic steam-type engine—with chug-chug noise. Locomotive pulls New York Central tender, gondola, manual log car with trip lever, caboose. Ten 027-gauge track sections with uncoupling ramp (order extra sections on page 99). Track measures 27 x 38, oval totals 102 in. Includes log bin, sign track connector, 50 watt transformer, 110-120 volts, AC—UL listed.

X 923-4949 A—Shipping weight 8 lbs. 9.88

D NEW RAILROAD CENTER. Add realism and bright color to all "S"-gauge train layouts. Assortment includes suburban station, water tank, watchman's shanty, signal bridge, freight station, 8 figures, 12 railroad signs. All plastic

X 923-4774 A—Shpg. wt. 3 lbs. 3.69

Pike Master Track and Switches
(Not shown.) For 3/16" scale railroad layouts. Fits all "s"-gauge, 2-rail track.

Straight Track. 10-in. section.
X 923-4816 A—Shpg. wt. 7 oz. . . . 23c

Curved Track. 12-in. section.
X 923-4824 A—Shpg. wt. 7 oz. . . 23c

Remote Control Switch. Right hand.
X 923-4832 A—Shpg. wt. 8 oz. . 3.77

Remote Control Switch. Left hand.
X 923-4840 A—Shpg. wt. 8 oz. 3.77

E 125-WATT LIONEL TRAINMASTER TRANSFORMER. Type LW. Recessed, illuminated dial. 2 buttons control train direction, horn or whistle. 2 fixed voltage ranges. Variable warning light—shows voltage intensity and "shorts." 6¾ x 4½ x 5 in. 125-watt, 115 volts, 60 cycles, AC—UL listed. Buy all your model railroading equipment the Penney Catalog way.

X 923-4857 A—Shipping weight 5 lbs. 14.99

G 190-WATT LIONEL TRAINMASTER TRANSFORMER. Type KW. Operates 2 train sets plus loads of accessories. 2 separate train direction and horn and whistle control circuits. Automatic circuit breaker, "shorts" indicator. High-impact phenolic plastic case. Measures 7¼ x 6⅞ x 7½ in. 190-watt, 115 volts, AC, 60 cycles—UL listed.

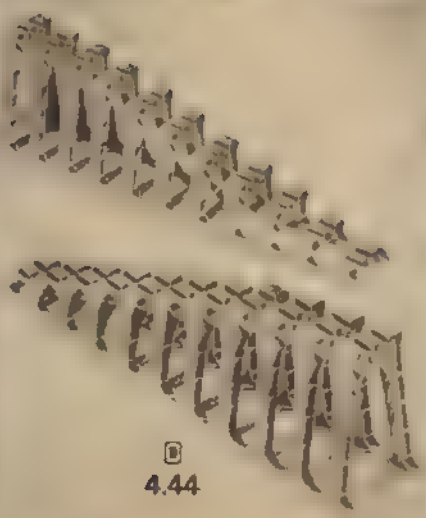
X 923-4865 A—Shipping weight 9 lbs. 6 oz. 24.95

H 275-WATT LIONEL TRAINMASTER TRANSFORMER. Type ZW. 4 variable voltage circuits will operate up to 4 different train sets at one time. 2 separate built-in horn and whistle control circuits. 2 separate train direction levers. Self-resetting circuit breaker—protects against overloads. Green light indicates "Power On," red light warns of "shorts." Durable phenolic plastic housing. Measures 12½ x 7 x 6¾ in. 275 watts, 115 volts, AC, 60 cycles—UL listed. No down payment—see page 79 for details.

X 923-4873 A—Shipping weight 9 lbs. 29.95

Save this Catalog to order toys throughout the year—they'll be available till Sept. 21, 1964.

. . and, confidentially, so do their Dads



A LIONEL 8-UNIT SET. "027" gauge steam freighter. Here's high-stepping action for the main line model railroad. Featuring a new steam locomotive and tender with operating headlight, whistle, smoke. Locomotive pulls 4-auto transport car, 2-dome tank car, Lehigh Valley hopper car, gondola with canisters, operating night crew searchlight car, caboose. Includes 12 sections of track (including 1 remote control uncoupling track). 60-watt transformer with circuit breaker, wires, and instructions. Shipping weight 10 lbs. No down payment—see page 79.
X 923-4782 A. 29.98

B LIONEL 6-UNIT SET "027" gauge diesel with Space Age cars. Features new Santa Fe diesel switcher with operating headlight. Diesel switcher pulls new flat car with missile and removable Mercury capsule, Frisco boxcar, helicopter launching car ("copter really takes off), rocket fuel tank car, caboose. 10 sections of track, including 1 section remote control uncoupling track. Complete with 35 watt transformer with circuit breaker—protects against "shorts." Wires and instructions incl. Shpg. wt. 9 lbs. 12 oz.
X 923-4881 A. . . 18.88

C LIONEL 7-UNIT SET. "027" gauge steam freighter brings back the great days of steam railroading. Featuring a new steam locomotive and tender with operating headlight and smoke. Locomotive powers a savings bank car, 2-dome tank car, new flat car with pipes, gondola with canisters, caboose. 10 sections of track include 1 section of remote control uncoupling track. Complete with 45-watt transformer with circuit breaker. All wires and instructions included. Shipping weight 14 lbs. 8 oz. No down payment.
X 923-4899 A. 22.95

Sets (A) (B) (C) operate on 110-120 volts, AC -UL listed.

D GRADUATED TRESTLE SET. "027" gauge. Add exciting variety to your train layout. Build "figure 8" systems, elevated lines, overpasses—trains climb the grade, run on elevated lines, descend again to regular level. Set includes 22 sturdy, simulated steel piers of graduated heights. Piers range from 3/16 to 4¾-in. high. For most Magne-Traction locomotives.
X 923-7991 A—Shpg. wt. 1 lb. 12 oz. . . 4.44

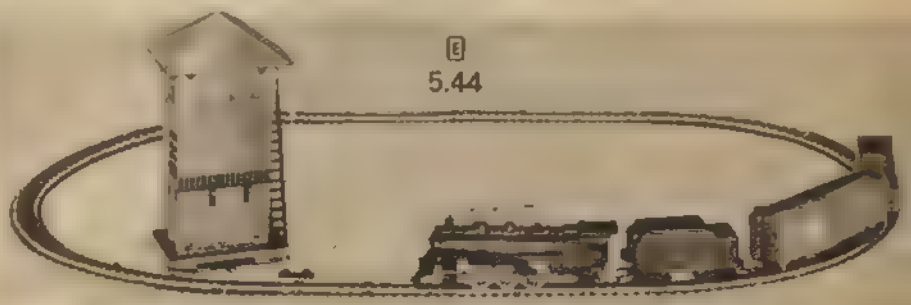
Lionel Track and Switches for "027" Gauge (Not Shown)

Straight Track. 8⅞-in. section.
X 923-4915 A—Shpg. wt. 4 oz. 21c

Curved Track 9¾-in. section.
X 923-4907 A—Shpg. wt. 4 oz. 21c

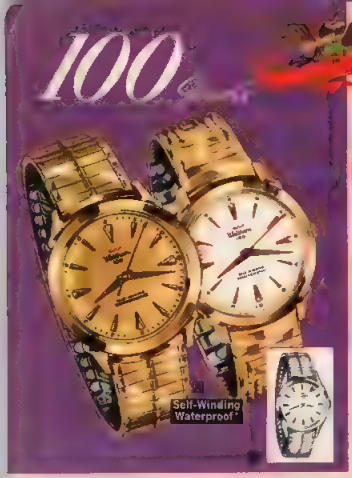
Remote Control Switches. 1 right, 1 left.
X 923-4923 A—2 lbs. 13 oz. . . . Pair 13.95

Manual Switches. 1 right, 1 left hand.
X 923-4931 A—1 lb. 10 oz. . . . Pair 5.99



E 4-UNIT "HO" GAUGE SET. Battery-operated. A true collector's item. Every level, oil line and bolt faithfully reproduced to exacting scale model specifications. (HO gauge means track is about 21/32 in. wide, locomotive is about 2 in. high. Scaled 50% smaller than "027" gauge trains—yet with all the railroading thrills.) Baltimore & Ohio steam locomotive, with coal tender, has realistic train whistle, puffs smoke rings. Locomotive pulls Santa Fe boxcar, New York Central gondola—all directed from solid steel central tower. Set includes 14 sections of track, non-slip, automatic coupling. Operates on two "D" flashlight batteries (not included). To order batteries, see bottom of page 118.
X 923-4956 A—Shpg. wt. 2 lbs. 8 oz. 5.44

Shop with Credit Command—No down payment, months to pay. See page 79 for complete details.



TIMING THE WORLD FOR OVER 100 YEARS

WALTHAM

ADVERTISED IN LIFE

Gold Medal Watches

Exciting selection of outstanding watches . . . superbly crafted in a famous tradition of fine quality. Each one is shock-resistant and has an unbreakable mainspring.

A Auto Saber "100" Y: 100 functional jewels. Most advanced self-winding waterproof* watch ever designed. Superbly accurate. Case is yellow 10K gold-filled, matching adjustable combination expansion band. Rich champagne dial with luminous hour markers and hands. Sweep second hand. **Built-in shock absorbers, unbreakable mainspring.**
30-8514JX ret. $170.00 **Only $67.85**

Auto Satellite "100" W: As above, with white dial
30-8515JX ret. $170.00 **Only $67.85**

B Auto Viking "100" W: As above, with **steel case** and band. White dial.
30-8516JX ret. $160.00 **Only $59.50**

EACH WATCH IS GIFT BOXED

LIFETIME GUARANTEED

on all movement parts against defects or breakage for as long as the watch is in use. No charge for replacement parts of movement!

Auto Yachtsman W: Self-winding waterproof.* Gleaming white case has stainless steel back and adjustable combination expansion band. Luminous hands and hour dots; sweep second hand. **Shock-resistant.** 17 jewels. **Unbreakable mainspring.**
30-8517JX retail $71.50 **Your Cost $28.65**

Auto Yachtsman Y: As above, in yellow.
30-8518JX retail $79.50 **Your Cost $31.45**

Auto Trooper Y: Self-winding calendar watch tells time and date automatically. **Waterproof*** yellow case has non-corrosive back. Matching 10K gold-filled adjustable expansion band. Handsome black dial with luminous hour dots and hands is easily read in dark. Has sweep second hand. 17 jewel movement is **shock-resistant. Unbreakable mainspring**
30-8519JX ret $92.50 **$37.50**

Auto Trooper W: As above, with white case, band and dial.
30-8520JX ret $89.50 **$35.75**

Your cost subject to 10% Federal Excise Tax

Sea Shark Y: Ultra-thin waterproof* dress watch. Yellow case, steel back. Matching adjustable expansion band. Sweep second hand. 17 jewels. **Shock-resistant, has unbreakable mainspring.**
30-8525JX ret. $79.50 **Only $31.50**

Sea Shark W: As above, with all steel case and expansion band.
30-8526JX ret. $69.50 **Only $27.95**

Lord Whitney: Elegant dress watch for men. Yellow gold-finished case, non-corrosive back. 10K gold-filled adjustable expansion band. 17 jewels. **Shock-resist, non-break mainspring.**
30-8521JX ret. $67.50 **Only $26.95**

Lord Whitney B: As above, with elegant black dial.
30-8522JX ret $67.50 **Only $26.95**

Sir Thomas: Dignified dress watch contoured to fit the curve of his wrist. Yellow 10K gold-filled case with matching adjustable expansion band. 17 jewels. **Shock-resistant. Unbreakable mainspring.**
30-8523JX ret. $97.50 **Only $38.95**

Sir Thomas B: As above, with debonaire black dial.
30-8524JX ret. $97.50 **Only $38.95**

*Guaranteed waterproof as long as case, crown and crystal are intact.

25 Jewels

Auto Victory "25" Y: 25 jewel self-winding and waterproof* watch. Yellow gold-finished case, steel back. Adjustable 10K yellow gold-finished expansion band. Luminous hands, hour dots with sweep second hand. **Shock-resistant.**
30-8527JX retail $100.00 **Your Cost $41.00**

Auto Victory "25" W: As above, with all-steel case and adjustable expansion band.
30-8528JX retail $97.50 **Your Cost $38.95**

Ultra-Thin Spartan "21" Y: Thinnest self-winding waterproof* watch with sweep second hand ever made. Yellow case, steel back. Adjustable combination expansion band. 21 jewels.
30-8529JX ret. $130.00 . **Only $51.50**

Ultra-Thin Spartan "21" W: As above, with all-steel case and band
30-8530JX ret. $125.00 **Only $49.50**

Sea Regatta W: Waltham's famous military type **waterproof*** watch designed for tough service. Shiny white case with steel back, steel adjustable expansion band. Luminous hands and hour dots; sweep second hand, full numeral dial. 17 jewels. **Shock-resistant, with unbreakable mainspring.**
30-8531JX retail $47.50 **Your Cost $18.75**

Sea Regatta Y: As above, in yellow.
30-8532JX retail $55.00 . **Your Cost $21.95**

TIMING THE WORLD FOR OVER 100 YEARS

WALTHAM

GOLD MEDAL WATCHES

Walthams are famous for their accuracy, dependability and fine craftsmanship.

ADVERTISED IN LIFE

GUARANTEED SHOCK-RESISTANT UNBREAKABLE MAINSPRINGS

65 Jewels

Auto Mainliner "65" Y: 65 functional jewels automatically turns wrist motion into accurate time-keeping energy. Rototron **self-winding** movement. **Waterproof*** yellow gold-finished case, steel back. Matching adjustable expansion band has 2-tone texture. Luminous hands and hour dots. Sweep second hand. **Built-in shock absorbers. Unbreakable mainspring.**
30-8533JX ret. $135.00 . **$54.75**

Auto Mainliner "65" W: As above, all-steel case, expansion band.
30-8534JX ret. $135.00 **$54.75**

Transportation Y: Railroad type pocket watch for drivers, farmers, etc. 1/20th 10K rolled gold plated case. Black leather fob included. 17 jewels. **Unbreakable mainspring.**
30-8535JX ret. $75.00 **Only $30.45**

Transportation W: As above, white case, stainless steel back
30-8536JX ret. $65.00 **Only $25.75**

Golden Jupiter Y: Solid 14K yellow gold dress watch with sleek, slim styling. Adjustable 10K gold-filled combination expansion band. 17 jewels. **Shock-resistant.**
30-8537JX ret. $130.00 **$52.50**

Golden Jupiter S: As above, with handsome black dial.
30-8538JX ret. $130.00. **$52.50**

Ultra-Thin Hastings Y: Continental styling in a superb dress watch. Rich Champagne dial. Case is all yellow gold-finished, with textured 10K gold-filled combination adjustable expansion band. 17 jewel movement is **shock-resistant and has unbreakable mainspring.**
30-8539JX ret. $67.50 **Only $26.95**

Ultra-Thin Hastings W: As above, white case, band. White dial.
30-8540JX ret. $67.50 **Only $26.95**

*Guaranteed waterproof as long as case, crown and crystal are intact

Your cost subject to 10% Federal Excise Tax

TIMING THE WORLD FOR OVER 100 YEARS

WALTHAM

ADVERTISED IN LIFE

Gold Medal Watches

Dramatic new styles . . a high fashion collection of fine quality watches.

A Adal Y: Practical, yet so smart. Yellow gold-finished case has non-corrosive back. Matching expansion bracelet. Full numeral dial. 17 jewels. **Shock-resistant, unbreakable mainspring.**
30-8541JX retail $47.50 . **Only $18.95**
Adal W: As above, in white.
30-8542JX retail $47.50 . **Only $18.95**

B Charm Y: Fashion-right dress watch. Florentined yellow gold-finished case with non-corrosive back. Smartly faceted crystal on skip figure dial. 17 jewels. **Shock-resistant, unbreakable mainspring.**
30-8543JX retail $55.00 **Only $22.45**
Charm W: As above, in white.
30-8544JX retail $55.00 **Only $22.45**

Golden Beauty "25" Y: Has 25 jewels, solid 14K yellow gold. Wide 10K gold-filled adjustable bracelet, clasp and safety chain. Faceted crystal. **Shock-resistant.**
30-8545JX $110.00 **$44.50**
Golden Beauty "25" W: Same as above, in white.
30-8546JX $110.00 **$44.50**

Golden Fantasy "25" Y: Petite dress watch. **25 jewels. Solid 14K yellow gold case,** 10K gold-filled adjustable expansion bracelet. Faceted crystal. **Shock-resistant.**
30-8547JX $110.00 **$44.50**
Golden Fantasy "25" W: Same as above, in white.
30-8548JX $110.00 **$44.50**

Golden Concerto Y. Solid 14K yellow gold case, dainty and smart. 10K gold-filled adjustable expansion bracelet. 17 jewel **shock-resistant movement, unbreakable mainspring.**
30-8549JX ret. $75.00 **$30.45**
Golden Concerto W: As above, in white case and bracelet.
30-8550JX ret. $75.00 **$30.45**

LIFETIME GUARANTEED

on all movement parts against defects or breakage for as long as the watch is in use. No charge for replacement parts of movement!

C See Lark W: Waterproof* dress watch for the youngster. Built to stand up under hard wear. Gleaming white case with steel back and expansion band sized for teens. Luminous hands and hour dots. Sweep second hand 7 jewels. **Shock-resistant, unbreakable mainspring.**
30-8551JX ret $37.50 **Only $14.45**
See Lark Y: As above, in yellow.
30-8552JX ret $39.95 **Only $15.95**

D Cindy Y: Sweetly styled watch designed for the young lady. Yellow gold finished case with non-corrosive back. 10K gold-filled adjustable expansion bracelet to fit her wrist. 7 jewels **Shock-resistant.**
30-8553JX ret. $39.95 **Only $15.95**
Cindy W: As above, in white
30-8554JX ret $39.95 **Only $15.95**

EACH WATCH IS GIFT BOXED

Ginnie Y: Dainty ultra-petite style of classic design. Yellow gold-finished case, non-corrosive back 10K gold-filled adjustable expansion bracelet. Stick figure dial 17 jewel movement is **shock-resistant, has unbreakable mainspring.**
30-8555JX ret $69.50 **$28.25**

Ginnie W: As above, in white.
30-8556JX ret $69.50 **$28.25**

Elizabeth Y: New, ultra-tiny! Delightfully sculptured yellow gold-finished case, non-corrosive back 10K gold-filled adjustable expansion bracelet. Textured stick-figure dial. 17 jewels **Shock-resistant, unbreakable mainspring.**
30-8557JX ret. $72.50 **$29.45**

Elizabeth W: As above, in white.
30-8558JX ret $72.50 **$29.45**

Marvel Y: Gracefully elegant, sweetly petite dress watch. Yellow gold-finished case with non-corrosive back. 10K gold-filled adjustable expansion bracelet Stick figure dial **17 jewel shock-resistant. Unbreakable mainspring.**
30-8559JX ret. $72.50 **$29.45**

Marvel W: As above, in white
30-8560JX ret. $72.50 **$29.45**

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Your cost subject to 10% Federal Excise Tax

10% Federal Excise Tax if not for resale.

TIMING THE WORLD FOR OVER 100 YEARS

WALTHAM

ADVERTISED IN LIFE

Gold Medal Watches

Exciting selection of outstanding watches . . . superbly crafted in a famous tradition of fine quality. Each one is shock-resistant and has an unbreakable mainspring.

A **Auto Saber "100" Y: 100 functional jewels.** Most advanced self-winding waterproof* watch ever designed. Superbly accurate. Case is yellow 10K gold-filled, matching adjustable combination expansion band. Rich champagne dial with luminous hour markers and hands. Sweep second hand. **Built-in shock absorbers, unbreakable mainspring.**
H-35200CU6785 . . . . . **$170.00**

Auto Satellite "100" W: As above, with white dial.
H-35202CU6785 . . . . . **$170.00**

B **Auto Viking "100" W:** As above, with **steel case** and band. White dial.
H-35203CU5950 . . . . . **$150.00**

EACH WATCH IS GIFT BOXED

Auto Yachtsman W: Self-winding waterproof.* Gleaming white case has stainless steel back and adjustable combination expansion band. Luminous hands and hour dots; sweep second hand. **Shock-resistant.** 17 jewels. **Unbreakable mainspring.**
H-35204CU2865 . . . . . **$71.50**

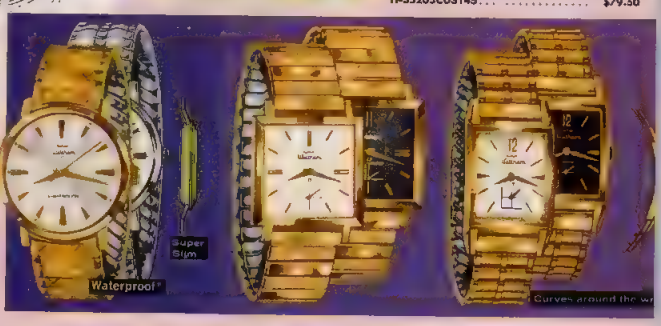
Auto Yachtsman Y: As above, in yellow.
H-35205CU3145 . . . . . **$79.50**

LIFETIME GUARANTEED

on all movement parts against defects or breakage for as long as the watch is in use. No charge for replacement parts of movement!

Auto Trooper Y: Self-winding calendar watch tells time and date automatically. **Waterproof*** yellow case has non-corrosive back. Matching 10K gold-filled adjustable expansion band. Handsome black dial with luminous hour dots and hands is easily read in dark. Has sweep second hand. 17 jewel movement is **shock-resistant. Unbreakable mainspring.**
H-35206CU3750 . . . . . **$92.50**

Auto Trooper W: As above, with white case, band and dial.
H-35207CU3575 . . . . . **$89.50**



Sea Shark Y: Ultra-thin waterproof* dress watch. Yellow case, steel back. Matching adjustable expansion band. Sweep second hand. 17 jewels. **Shock-resistant, has unbreakable mainspring.**
H-35212CU3150 . . . . . **$79.50**

Sea Shark W: As above, with all steel case and expansion band.
H-35213CU2795 . . . . . **$69.50**

Lord Whitney: Elegant dress watch for men. Yellow gold-finished case, non-corrosive back. 10K gold-filled adjustable expansion band. 17 jewels. **Shock-resist, non-break mainspring.**
H-35208CU2695 . . . . . **$67.50**

Lord Whitney B: As above, with elegant black dial.
H-35209CU2695 . . . . . **$67.50**

Sir Thomas: Dignified dress watch contoured to fit the curve of his wrist. Yellow 10K gold-filled case with matching adjustable expansion band. 17 jewels. **Shock-resistant. Unbreakable mainspring.**
H-35210CU3895 . . . . . **$97.50**

Sir Thomas B: As above, with debonaire black dial.
H-35211CU3895 . . . . . **$97.50**

*Guaranteed waterproof as long as case, crown and crystal are intact.

25 Jewels

Auto Victory "25" Y: 25 jewel self-winding and waterproof* watch. Yellow gold-finished case, steel back. Adjustable 10K yellow gold-finished expansion band. Luminous hands, hour dots with sweep second hand. **Shock-resistant.**
H-35214CU4100 . . . . . **$100.00**

Auto Victory "25" W: As above, with all-steel case and adjustable expansion band.
H-35215CU3895 . . . . . **$97.50**

Ultra-Thin Spartan "21" Y: Thinnest self-winding waterproof* watch with sweep second hand ever made. Yellow case, steel back. Adjustable combination expansion band. 21 jewels.
H-35216CU5150 . . . . . **$130.00**

Ultra-Thin Spartan "21" W: As above, with all-steel case and band.
H-35217CU4950 **$125.00**

Sea Regatta W: Waltham's famous military type **waterproof*** watch designed for tough service. Shiny white case with steel back, steel adjustable expansion band. Luminous hands and hour dots; sweep second hand, full numeral dial. 17 jewels **Shock-resistant, with unbreakable mainspring.**
H-35218CU1895 **$47.50**

Sea Regatta Y: As above, in yellow
H-35219CU2195 . . . . . **$55.00**

TIMING THE WORLD FOR OVER 100 YEARS

WALTHAM

GOLD MEDAL WATCHES

Walthams are famous for their accuracy, dependability and fine craftsmanship.

ADVERTISED IN LIFE

GUARANTEED SHOCK-RESISTANT UNBREAKABLE MAINSPRINGS

Auto Mainliner "65" Y: 65 functional jewels automatically turns wrist motion into accurate time-keeping energy Rototron **self-winding** movement. **Waterproof*** yellow gold-finished case, steel back. Matching adjustable expansion band has 2-tone texture. Luminous hands and hour dots. Sweep second hand. **Built-in shock absorbers. Unbreakable mainspring.**
H-35220CU5475 . . . . . **$135.00**

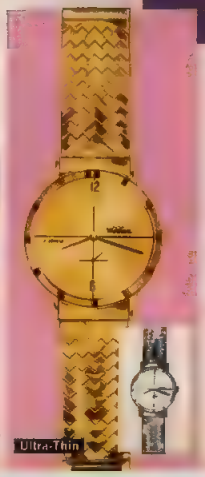
Auto Mainliner "65" W: As above, all-steel case, expansion band
H-35221CU5475 . . **$135.00**

Transportation Y: Railroad type pocket watch for drivers, farmers, etc. 1/20th 10K rolled gold plated case. Black leather fob included. 17 jewels. **Unbreakable mainspring.**
H-35222CU3045 . . . . . **$75.00**

Transportation W: As above, white case, stainless steel back.
H-35223CU2875 . . . . . **$65.00**

Golden Jupiter Y: Solid 14K yellow gold dress watch with sleek, slim styling. Adjustable 10K gold-filled combination expansion band. 17 jewels. **Shock-resistant.**
H-35224CU5250 . . . . . **$130.00**

Golden Jupiter B: As above, with handsome black dial.
H-35225CU5250 . . . . . **$130.00**



Ultra-Thin Hastings Y: Continental styling in a superb dress watch. Rich Champagne dial. Case is all yellow gold-finished, with textured 10K gold-filled combination adjustable expansion band. 17 jewel movement is **shock-resistant and has unbreakable mainspring.**
H-35226CU2695 **$67.50**

Ultra-Thin Hastings W: As above, white case, band. White dial.
H-35228CU2695 . . . . . **$67.50**

*Guaranteed waterproof as long as case, crown and crystal are intact.
Add 10% Federal Excise Tax if not for resale.

TIMING THE WORLD FOR OVER 100 YEARS

WALTHAM

ADVERTISED IN LIFE

Gold Medal Watches

Dramatic new styles . . a high fashion collection of fine quality watches.

A Adel Y: Practical, yet so smart. Yellow gold-finished case has non-corrosive back. Matching expansion bracelet. Full numeral dial. 17 jewels. **Shock-resistant, unbreakable mainspring.**
H-35229CU1895 . . . . . **$47.50**
Adel W: As above, in white.
H-35230CU1895 . . . . . **$47.50**

B Charm Y: Fashion-right dress watch. Florentined yellow gold-finished case with non-corrosive back. Smartly faceted crystal on skip figure dial. 17 jewels. **Shock-resistant, unbreakable mainspring.**
H-35231CU2245 . . . . . **$55.00**
Charm W: As above, in white.
H-35232CU2245 **$55.00**

Golden Beauty "25" Y: Has 25 jewels, solid 14K yellow gold case. Wide 10K gold-filled adjustable bracelet, clasp and safety chain. Faceted crystal. **Shock-resistant.**
H-35233CU4450 **$110.00**
Golden Beauty "25" W: Same as above, in white.
H-35235CU4450 **$110.00**

Golden Fantasy "25" Y: Petite dress watch. 25 jewels. Solid 14K yellow gold case, 10K gold-filled adjustable expansion bracelet. Faceted crystal. **Shock-resistant.**
H-35236CU4450 **$110.00**
Golden Fantasy "25" W: Same as above, in white.
H-35237CU4450 . **$110.00**

Golden Concerto Y: Solid 14K yellow gold case, dainty and smart. 10K gold-filled adjustable expansion bracelet. 17 jewel **shock-resistant movement, unbreakable mainspring.**
H-35239CU3045 . . . . . **$75.00**
Golden Concerto W: As above, in white case and bracelet.
H-35240CU3045 . . . **$75.00**

LIFETIME GUARANTEED

on all movement parts against defects or breakage for as long as the watch is in use. No charge for replacement parts of movement!

C Sea Lark W: Waterproof* dress watch for the youngster. Built to stand up under hard wear. Gleaming white case with steel back and expansion band sized for teens. Luminous hands and hour dots. Sweep second hand. 7 jewels. **Shock-resistant, unbreakable mainspring.**
H-35241CU1445 . . . . . **$37.50**
Sea Lark Y: As above, in yellow.
H-35242CU1595 . . . . . **$39.95**

D Cindy Y: Sweetly styled watch designed for the young lady. Yellow gold-finished case with non-corrosive back. 10K gold-filled adjustable expansion bracelet to fit her wrist. 7 jewels. **Shock-resistant.**
H-35243CU1595 . . . . . **$39.95**
Cindy W: As above, in white
H-35244CU1595 . . . . . **$39.95**

EACH WATCH IS GIFT BOXED

Ginnie Y: Dainty ultra-petite style of classic design. Yellow gold-finished case, non-corrosive back. 10K gold-filled adjustable expansion bracelet. Stick figure dial. 17 jewel movement is **shock-resistant, has unbreakable mainspring.**
H-35245CU2825 **$69.50**
Ginnie W: As above, in white.
H-35247CU2825 . . . . . **$69.50**

Elizabeth Y: New, ultra-tiny! Delightfully sculptured yellow gold-finished case, non-corrosive back. 10K gold-filled adjustable expansion bracelet. Textured stick-figure dial. 17 jewels. **Shock-resistant, unbreakable mainspring.**
H-35248CU2945 . . **$72.50**
Elizabeth W: As above, in white.
H-35249CU2945 . . . **$72.50**

Marvel Y: Gracefully elegant, sweetly petite dress watch. Yellow gold-finished case with non-corrosive back. 10K gold-filled adjustable expansion bracelet. Stick figure dial. 17 jewel **shock-resistant. Unbreakable mainspring.**
H-35250CU2945 . . . . . **$72.50**
Marvel W: As above, in white.
H-35251CU2945 . . . . **$72.50**

*Guaranteed waterproof as long as case, crown and crystal are intact.

Add 10% Federal Excise Tax if not for resale.

1 **Golden Duke "21"** . . . rugged and handsome. This 21-jewel dress watch winds itself as you wear it. The motions of your wrist automatically renew its accurate time keeping energy. Yellow case, matching gold filled expansion band. Shock-resistant 21-jewel Waltham movement. Has raised easy-to-read marker bars. 9 oz.
18-80-29W Yellow Top, steel back. **$59.50**

2 **Sea Baron "25"** . . . waterproof**, self-winding dress watch. Keeps accurate time under all conditions! Shock-resistant, 25-jewel self-winding movement has unbreakable mainspring. Tailored case has stainless steel back, matching steel expansion band. Handsome on your wrist! Red sweep second hand Wt. 9 oz.
18-80-37W White top, steel back. . . **$43.50**

3 **Explorer** . . . for the sportsman. Sleek and trim, self-winding, waterproof**, it's a masterpiece of precision accuracy and design. The Waltham 17-jewel movement is shock-resistant. Handsome yellow case has stainless steel back; matching combination expansion band. Full numbered dial, sweep second hand. Wt. 9 oz.
18-80-45W Yellow Top, steel back. **$38.50**

WALTHAM

A Famous Name in Watches

6 **Mercury** . . . rugged, self-winding, waterproof**, 17-jewels transform every motion of your wrist into accurate time keeping energy. Built-in shock-resistance, dustproof and anti-magnetic. Handsome gleaming stainless steel case, matching expansion band. Sweep second hand Wt. 9 oz.
18-80-52W Stainless Steel. **$38.50**

7 **Auto Premier** . . . self-winding calendar watch. Tells the time and the date! Precision accurate shock-resistant 17-jewel movement. Waterproof** case with non-corrosive back. Matching expansion band. Luminous dial and hands, sweep second hand. Wt. 9 oz.
18-80-78W Yellow top, steel back. **$45.50**
18-80-86W White top, steel back. **43.50**

4 **Premier President "100"** . . masterpiece of the watchmakers' craft. Has 100 jewels! Accurate movement has built-in shock-resistance . . winds itself automatically with every movement of your wrist. Guaranteed waterproof** 10K yellow gold filled case with matching expansion band. Luminous hour dots and hands let you tell time in the dark.
18-80-11W Wt. 9 oz. **$78.50**

5 **Golden Knight "100"** . . magnificent waterproof** watch with 100 jewels. Self-winding—every motion of your wrist adds to its time keeping energy. Built-in shock-resistance protects the precision-accurate movement. Handsome yellow case has a steel back. Rich dark brown leather strap. Sweep second hand; date calendar.
18-80-03W Wt. 9 oz. **$74.50**

Federal Excise Tax is included in all prices on this page

***Guaranteed waterproof while case, crown and crystal remain intact*

This is Sugar and Spice
and Everything Nice

White Eyelet and Bright

Copyright 1984 by Sears, Roebuck and Co. Printed in U.S.A.

[illegible]

Seven beautiful Dolls dressed daintily in the ruffles and fairyland colors that little girls are sure to love

1 Sweetie Pie .. so angelic on her cotton-candy pink nap-time pillow. Her eyes open, close; she coos, drinks and wets. Dressed in cotton eyelet, rosebud trim, bow belt, lace-trimmed slip and panties. Ribbon tied slippers, socks. ID bracelet. Washable vinyl, rooted hair. 16 inches tall.
49 N 3045 Shipping wt. 2 lbs. 8 oz. .. $9.98

2 Baby Cup Cake, the 12-inch elfin that little moms love to care for. Coos, drinks, wets. Washable vinyl [illegible]. Soft [illegible] rooted hair in a cute pixie style, great big blue eyes. Dressed in a short eyelet dress, pink cotton velveteen sleeves. Matching bloomers, hair ribbon.
49 N 3050—Shipping wt. 1 lb. 8 oz. ... $4.98

3 Sugar Plum . . so life-like—she even says "Mama". Her body is filled with soft kapok smooth, pliable arms, legs and head of vinyl, rooted hair. A cuddly armful in pink cotton velveteen with peek-a-boo eyelet insert, lace-trimmed sleeves, cotton petticoat and bloomers. Socks, slippers. 18 inches tall.
49 N 3080—Shipping wt. 2 lbs. $7.98

4 Gumdrop . . the pug-nose imp with whimsical smile and devilish eyes. She has spun [illegible] waist length. Cotton velveteen [illegible] Collar and [illegible] eyelet ruffle trimmed sleeves. Polished cotton bloomers, slippers, socks. She's 16 inches full of fun.
49 N 3079 Shipping wt. 1 lb. 6 oz. $5.98

5 Candy Kid . . sweet as can be in pink velveteen. A line dress with eyelet, lace and ric rac trim. Head and matches dress. Lace trimmed taffeta panties, slippers, socks. Washable vinyl, 11 [illegible] tall. A pert pixie playmate.
49 N 3101—Shipping wt. 12 oz. $3.49

6 Sugar Pie . . all set to go in a pink cotton velveteen coat with scallened cape collar. Bonnet trimmed with imitation [illegible] matches [illegible]. Underneath a cotton eyelet dress, lace trimmed bloomers. Has cuddly, kapok filled body, soft vinyl arms, legs and head. Opens and shuts her eyes, even says "Mama". 24-inch baby with blonde rooted hair.
49 N 3098—Shipping wt. 3 lbs. 4 oz. .$12.98

7 Honey, the cheery, freckled Miss with long blonde rooted hair, moving blue eyes. Dressed in [illegible] A line cotton velveteen frock trimmed with eyelet and rosebuds. Matching bloomers. Suede-like slippers, socks. Washable vinyl. A delightful lady. 18 inches tall.
49 N 3099—Shipping wt. 2 lbs. $7.98

I'm only 9 inches tall . . even the very littlest child can hold my bottle, change me and dry my tears when I cry

Teenie Weenie Tiny Tears Gift Set

Only at Sears. Doll with carry-case, clothes and accessories . . by American Character

$4.99

This cuddly baby doll is 9 inches tall. She drinks and wets, cries real tears. Her hair can be shampooed . . her soft vinyl body is completely washable

Teenie Weenie is dressed in pink cotton dress with lace trimmed collar. In her layette trunk is a pink checked top with white jacket, matching can-can panties and plastic bib. Magic sponge and magic shampoo included for bath-time fun. Also bottle and pacifier

49 N 3036—Wt. 1 lb. 2 oz. . . . Set $4.99

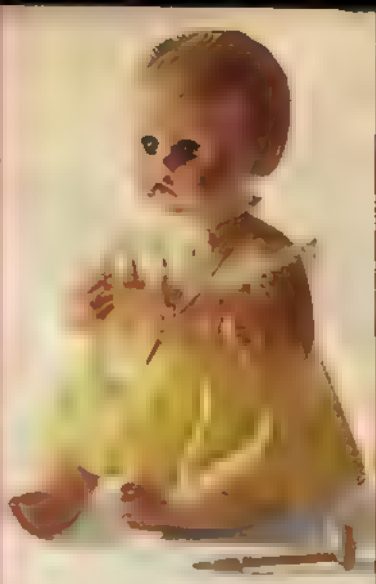
Teenie Weenie alone. Bottle and pacifier
49 N 3035—Shpg. wt. 8 oz. $2.94

1

Extra Outfits

1 Travel-time knit set . . sweater, leggings and bonnet.
For 9-inch Teenie Weenie Tiny Tears.
49 N 3037—Shpg. wt. 4 oz. . $1.79
For 12-inch Teeny Tiny Tears.
49 N 3077—Shpg. wt. 4 oz . . 2.77

2 Sheer apron dress and leotards
For 9-in. Teenie Weenie Tiny Tears.
49 N 3038—Shpg. wt. 4 oz. . $1.79
For 12-inch Teeny Tiny Tears.
49 N 3041—Shpg. wt. 4 oz . . 2.77
Dolls not included with outfits above.



I can drink and wet, cry real tears and blow bubbles, too

Teeny Tiny Tears

$3.96

Soft, lovable 12-inch baby doll with smooth vinyl skin, rooted hair . . completely washable Press her tummy after feeding . she cries real tears Pretty pastel dress has frosty white trim. Pacifier, bottle, bubble pipe. Shpg. wt. 1 lb. 4 oz
49 N 3013. . . . . $3.96

Teeny Bathe-Her Set

12-inch Teeny, dressed for bath-time in terry robe . . carries her own towel. Portable bather becomes carryall and seat. Shipping wt. 1 lb. 9 oz.
49 N 3039. . . . . $6.87

Teeny with Trunk

12 inch Teeny Tiny Tears with storage trunk of clothes, accessories. Fashions include extra dress, blanket, bib. Sponge and shampoo. Shpg. wt. 2 lbs. 8 oz.
49 N 3032 . . . . . $7.77

Doll described at top of page

New 17-inch Tiny Tears

This chubby, cuddly baby doll is almost life-size. She drinks, wets, blows bubbles and cries real tears Rooted hair can be combed. Dressed in jumper-dress and accessories. Her layette includes: pink checked sleep-set . . jumper with T-shirt . . bottle pacifier . . bubble-pipe.
49 N 3042—Wt. 2 lbs. 10 oz. $9.89

$9.89

Wards Includes *Free Batteries* with All Action Toys On These Two Pages

Talk of the Town VALUES

2 $4.66
19-Pc. Train Set

Makes 12 Different Track Layouts

1 $8.95
Bubbling Dragon

3 $3.98
Nutty Mad Car

4 $10.99
Super Crane by Marx

5 $3.79
Space Man

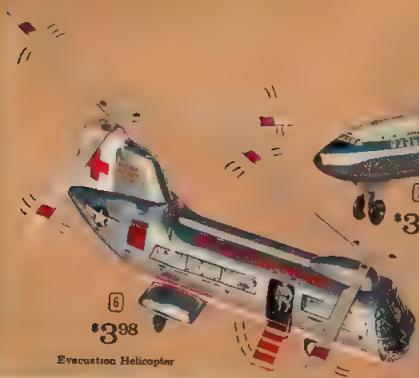
1 THE BUBBLING DRAGON is a gay fellow. He moves in a zig-zag fashion while winking lights flash on his colorful plush covered back. When he stops, bubbles pour from his mouth—then he starts wiggling on his way again. Bubble mixture included. About 3 feet long overall.
48 T 9972—4 "D" batteries incl. Ship. wt. 5 lbs. 8 oz. **$8.95**

2 19-PIECE TRAIN SET. Big, battery-operated locomotive with shining headlight chugs along followed by Coal Car, Box Car, Tank Car and Caboose. Manual On/Off Switch. Also included are 12 different tracks, 2 switch tracks—14 in all. Train, cars and solid track are all metal—colorfully lithographed. Train about 25 in. long overall.
48 T 9970—2 "D" batteries incl. Ship. wt. 3 lbs. 3 oz. **$4.66**

3 NUTTY MAD CAR. It may look weird, but it's so much fun to watch as the car moves forward, backwards, rears up on its two back wheels and turns around. Sturdy steel, colorfully lithographed; vinyl figure. About 9x5¾x7¾ in. high.
48 T 9963—2 "D" batteries incl. Ship. wt. 2 lbs. 8 oz. **$3.98**

4 SUPER CRANE BY MARX is really big! Plastic truck body is 2 feet long—the plastic swivel crane-carries a boom that is almost 4 feet long. It's rugged—ready for the "heaviest" construction job. Operate the boom and scoop bucket while cab rotates by controls. Wrecking ball, plus sky hook, clam hook, drag bucket, line poles and other accessories.
48 T 9976 MO—3 "D" batteries incl. Ship. wt. 11 lbs. **$10.99**

5 A FELLOW'S GREATEST PAL IS THE MAN FROM SPACE. Press the antenna—he walks along moving his arms and his legs. Watch the gears in plastic head revolve. Lights flash. "TV Screen" shows moving space pictures. Lithographed metal. About 15 in. high.
48 T 9959—2 "D" batteries incl. Ship. wt. 2 lbs. 8 oz. **$3.79**



6 $3.98
Evacuation Helicopter

7 $3.98
Pan-Am Cargo Jet

8 $3.98
Western Locomotive

9 $5.87
Aircraft Carrier

10 $4.98
Fighting LST

6 EVACUATION HELICOPTER. Lights flash, prop turn, 'copter runs along floor—stops door ramp opens automatically, closes. Metal, about 15 in. long. Two "D" batteries included
48 T 9965—Ship. wt 3 lbs. **$3.98**

7 REMOTE CONTROL PAN AM CARGO JET. Plane runs forward with sound and lighted jet pods—plane stops, door opens, then closes. 2 "cargo containers" About 13¾x15x6 in. high. 2 "D" batteries included.
48 T 9966—Wt 2 lbs. 4 oz **$3.98**

8 WESTERN LOCOMOTIVE. Chugs as piston-action pushes front of "boiler" in and out makes "who-whoo" sound light flashes. Turns away when it hits an object. About 14½ in long. 3 "D" batteries included.
48 T 9971—Wt 2 lbs. 12 oz. **$3.98**

9 ACTION AIRCRAFT CARRIER. Launch helicopter into air, plane catapults from deck. Fire missiles by hand. As carrier cruises along floor, 2 flight decks rise, lower. Extra helicopter, plane. Metal; about 20 in. long 2 "D" batteries included
48 T 9967 -Wt. 3 lbs. 4 oz. **$5.87**

10 FIGHTING LST. When it stops, door opens, plastic tank is ejected. Lighted mast, revolving radar and front guns; hand fire plastic missiles. Stop/go action. Camouflage colored metal; 18 in long. 2 "D" batteries included
48 T 9968—Ship. wt. 3 lbs. **$4.98**

11 "BIG JOB" DUMP TRUCK is almost 2½ feet long, has a 15-lb. load capacity. ZA-Zoom motor noise sounds like a real truck, too; regulates from idle to full speed Real electric power steering with forward/reverse action, air brakes. Truck horn and dumping action Rugged plastic body with 10 heavy-duty wheels. 4 "D" batteries included
48T9973MO–Ship. wt. 11 lbs **$12.93**

12 PLASTIC DUMP TRUCK with ZA Zoom motor noise and dumping action. About 20 inches long. 4 "D" cell batteries included
48 T 9974 M –Ship wt 9 lbs. **$6.88**

13 ROLLS ROYCE. Runs forward or reverse by switch control. Headlights light up when in motion Blue/Cream-colored metal. Abt. 12 in. long Two "D" batteries included.
48 T 9960—Wt. 1 lb. 8 oz. . . . **$1.98**

13 $1.98
Rolls Royce

Marx-A Haul Dump Truck

12 $6.88

11 $12.93
"Big-Job" Truck with ZA-Zoom Motor Noise

A Talk of the Town VALUE

Riverside battery-operated 20-Pc. Construction set

. . sold only at Wards

You get all this . .

- BULL DOZER
- CEMENT MIXER
- DUMP TRUCK
- REPAIR TRUCK

plus hand-painted workers, boulders, stumps and road sign,

ALL FOR ONLY **$6.88**

WARDS EXCLUSIVE BATTERY POWERED CONSTRUCTION SET. Charged with action! Each 7½-inch plastic vehicle has Forward Reverse-Stop controls. Also, cement mixer rotates and dump truck has dumping controls, repair truck crane can be raised or lowered automatically. Twenty piece set includes four battery-powered vehicles Bulldozer, Dump Truck, Cement Mixer and Repair Truck, seven hand painted workers; detour sign; 8 boulders and tree stumps. Each vehicle operates on 1 "D" cell battery, not included, order on Page 306 Instr.

48 T 9955—COMPLETE 20-PC. SET Ship. wt 5 lbs. Set **$6.88**

48T2970—DUMP TRUCK Abt. 7½ in long Ship wt 1 lb. **1.88**

48T2972—CEMENT MIXER Abt. 7½ in. long Ship wt 1 lb. **1.88**

48T297.—BULL DOZER Abt 7½ in. long. Ship wt 1 lb. **1.88**

PHONE YOUR ORDER

See Page 362

A Talk of the Town VALUE

LIFE-LIKE SCOTCH PINE WITH ALL THE TRIMMINGS

Sold only at Wards

SAVE $4.66

$19.99 COMPLETE

(A) **Elegant Scotch Pine**—a mastery of craftsmanship, so natural and crisp-looking you can almost sniff the scent of freshly cut Pine. A unique plastic that never loses its graceful beauty, freshness; doesn't shed or molt. Sturdy metal tripod stand.

Buy the Complete Tree Package and Save. Includes lovely 6-foot green tree with stand, 36 beautiful hand-crafted glass ornaments, 100 bright multicolor miniature lights and four boxes of shimmering, long-strand (about 1600) silver icicles. Easy assembly—simply insert flame-resistant branches into sturdy pre-drilled trunk. Its perfect shape and graceful fullness make it especially easy to decorate too! *Tree shipped separately in strong compact storage carton.*

48 T 41 YO—Ship. wt. 20 lbs. . . . . TREE PACKAGE $19.99

. . or buy each separately

6-FOOT TREE AND STAND

$13.88

Elegant Scotch Pine Tree with Tripod Stand. same tree as (A). Realistic, green plastic bristle-like needles are permanently twisted into sturdy heavy-gauge wire branches. Flame-resistant Ship wts 7-ft., 17 lbs.; 6-ft., 14 lbs., 4 ft., 9 lbs.

48 T 76 R—7 FOOT TREE. $19.88
48 T 75 MO—6-FOOT TREE. 13.88
48 T 74 MO—4-FOOT TREE. 8.88

TREE LIGHTS

79c Set

20 Decorative Multicolor Petal-Shaped Miniature Lights (*shown illuminated on Tree (A)*). Lights are set about six inches apart on a 13-foot electric cord. Lights burn independently—when one goes out the others stay lighted. Imported. Ship. wt. 4 oz.

48 T 30X—20-LIGHT SET. 79c

ORNAMENTS

$1.98 Box of 12

Box of 12 Colorful, Fancy Glass Ornaments (shown on Tree (A)) Imported from Austria. Fully hand crafted and decorated by skilled glass blowers whose fine craftsmanship is a tradition and a mark of pride. Gracefully-shaped ornaments in festive colors range in size from 2¼ inches to 4½ inches high. Ship. wt. 1 lb. per box.

46 T 242X—1 Box $1.98; 2 Boxes $3.78

Shimmering Silver Icicles. Flame resistant foil, extra-long 30-inch strands. 4 boxes of about 1600 strands.

48 T 3X—Wt. 1 lb. 4 oz. 4 Boxes. . . 98c

Why A Wards Christmas Tree? because they're beautiful,

long-lasting, flame-resistant . . need no special care, store compactly, you choose conveniently at home

(B) **Fir Like Vinyl In Choice Of Green Or White** . . at a new low price. Beautifully shaped like real fir trees with thick, fluffy branches. Satin-like vinyl fringe needles are flame resistant. Hardwood trunk holds branches securely—no branches to insert. Tree folds easily for compact storage. Steel tripod stand included.

Choice of two popular sizes in 501 white or 540 green.

6½ FOOT TREE. Ship. wt. 10 lbs. *Mailable.*
L 48 T 58 MO—*State color no.* . . . **$9.88**
3½-FOOT TREE. Ship. wt. 2 lbs. 8 oz. *Mail.*
L 48 T 57 M—*State color no.* **$3.88**

(C) **Deluxe Snow-Tipped Green Vinyl.** Same construction, tree stand as (B) but with extra-full, lacy branches. Needles at ends of green branches tipped snowy white for "frosted" look.

7 FOOT TREE. Shipping weight 15 lbs.
48 T 71 MO—*Mailable*. **$21.95**
6-FOOT TREE. Shipping weight 13 lbs.
48 T 70 MO—*Mailable*. **$17.95**
3½ FOOT TREE. Ship. wt. 2 lbs. 8 oz.
48 T 69 M—*Mailable*. **$4.95**

(D) **Revolving Tree Stand.** Like (H) but non-musical. Ship. wt. 4 lbs. 12 oz.
48 T 308 X—About 15x4½ in. **$7.88**

NOTE: We recommend use of Miniature Lights or Flood-Lights with Artificial Trees

(E) **Our Finest Aluminum Pom Pon Tree** . . exquisitely beautiful with or without decorations. Lustrous, 4-inch diameter branches are graduated in length from 15 to 28 inches to give tree equal fullness on all sides from top to bottom. Jumbo pom pons. Foil-wrapped hardwood trunk. Flame-resistant. Heavy-duty metal, plastic-tipped tripod stand included. *Mailable.*
48 T 22 MO—7-FOOT TREE. Ship. wt. 12 lbs. **$18.49**
48 T 21 M—6-FOOT TREE. Ship. wt. 11 lbs. **15.95**

Deluxe Aluminum Pom Pon Tree (not shown) Shiny, full 3-inch diameter branches of equal length. Foil-wrapped hardwood trunk. Sturdy Aluminum tripod stand with plastic tips. Flame-resistant. *Mailable.*
48 T 35 MO—7-FOOT TREE. Ship. wt. 9 lbs. . . . **$12.29**
48 T 2 M—6-FOOT TREE. Ship. wt. 8 lbs. **9.49**
48 T 1—4-FOOT TREE. Ship. wt. 4 lbs. **4.29**
48 T 33—2-FOOT TREE. Ship. wt. 1 lb. **1.88**

(F) REVOLVING SPOT-LIGHT STAND. About 16x8½ in. high
48 T 112MX—*See details Page* 146. Wt. 11 lbs. **$16.98**

(G) **Evergreen Polythylene Tree With Molded Needles.** Feels and looks real—captures all the beauty of Northern fir trees. Extra thick, bushy flame-resistant branches (*see small view*) easy to assemble—simply insert branches into hardwood trunk. Stores compactly. Metal, plastic tipped tripod stand. *Mailable.*
48 T 223 MO—7-FOOT TREE. Ship. wt. 18 lbs. **$28.95**
48 T 190 MO—6-FOOT TREE. Ship. wt. 14 lbs. **22.95**
48 T 188 4½-FOOT TREE. Ship. wt. 8 lbs. **9.95**

(H) **Revolving Musical Stand** About 15x4½ inches high.
48 T 78X—*See details Page* 146. Ship. wt. 5 lbs. 12 oz. **$8.88**

See Wards complete line of indoor and outdoor holiday decorations on the following Pages 144-151.

1

6 Christmas Angels $1.97

1 LITTLE WHITE CHERUBS in different poses, atop fleecy clouds of spun angel hair. Wings of delicate glass strands. Unbreakable styrene; hand-painted faces. All about 2¾ in. tall . . . one enlarged to show detail. Charming on tree or as package decoration.

48 T 133—IMPORTED. Ship. wt. 3 oz. Box $1.97

6 Snow-Flurry Paperweights $1.49

2 3-DIMENSIONAL WINTER TIME SCENES. Just shake to make them "snow"—snow falls gently in liquid centers to the ground. Sealed, durable molded plastic. Each scene different. Use anywhere—ideal stocking "stuffer." Each about 2½ in. high. *Imported.*

48 T 138—Ship. wt. 1 lb. 8 oz. . . . . Box $1.49

2

CHRISTMAS ORNAMENTS
With Old World Flavor

3 UNIQUE SHAPES AND DESIGNS handed down through generations of skilled West German artisans who take pride in the fine quality of their products. Have the old fashion charm of "heirloom" ornaments.

FINE HAND-BLOWN GLASS with individual character - each one different. Hand-painted decor of glitter, frosting, color, mirror-like finishes. About 3 to 5½ in. *Imported.* Ship. wt. box of 12, 1 lb.

48 T 249 . . . . Box $3.98; 2 Boxes for $7.49

4 BRIGHT, SHINY, DELICATE COLOR ORNAMENTS. Hand-blown, hand-crafted, hand-painted carefully and artistically by West German artisans. Each design different, from the dainty bird to the realistic hunting horn

MIRROR-LIKE FINISHES in blended colors. Some decorated with glitter, others frosted effect. About 2½ to 5¾ in. high. *Imported.* Wt. box of 12, 1 lb.

48 T 357. . . . . Box $2.98; 2 Boxes for $5.49

5 COLORFUL, FESTIVE GLASS ORNAMENTS. Hand-blown and hand decorated by skilled Austrian craftsmen. Each ornament is different to add beauty, interest and glamor to your tree.

FROSTED, GLITTER SPATTERED DESIGNS or smooth shimmering surfaces. In clear, lost, gay colors. Ornaments are about 2¼ to 4½ in. high. *Imported.* Ship. wt. box of 12, 1 lb

48 T 242 . . . . Box $1.98; 2 Boxes for $3.78

9

Red Satin Apples 12 for $1.79

6 BRIGHT, SHINY AND GAY. Glossy Red satin wrapped light, unbreakable styrofoam balls, topped with green plastic holly leaves. Abt. 2½-in. diam., one enlarged to show detail. Ship. wt. 14 oz.

144 WARDS ALL 48 T 107. Box. $1.79

7

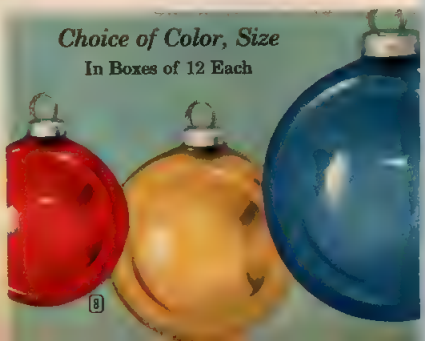
6 for 89c
4¾ in. size

Sparkling Glass Pendants

7 GRACEFUL ORNAMENTS for any Green, White or Aluminum tree. State Color number 520 red, 510 blue. 1 color and 1 size per box. *Imported from Austria.* Ship. wt. box of 6, 12 oz.

L48 T 337—6 in. long. . . . . Box 98c

L48 T 336—4¾ in. . . . . Box 89c



Choice of Color, Size
In Boxes of 12 Each

8

1

48 Pc. "Cornflower set"

3.88

2

2.66

Fiesta Ware®—sized for Rite-Hite kitchen

1 **"CORNFLOWER SET"**—inspired by the Corning Ware design. Polystyrene plastic. 4 each: cake plates, cups, saucers, knives, forks, spoons. 2 each: saucepans, skillets with covers and detachable handles; cradles, trivets. Plus roaster, grill, holder, platter; percolator, teapot, covers.
X 921-4982 A—Shipping weight 2 lbs. 4 oz. 3.88

2 **DELUXE FIESTA WARE SET.** It's such fun to pretend to cook with this large size steel cookware set. Attractively decorated white finish. 11 pcs. include skillet, saucepans, Dutch oven, lids, and plastic utensils with rack. Sized for play kitchen below. (Not for use on real stove.)
X 921-4818 A—Shipping weight 2 lbs. 4 oz. 2.66

MAGNETIC DOLL HOUSE

Here's a houseful of "little people" who will do exactly what you want them to do! Put Mom in the kitchen, let Dad tinker with the family car while Junior and Sis play. Do all this, and more, with a wave of your "magic wand"!

3.33

Over 40 pieces in all!

Move the family, furniture, car . . .
you give the orders in this make-believe home

MAGNETIC DOLL HOUSE Magnets are the secret—use the "magic" wands to control the movements of plastic figures and car. Two wands allow simultaneous action. Modern 5-room house even has fireplace, pictures on the wall, plastic windows. Removable clear plastic roof lets you see everything. Plastic house mounted on 20 x 26-in cardboard base with plastic legs.
X 921-4826 A—5 lbs. 8 oz. 3.33

RITE-HITE PLAY KITCHEN . . . perfect little-girl size

3 to 6 KITCHEN EN SEMBLE
Units are superscored with modern et, g steel doors. Pastel ... nish with lithographed deta...g. Shipped flat. Easy to assemble.

(3) **Cabinet** With sliding door top shelf. Sm... ted mosaic plastic counter top. 8 x 1[illegible] x 36 in high. 18 lbs. (...m... see page 584)
X 921 1210 A . . 9.99

(4) **Sink** Plastic basin. Red, white ... from ... enamelled ... door cabi... set. 9x... x 7¾ in high. Shipping wt 14 lbs.
X 921 1202 A 7.66

(5) **Stove** S... plate? burners ... tro. knobs. Lex. S... steel top. Oven rack. 18 x 15 x 27½ in high. 14 lbs.
X 921-1186 A .. 7.66

(6) **Refrigerator** Double-compartment style. Doors have magnetic catches—test-period release. 18 x 15 x 35 ½ inch high. 14 lbs.
X 921 1194 A 9.33

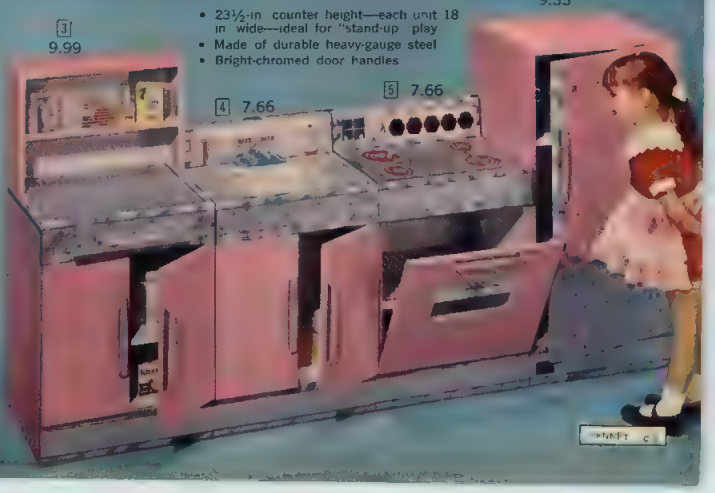
3
9.99

4 7.66

5 7.66

6
9.33

- 23½-in counter height—each unit 18 in wide—ideal for "stand-up" play
- Made of durable heavy-gauge steel
- Bright-chromed door handles



re-do this **3-ROOM APARTMENT** over and over again! create rooms and furniture to suit your taste. All plastic parts snap together easily!

Interchangeable parts help bring out the interior decorator in you

227-PC INTERIOR DECORATING SET. Living room, bedroom, kitchen of architectural series, all in House & Garden coordinated colors. In sides family of four dog interlocking partitions, changeable wall panels, chairs, tables, cabinets, beds, fireplace, stairs, drapes, rug. Just charge it!
X 921-4851 A - Wt 3 lbs 6 oz ... 7.99

160-pc Studio Apt Set (not shown) With living bedroom combination and kitchenette corner. Family of 4 dog
X 921 4909 A—Wt 2 lbs 1 oz 5.99

93-pc Living Room Set (not shown) With fireplace, stairs, rug, wall partitions, changeable panels, accessories
X 921 4917 A—Wt 1 lb 12 oz . 3.99

IDEAL **Petite Princess**
FANTASY FURNITURE

1 to 5 **PETITE PRINCESS FANTASY FURNITURE** [illegible] dream come true! The most luxurious play furniture ever designed for fine doll houses. Each piece is handcrafted of the finest prime hardwood furniture. And what added touches—antique gold-tone finishes and drawers that truly open and close! Pieces can be used in room to room for a never-end[illegible] of arrangements—all colors chosen to blend and "work" together. Imported from Japan.

[1] Music-Room Furniture. A salon of distinction! Includes piano, bench, metronome, 2 velvet-backed chairs, fireplace, accessories, pedestal table, planter with foliage, coffee table set with brass pot, creamer, 2 bowls, and vase with flowers.
X 921-4925 A—Wt. 1 lb. 8 oz 8.88

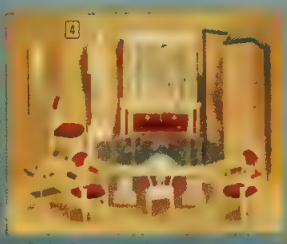
[2] Living Room Furniture. Designed to bring out the formal hostess in every little girl. With sofa, chair with ottoman, lamp table with lamp, fruit bowl, table with ash tray, and lighter, picture frame and statue, candelabra, drum chair, heirloom table with lamp, books, bookends.
X 921 4933-A—Wt. 1 lb. 8 oz. 9.66

[3] Fantasy Room. Use with [1], [2], [4], or [5]. Three walls, floor in sturdy cardboard [illegible] Red[illegible] Lilac [illegible] with drapery windows [illegible] x 28½ in Yellow
X 921 5005 A Wt 1 lb 1 oz . 89c

[4] Dining Room Furniture [illegible] entertain the most important dignitaries in her world of make-believe, here's a set of [illegible] that's appropriate for [illegible] [illegible] tube painting [illegible] velvet-backed upholstered dining chairs. Treasure Trove cabinet, grandfather clock, [illegible] keep rolling to court with wine, petite [illegible] Charge it!
X 921 4941 A Wt 1 lb 8 oz 9.44

[5] Bedroom Furniture Everything a royal princess would want in her boudoir. Includes bed with [illegible] with skirt, two pillows, dressing table with mirror, [illegible] with lamp, picture, chest, framed painting, chaise longue, bolster, telephone, end table set. Like it? You can charge it—see page 283
X 921 4958 A—Wt 1 lb 9.88

Buy toys with Credit Command
see page 283



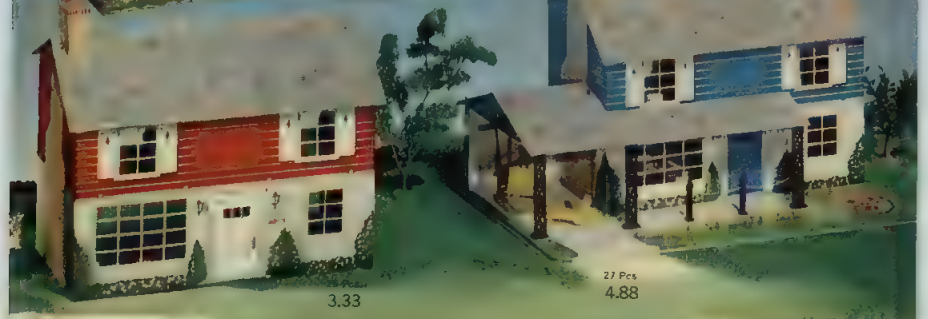
DOLL HOUSES FOR SALE!

Move right in! All these "houses" are completely furnished for fun!

92 Pcs
9.88

COLONIAL MANSION. For "aristocratic" dolls. All 7 rooms (even laundry room) are completely equipped with scale-detailed furniture and accessories. Features an outdoor sun deck complete with umbrella table and two chairs, simulated wrought-iron front entranceway, removable shutters, wrap-around jalousie-type window. Other "real-life" details include simulated slate roof and shrubbery. Family" of four wait to greet new owner. Full 4 ft. long doll house is made of lithographed steel. Actual measurements 45 x 15 x 19 in. high. Semi-matiable—see page 284

X 921-4966 A -Wt. 2 lbs 9.88



36 Pcs
3.33

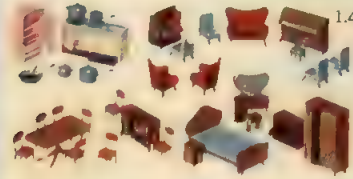
27 Pcs
4.88

COLONIAL DOLL HOUSE. A home doll house would love in [illegible] 5 [illegible] rooms [illegible] bath bedroom [illegible] combination. All rooms [illegible] completely furnished with sturdy [illegible] furniture [illegible] Measures [illegible] x 15 [illegible]

X 921-4974 A -Wt. [illegible] lbs 3.33

COLONIAL DOLL HOUSE WITH CAR PORT. [illegible] shingled roof [illegible] with [illegible] lithographed [illegible] Stair is [illegible] 28 x 11 in. [illegible]

X 921-1150 A -Wt. 7 lbs 4.88



1.44

Doll house furniture 1½ to 3 in. tall

36-PC. DOLL-HOUSE FURNITURE SET. Complete set of detailed miniature plastic furniture for the kitchen, dining room, living room, bedroom. Includes sofas [illegible] dinette set. Imported from Hong Kong

X 923-9849 A -Shipping weight 6 oz. . 1.44

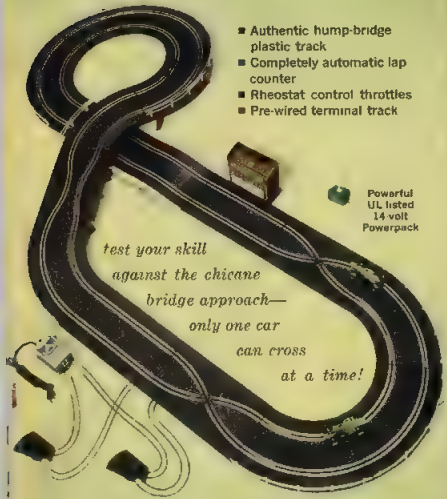
Children love this crawl-in playhouse – almost 4 ft. high!

CRAWL IN PLAYHOUSE. Big enough to hold three children at the same time. Durable corrugated fiberboard [illegible] house [illegible] brightly colored gaily styled with double doors that swing in and out. Three reinforced windows even a mail drop. Fold [illegible] in a jiffy—snap-on plastic straps for easy carrying. Easy to [illegible] screw. [illegible] needed. Use indoor [illegible] 46 x 30 x 45 in. high. Wt. [illegible] lbs [illegible] oz.

X 921-1269 A.....3.88

3.88

All the realism of thrilling "Formula I" racing with this **competition racing set**

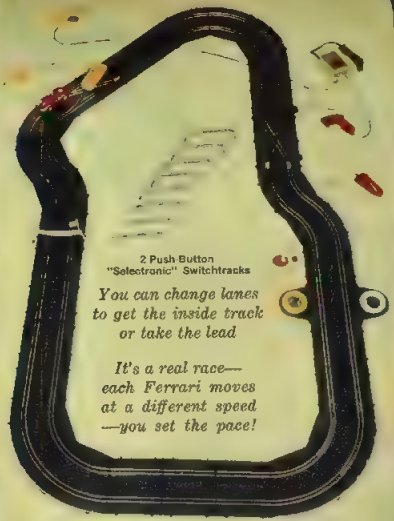


- Authentic hump-bridge plastic track
- Completely automatic lap counter
- Rheostat control throttles
- Pre-wired terminal track

WITH BRITISH B.R.M. AND COOPER GRAND PRIX RACERS! **25.88** 18 feet of track!

FORMULA I RACING SET. It's a match of champions! The stakes are high, the risks are great, but the winner's cup is well worth it! The starter signals —engines roar, wheels grind, and two mighty racers blaze their way into that first tricky curve. You're in the lead. Your opponent's coming up fast. It's anybody's race; only luck and skill will decide who gets the checkered flag. Racers are ½ scale, about 5½ in. long—each in detailed plastic and metal with rubber tires. 2 rheostat control throttles, each with a hand brake for positive braking action. Challenging hump bridge and chicane obstacle. Completely automatic lap counter. Entire competition circuit measures approx. 18 ft. in length—10 sections of curved track, 4 sections of straight, and 1 section of terminal track. 12 overpass supports and 10 fence sections add realism. Plastic track is pre-wired and pre-assembled—sets up quickly, easily. 14-volt powerpack uses 110-120 volts, AC. UL listed. Complete with road racing guide.

X 924-0839 A—Shipping weight 9 lbs 6 oz. 25.88



2 Ferrari "Testa Rosa" cars

with independent speed control

Pre wired and pre-assembled track **19.88**

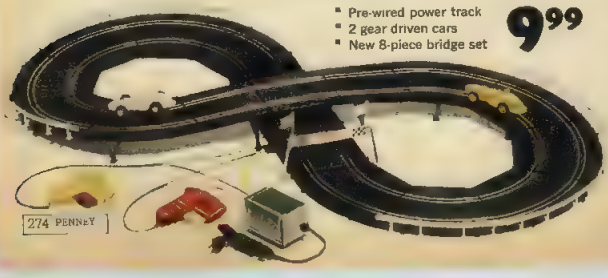
"SELECTRONIC" ROAD RACE. Each car's speed is controlled independently, even when both cars are in the same lane. 2 pistol-grip rheostat speed controls, each with speedometers, give you complete control of car speeds. 2 exciting "change-lane" switchtracks with push button controls—each driver makes lane changes to his advantage. 2 plastic "Testa Rosa" Ferrari cars with dual-speed rear axles —wheel assembly can be adjusted for desired speed and acceleration. Lap counter automatically counts and records up to 50 laps for each car. New starter-flagman automatically begins equal-start races. Plenty of two-lane track for a wide range of layouts—13 straight, 12 curved, 2 short straight sections. Plastic track is pre-wired and pre-assembled—sets up easily and quickly. 6 cross-over bridge supports, 8 pieces of fence, and decal set. 2-amp., 6-volt powerpack with circuit breaker. 110-120 volts, AC. UL listed. No down payment—see page 283.

X 923-5573 A—Shipping weight 7 lbs. 12 oz. 19.88

Power "8" over-and-under racing speedway with powerpack and "Indy" racers!

- Pre-wired power track
- 2 gear driven cars
- New 8-piece bridge set

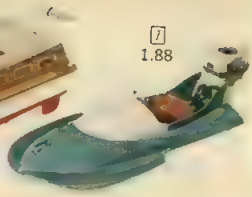
9.99



POWER "8" ROAD RACE SET. This action-packed race set with 2 new Indianapolis cars is fun to watch . more fun to run! Economically priced complete with powerpack. Cars are 1/32 scale, finished in highly detailed plastic and metal, with pre-wired motors. Newly designed wheels with rubber racing tires. 2 rheostat speed controls with speedometers. New 8 piece bridge set, 2 new bridge rail sections, and 6 sections of break-resistant polyethylene plastic fence. 12 curved and 5 straight sections of asphalt-black plastic track. All plastic track pre-wired and pre-assembled—snaps together easily. Forms 2 ft. 8 in. x 4 ft. x 8 in. figure-8 layout—over 9 ft of track in all! Car decals and label set, new start-finish banner, flags. 1.5-amp., 6-volt powerpack. 110-120 volts, AC. UL listed.

X 924-0821 A—Wt. 6 lbs. 2 oz. . . 9.99

6
2.99



7
1.88

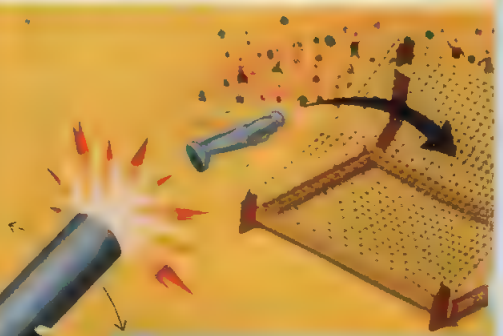
8
2.99

test your skill . . .
can you land
the **human cannonball**
in the net?

2.87

HUMAN CANNONBALL TRUCK is a real "Big-Top" attraction! You set up the net, put the figure into the cannon, take aim and ZOOM—it's a hit! Spring-powered cannon adjusts up and down, locks in position. Truck of heavy-duty plastic. Cotton mesh net with stand, 2 plastic figures. Not sold to residents of Delaware or Massachusetts.

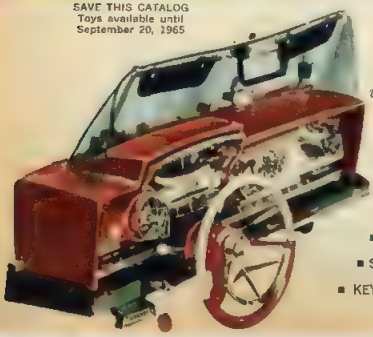
X 924-0763 A—Shipping weight 1 lb. 4 oz. 2.87



9
2.87

10
2.19

SAVE THIS CATALOG
Toys available until
September 20, 1965



Fun-day Drivers!

Just fill 'er up with imagination and you're on your way!

12
10.49

- HORN BLOWS!
- GEAR SHIFTS!
- SIGNALS LIGHT UP!
- KEY STARTS MOTOR!

11
2.87

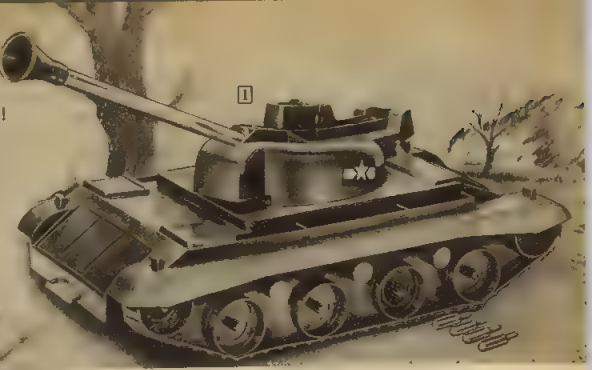
Toss a ball to Jolly Clown—he returns it through his bow tie!

giant atomic tank

a blockbuster—34 inches long!

3.44

- 17-in. aluminum spring-powered barrel fires realistic "atomic missiles" up to 20 ft.
- Gun turret swivels a full 360 degrees



1 **ATOMIC TANK.*** Rolls on hidden wheels, heavy steel axles. 14-in. high, 15 in. wide. Heavy-duty polyethelene, khaki color. 5 soft plastic shells incl.
X 923-4246 A—Shipping weight 3 lbs.....3.44

Super-size scale-model shooting cannon

2 **"BIG BLAST" SHOOTING CANNON*** features "devastating" giant barrel raise or lower it for long-range or point-blank firing. Release-button firing mechanism. Trail-piece holds 6 large shells of soft plastic (incl.). 5-in. wheels, metal axle Fully detailed, sturdy olive-drab plastic. Measures 20 in. long overall
X 924-0771 A—Shipping weight 2 lbs. 13 oz.... ....2.97

8 real-action battery-powered toys that shoot, whizz, roar, fly, float, or drive!

3 **LIGHT BULLDOG TANK.**** By Remco. Powers over obstacles, advances, retreats, fires automatically from remote positions. Loads 4 shells to a clip, ejects "used" shell cases. 8-man combat team Realistic detail Sturdy plastic. 13½ in. long.
X 923-1812 A—Wt 2 lbs.....4.44

4 **REMCO WHIRLYBIRD** ** Gigantic 38-in. long 'copter taxies over terrain, blades whipping and whirring —airlifts small army out of the "danger zone" with motor-driven chain hoist Rotors are 17 in. in diameter. 25-man combat team with tank, jeep, truck, and artillery piece. Detailed in high-impact olive-drab plastic
X 923-4436 A—Wt. 4 lbs. 8 oz...6.99

5 **FLYING 'COPTER.**** Takes off, flies in all directions, lands gently! Put it through intricate aerial maneuvers "rescue" two plastic Astronauts with pick-up hook—precision finger-tip remote controls. Colorful high-impact plastic. 9-in. fuselage
X 923-4048 A—Wt. 14 oz.....2.79

6 **DELUXE 14-IN CABIN CRUISER** ** Power-packed inboard motor, flashing decklight and "radar." Steers right, left Sturdy plastic
X 923-8700 A—Wt. 1 lb. 10 oz..2.99

7 **RACING RUNABOUT.** Powerful outboard motor uses 2 "C" batteries (not included—order on page 221). Steers right, left Made of colorful high-impact plastic. Measures 10¼ in. long. Charge it—see page 283.
X 923-8718 A—Wt. 10 oz.....1.88

8 **REMOTE-CONTROL CADILLAC.**** Dashboard controls feature "power steering," working horn and lights —you can make this beautiful 10-in car start, turn, stop "on a dime," reverse Body is finely detailed in glossy plastic, shiny chrome-color trim. "White wall" rubber tires
X 924-1910 A—Wt. 1 lb. 3 oz....2.99

9 **BRISTOL 188 JET.**** Taxies down runway, while jet pods flash, makes realistic "whistling" jet noises Moves straight or in circle—manually controlled. Lithographed metal and plastic. A full 17 in. long.
X 923-8833 A—Wt. 1 lb. 10 oz..2.87

10 **"SUPER FLASH" PLANE.**** Takes off, loops, dives, "stunts," lands—stays in perfect balance all the while! Push button remote controls for fingertip "command." Sturdy laminated plastic wings. Measures 12¼ x 14 x 3 in. Use it indoors or out.
X 923-1820 A—Wt. 13 oz.....2.19

Jolly Clown Toss—a Carnival of Fun!

11 **JOLLY CLOWN GAME** Toss the ball into his hat, his eyes roll, his nose turns —score pops into mouth. 4 balls, return rack High-impact plastic.
X 924-0789 A—Height 19 in. Shipping weight 2 lbs. 1 oz.... . ....2.87

You're the driver—let's go!

12 **PLAYMOBILE DASHBOARD**** is just like the one in Dad's car! Turn the ignition key and hear the engine "purr"! Windshield wipers wipe, directional signals flash, steering wheel turns, horn blares, speedometer "registers"—dashboard is packed with moving dials and gauges. And there's a retractable antenna, an adjustable rear-view mirror, working sun visors—and, even more! Constructed of high-impact plastic Measures 24½ x 11½ x 13 in. high. For boys and girls 3 to 12. Semi-available—see page 284. Charge it—see page 283
X 924-0797 A Shipping weight 7 lbs. 10 oz 10.49

* Not sold to residents of Delaware or Massachusetts.

** Toy uses 2 "D"-cell batteries (not included). Order batteries on page 269.

Buy all your toys with Credit Command—see page 283.

Build the hottest hot rod on any "Drag strip"

3-IN-1
Customizing
Motorized Kit
BLUE STREAK
HOT CANARY
RED DEMON
You can shift gears, drive, steer, turn on headlights
400 parts, scaled down, authentic to smallest detail
16 inches long
Motor drives wheels through differential like a real car

Gear shift stick disengages clutch . . gear-operated steering mechanism . . soft, upholstered plastic seats . . rubber-like tires, snap-on whitewalls

3-in-1 Kit includes all components so you can build any 1 of the 3 cars shown above or create a car of your own

$9.88 without batteries or cement

A giant-sized "show and go" hot rod with every detail faithfully reproduced for added realism. Three times larger than the average scale model. About 400 parts. Adapted from one of the most popular hot rod types—features a 1914 Model "T" Ford bucket body plus components from many different makes of cars dating to the present.

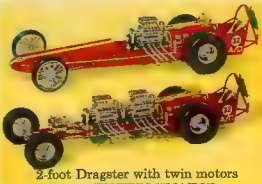
Plastic body is red—order Spray Pla enamel below for blue or yellow. Cement and batteries not included—order two "D" batteries and cement separately below.

79 U 2052C—3-in-1 Kit. Shipping weight 6 pounds $9.88

Testor's Spray Pla® Enamel. Sprays smooth finish on plastic, metal, wood, glass. 3.1 oz.
49 U 6463—Light blue 49 U 6464—Yellow
Shipping weight 7 ounces..... Each 63c

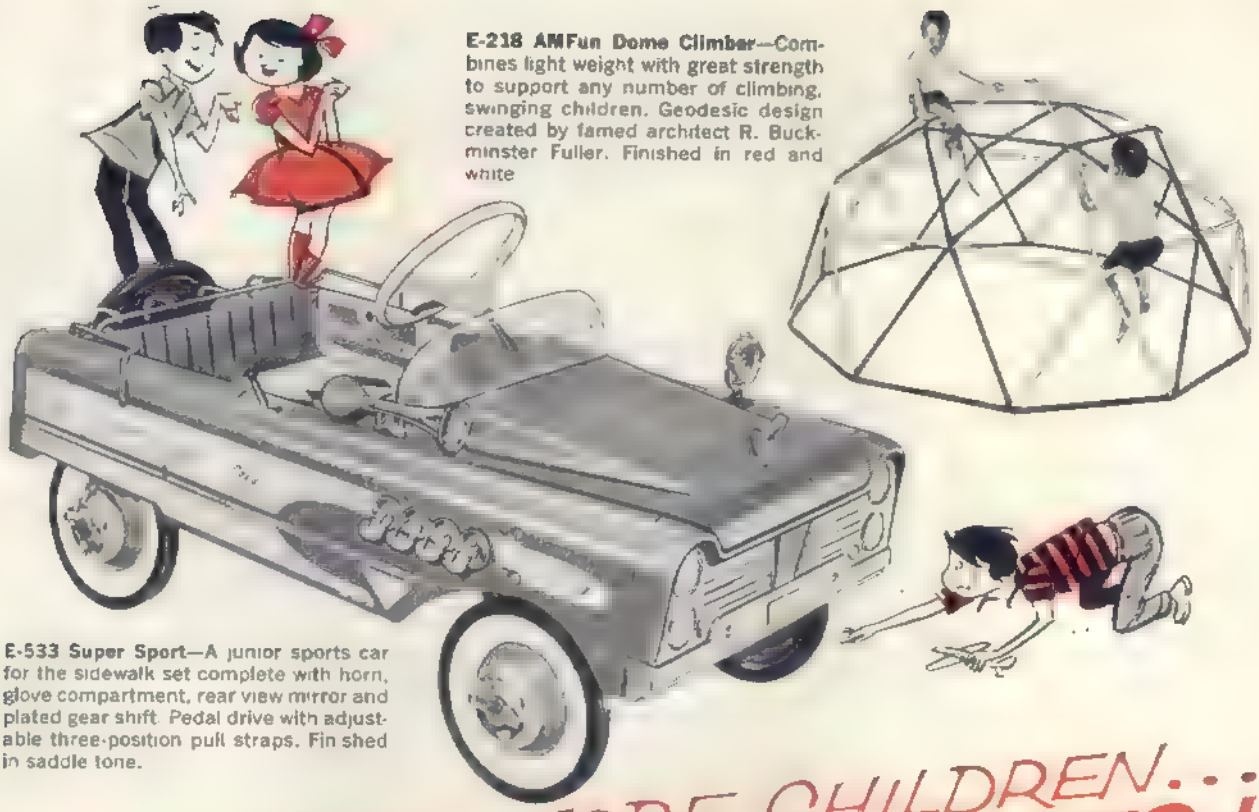
CRAFTSMAN Model Cement for assembling plastics. ½-ounce tube
49 U 8050—Shpg. wt. 3 oz. ..16c

"D" Battery. Shpg. wt. each 4 oz.
79 U 4660 .Each 16c; 4 for 60c



2-foot Dragster with twin motors
THE EXTERMINATOR
Motorized 2-in-1 Kit

Those who know their hot rods will recognize Exterminator as one of the kings of drag racing. Has operating steering, quick change rear end and clutch mechanism. Assemble as a 2 engine stripped "bomb" or a 1-engine job with sleek hood. About 200 plastic parts. Order 2 "D" batteries, cement at left.
79 U 2057C—Shipping weight 5 pounds..... $7.99



E-218 AMFun Dome Climber—Combines light weight with great strength to support any number of climbing, swinging children. Geodesic design created by famed architect R. Buckminster Fuller. Finished in red and white

E-533 Super Sport—A junior sports car for the sidewalk set complete with horn, glove compartment, rear view mirror and plated gear shift. Pedal drive with adjustable three-position pull straps. Finished in saddle tone.

TO PLEASE MORE CHILDREN...
TO MAKE MORE SALES!

Scat Car E-499—Chain drive with plated heavy tubular frame. New easy clasp seat belts for additional safety. Solid nylon bearings in rear axle supports. Airplane type steering wheel. Trimmed in flam red and white.

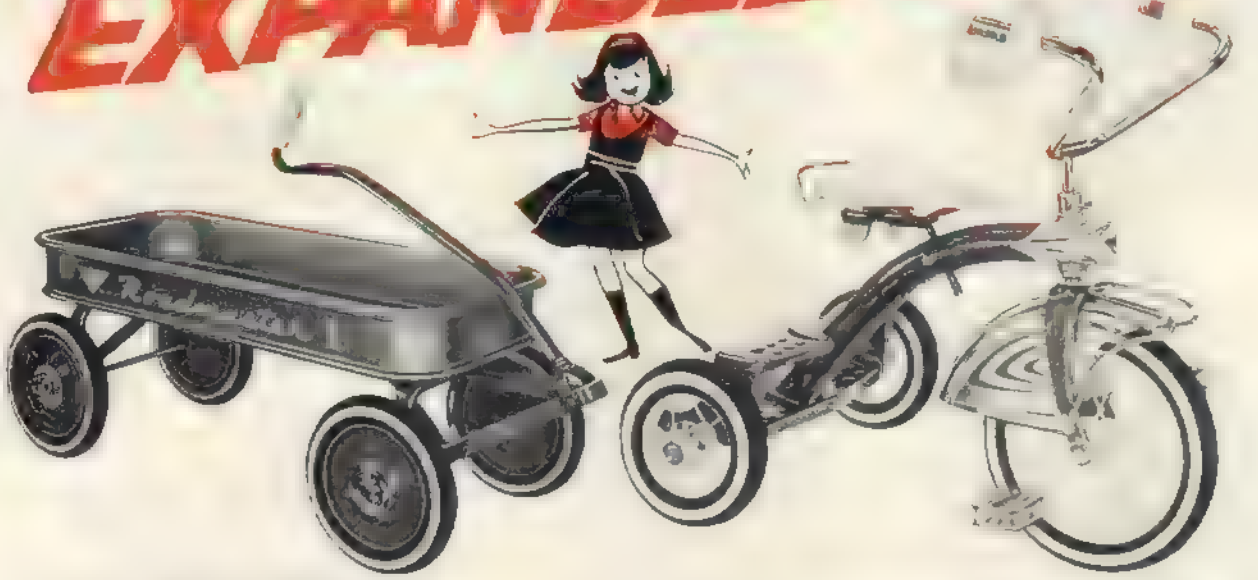
AMF WHEEL GOODS DIVISION

American Machine & Foundry Company • Olney, Illinois

E-987 Junior Roadmaster Sidewalk Bike—Red with chrome fenders. Riser type handle bars—bicycle coaster brake. The junior bike with the big bike feel

E-539 "Big 4" Four Wheel Tractor—Finished in prairie gold with white trim. Chain drive with ball bearing pedal drive. Simulated motor block and practical single cell chrome ball lite. Attractive sun canopy in white and prairie gold. The last word in play farm equipment.

AMF's EXPANDED LINE



E-10 Deluxe Roadmaster Wagon—Desert Bronze heavy gauge steel body, big double disk 10" wheels. AMF tiller type handle with finger grip. Top of a coaster wagon line for children of all ages.

E-965 Velocipede with 2" Backbone—Riser type adjustable handle bar with white sabre knuckleguards. Double deck step, deluxe saddle with white top and silver milar binding. Beautifully finished in flam red and chrome

Exciting

NEW PRODUCTS

from

More Sales... More Profits!

Roadmaster Jet Pilot R-1653—All time champion of the middleweight class—a bike built to take off like a jet plane. Sturdy, cantilever frame designed to be able to "take it." Slim cantilever tank with built-in horn, powerful headlight. Beautifully styled in flam red with white trim

Three Great Bicycles from AMF

...a bike for every rider!

AMFlite R-5650—The newest concept in advanced bicycle design. The single sweep of the strut-like top bar from the front mast to the rear axle provides easier riding, better balance, improved maneuverability in a sturdy bicycle built for long trouble-free use. Chrome with red trim. Continental flair in an All American bike

Hercules Lightweight 4000—The ultimate in English style lightweight bikes. Three speed hub with twist grip control; two bulb generator headlight; lightweight chrome rims. Finished in flam gold.

AMF WHEEL GOODS DIVISION

American Machine & Foundry Company • Olney, Illinois

POWERFUL AM-FM AND AM TRANSISTOR RADIOS

Arvin

Arvin POWERFUL 9 TRANSISTOR PORTABLE

- *Luxurious Top Grain Cowhide*
- *Slide Rule Dial Tuning*
- *Two Position Tone Control*
- *Tuned RF Stage*
- *Push Button Dial Light*
- *250 Hour Battery Life*

Outstanding radio reception is assured everywhere with this powerful 9 transistor portable featuring 9 volt circuitry. Tuned RF stage increases sensitivity and selectivity for sharp, clear tuning. Special "performance regulator" transistor gives uniform performance level with extended battery life. Automatic volume control and separate two position tone control. Built-in ferrite rod antenna. Slide rule tuning dial features push-button light for night-time tuning. Finest Velvet Voice speaker and earphone jack. Luxurious top grain cowhide case. Complete with 6 "C" cell flashlight batteries for over 250 hours of low cost operation. Earphone included. Dimensions: 7¾" Wide, 6$^{11}/_{16}$" High, 3$^{15}/_{16}$" Deep. 4 lbs.

63R58/3062 Walnut Leather ..... **Sugg. Retail $39.95**

Arvin DELUXE 12 TRANSISTOR AM-FM PORTABLE IN TOP GRAIN COWHIDE

12 Powerful transistors plus 5 diodes. Separate AM and FM tuning dials. AFC on FM. Exterior FM swivel-whip antenna. AC Power adapter jack. Full range tone control. 4" Velvet Voice Speaker. Approx. 150 hrs. on 6 "C" cell batteries. Complete with leather handle, shoulder strap, batteries and earphone. Dimensions: 8½" Wide, 6½" High, 2⅞" Deep. 5¾ lbs.

65R96/6142 Cobbler Tan **Sugg. Retail $69.95**

Arvin AM-FM 10 TRANSISTOR PORTABLE STYLED IN TOP GRAIN COWHIDE

10 powerful transistors, 4 diodes plus 3 stage audio amplifier assure finest in AM/FM reception. Separate FM frequency dial with AFC for drift-free FM tuning. Exterior FM swivel-whip antenna. Plays up to 150 hrs. on 6 "C" batteries. Verner tuning, built-in AM rod antenna and earphone jack. Complete with batteries and earphone. Dimensions 8⅝" Wide, 4$^{15}/_{16}$" High, 2$^{15}/_{16}$" Deep. 4 lbs.

64R78/3671 Walnut Leather ..... **Sugg. Retail $49.95**

Arvin 8 TRANSISTOR PORTABLE IN TOP GRAIN COWHIDE

Power packed-8 transistors plus diode. Plays 70 hrs. on one 9 volt battery. Slide rule dial tuning, sensitive built-in rod antenna and earphone jack. Finest quality Velvet Voice speaker. Complete with "pop-in" battery and earphone in gift carton. Dimensions: 2$^{13}/_{16}$" Wide, 4$^{5}/_{16}$" High, 1⅞" Deep. 1¼ lbs.

64R38/1965 Walnut Leather ..... **Sugg. Retail $24.95**

Arvin 8 TRANSISTOR PORTABLE WITH TOP GRAIN LEATHER CASE

Precision performance from 8 transistors plus diode and powerful 3 stage audio amplifier. 200 hr. battery life. Big 3½" Velvet Voice speaker, earphone jack, two position tone control and slide rule dial tuning. RF amplifier stage. Rod antenna built-in. Complete with 4 "C" batteries and earphone. Top Grain cowhide case. Dimensions: 7¾" Wide, 5⅝" High, 2¼" Deep. 3 lbs.

61R58/2679 Chestnut Leather ..... **Sugg. Retail $34.95**

AM-FM AND FM STEREO COMBINATIONS
ELEGANT STYLING PLUS . . . FINEST LISTENING ENJOYMENT

Arvin

Arvin DELUXE FM-AM-FM STEREOPHONIC RADIO

- *Solid Oiled Walnut Cabinetry*
- *15 Tubes plus 8 Diodes and Rectifier*
- *Matching Sound Balanced 6" Speakers*
- *Automatic FM Stereo Reception with FM Stereo Indicator Light*
- *Visa-Tune Electronic Tuning Eye*
- *Extendible Speaker Cabinet*

Quality engineered for rich AM, static-free FM, plus complete phono and FM STEREO. Matching sound-balanced 6" speakers extend 15 feet, have powerful 1.47 oz. permanent magnets. Automatic multiplex circuits with 15 tubes, 8 diodes and rectifier, plus push-pull output with feedback and 3 gang FM tuning. Special "Squelch" circuit locks out interference. Automatic Frequency Control locks-in FM signals. Separate bass and treble controls on brushed chrome control panel with lighted dial, slide rule tuning and Visa Tune tuning eye. Indicator light automatically signals FM Stereo reception. Two built-in antennas plus external FM antenna terminals. Stylish solid oiled walnut cabinet for top resonance. Dimensions: 29½" Wide, 8¾" High, 8¾" Deep. 24½ lbs.

32R98/12313 Walnut Hardwood..... .. Sugg. Retail **$169.95**

Arvin AUTOMATIC FM-AM-FM STEREO RADIO

- *Automatic FM Stereo Reception*
- *FM Stereo Indicator Light*
- *9 Tubes plus 7 Diodes and Rectifier*
- *Deluxe Walnut Wood Grain Cabinet*

Powerful FM STEREO radio with automatic multiplex circuits for FM stereo reception. 9 tubes plus rectifier and 7 diodes. Twin balanced 5" speakers. AFC on FM plus FM Stereo indicator light. Lighted dials with tone and stereo balance controls. External FM Antenna Terminals. Deluxe wood-grain plastic cabinet. Dimensions: 18¾" Wide, 6¾" High, 7½" Deep. 16 lbs.

35R58/6612 Walnut Wood-Grain Finish. .....Sugg. Retail **$89.95**

Arvin DELUXE AM-FM RADIO WITH FULL FEATURE CLOCK

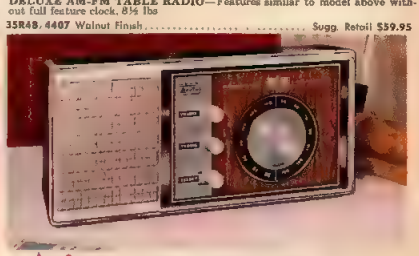
- *Wood Veneer Walnut Cabinet*
- *AFC Switch plus Tone Control*

Fine resonant wood cabinet. Full feature clock function with "Slumber Switch" and neon lighted clock face. Large 5" x 7" Velvet Voice speaker. Automatic Frequency Control on FM. full range tone control. lighted dial. smooth indirect tuning. ext. FM Antenna terminals. Solid state silicon rectifier with 8 tubes, 3 diodes. Dimensions. 17½" Wide, 9" High, 8¼" Deep. 5 lbs.

45R48/5142 Walnut Finish .... .Sugg. Retail **$69.95**

DELUXE AM-FM TABLE RADIO—Features similar to model above without full feature clock. 8½ lbs.

35R48/4407 Walnut Finish..... Sugg. Retail **$59.95**



Arvin AM-FM RADIO IN WOOD GRAIN CABINET

- *Deluxe Walnut Wood-Grain Cabinet*
- *AFC Switch—Locks in FM Reception*

Big power solid state silicon rectifier plus 8 tubes and 3 diodes. Large 5" x 7" Velvet Voice speaker. AFC Switch on FM. Precision indirect tuning and full range tone control. Two built-in antennas plus external FM antenna terminals. Delivers top fringe area reception. Deluxe Wood Grain plastic cabinet. Dimensions: 16½" Wide, 7" High, 6" Deep. 7 lbs.

35R28/3672 Walnut Wood-Grain Finish..... ...Sugg. Retail **$49.95**

AM-FM FULL FEATURE CLOCK RADIO Features similar to model above with full feature clock and lighted clock face. 7½ lbs.

45R28/4407 Walnut Wood-Grain Finish.....Sugg. Retail **$39.95**

Arvin HIGH STYLED AM-FM RADIO WITH AFC

- *AFC—Locks in FM Reception*
- *External FM Antenna Terminals*

Enjoy lively AM and static free-FM in a smartly styled table radio. Powerful solid state silicon rectifier plus 6 tubes and 3 diodes. 4" Velvet Voice speaker built in AFC on FM prevents station drift. Internal AM antenna line cord FM antenna plus external FM antenna terminals. Slim break resistant plastic cabinet. Dimensions. 14½" Wide, 7" High, 4¼" Deep. 7 lbs.

35R19/3020 Charcoal.....Sugg. Retail **$39.95**

35R18, 3020 Neutral Beige.. ..... Sugg. Retail **$39.95**

Arvin. AM-FM AND AM CLOCK RADIOS

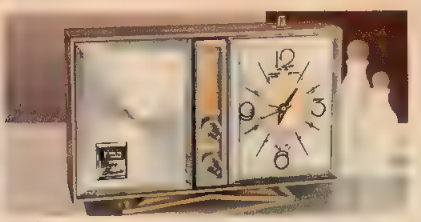
Arvin AM-FM FULL FEATURE CLOCK RADIO

- *AFC—Locks In FM Reception*
- *Handy "Repeat-A-Call" Alarm*

This AM/FM beauty has full feature clock for "Wake-to-Music" or "Wake-to-Alarm" plus handy "Repeat-A-Call" alarm, automatic Slumber Switch, and luminous tipped clock hands. Powerful solid state silicon rectifier with 6 tubes and 3 diodes. 4" Velvet Voice speaker. AFC on FM plus external FM antenna terminals. Slim break-resistant plastic cabinet. Dimensions. 14½" Wide, 7" High, 4½" Deep. 7½ lbs.

45R18/3672 Beige ..... Sugg. Retail **$49.95**

45R16/3672 Sagebrush Green ..... Sugg. Retail **$49.95**



Arvin SOLID STATE ALL ELECTRIC 6 TRANSISTOR RADIO WITH FULL FEATURE CLOCK

- *Deluxe Walnut Wood-Grain Cabinet*
- *Time Controlled 1100 Watt Appliance Outlet*

Advanced solid state chassis for instant play. AC powered. Clock features include time controlled 1100 watt appliance outlet, "Repeat-A Call" Alarm, night light clock face and automatic Slumber Switch. Slide rule tuning with lighted dial. 4" Velvet Voice speaker. rod type AM antenna. Powerful silicon rectifier with 6 transistors and diode. Ultra slim plastic cabinet. Dimensions. 12⅜" Wide, 8" High, 3¾" Deep. 5½ lbs.

55R58/3020 Walnut Wood Grain Finish. ..... Sugg. Retail **$39.95**

FULL FEATURE TRANSISTOR CLOCK RADIO. Features similar to model above. Without Appliance Outlet or Lighted Clock Face. 5½ lbs.

55R47/2679 Off-White Sugg. Retail **$34.95**

Arvin FULL FEATURE AM CLOCK RADIO

- *Elegant Walnut Wood-Grain Cabinet*
- *Handy "Repeat-A-Call" Alarm*

New massive styled cabinet for rich full tone. Features "Wake-to-Music" or Alarm, "Repeat-A-Call" Alarm and automatic Slumber Switch. Easy-to-read Clock face with luminous tipped clock hands. Powerful 5 tube chassis, built in antenna, 4" Velvet Voice speaker, indirect tuning. Deluxe mar-resistant plastic cabinet. Dimensions: 14½" Wide, 8¼" High, 4½" Deep. 8 lbs.

64R38/2327 Walnut Wood-Grain Finish. ..... Sugg. Retail **$29.95**

Arvin 8 TRANSISTOR PORTABLE IN TOP GRAIN LEATHER

"Command Performance" from 8 powerful transistors. 150 hr. battery life. Features precision vernier tuning, 2¾" Velvet Voice speaker plus earphone jack, sensitive built-in rod antenna, reliable "copper photo" circuitry. Attractively gift packed complete with leather shoulder strap. 4 "AA" penlight batteries and earphone. Dimensions: 3⅛" Wide, 6⅛" High, 2⅛" Deep. 2½ lbs.

62R48/2327 Chestnut Leather ..... Sugg. Retail **$29.95**

62R49/2327 Black Leather ..... Sugg. Retail **$29.95**

Arvin 5 TUBE FULL FEATURE CLOCK RADIO

- *Automatic Slumber Switch*
- *Luminous Tipped Clock Hands*

"Wake-to-Music" or "Wake-to-Alarm" with this powerful 5 tube Clock radio. Includes automatic Slumber Switch and luminous tipped clock hands. Features Arvin Velvet Voice speaker, sensitive built-in antenna and handy top tuning. Attractive cabinet is break-resistant plastic with full front crystal. Dimensions. 11¼" Wide, 5" High, 5¼" Deep. 4½ lbs.

55R27/1831 Off-White ..... Sugg. Retail **$22.95**

55R26/1831 Mint Green ..... Sugg. Retail **$22.95**

Arvin HIGH PERFORMANCE 8 TRANSISTOR PORTABLE

Features 8 transistors plus diode and Thermister to assure uniform and stable reception. Automatic volume control, earphone jack, durable plastic cabinet. Complete with 9 volt battery, leather carrying case and earphone. Gift packed. Dimensions: 6" Wide, 3" High, 1½" Deep. 1½ lbs.

64R29/1592 Charcoal and White ..... Sugg. Retail **$19.95**

Arvin DUAL CHANNEL SOLID STATE STEREO PHONOGRAPH—AC POWERED

- *New Solid State All Electric 6 Transistor Amplifier Chassis*
- *Exciting Stereo Sound From 4 High Fidelity Speakers*

Superb high fidelity stereophonic speaker system featuring two 5¼" and two 3" speakers in an electronic crossover network for perfect sound balance. Speaker cabinets are removable for wider sound separation. VM automatic 4 speed changer, dual sapphire needles, controls for volume, balance, bass and treble. Includes 45 RPM spindle and speaker cable. 12 Watts combined peak power output. Frequency response 60 to 19,000 CPS. Slim style WOOD cabinet covered in pyroxylin. Size 23½" W., 16¾" H., 9¾" D. 31 lbs.

65P68/7347 Tan and White.....Sugg. Retail $99.95

Arvin DUAL CHANNEL STEREO PHONOGRAPH WITH DROP-DOWN CHANGER

- *New Solid State All Electric 4 Transistor Amplifier System —AC Powered*
- *Removable Speaker Cabinets for Wide-Angle Stereo*

True high fidelity sound reproduction from dual 5¼" speakers in removable cabinets for up to 18 ft. Stereo separation. A.C. Powered solid state amplifier system. Drop-down 4 speed VM 9" turntable with replaceable dual sapphire needles. Separate controls for volume, tone and balance. 45 RPM spindle and speaker cord included. Delivers a full 10 watts of total power output. Cabinet in WOOD with pyroxylin covering. Size: 23" W., 16½" H., 10" D. 30 lbs.

65P46, 6422 Green and White.....Sugg. Retail $84.95

Arvin STEREO PHONOGRAPH

- *Wide-Angle Dual Channel Stereo*
- *Slim Styled all Wood Cabinet*

Handsomely styled portable with big stereophonic sound. Powerful amplifier and two 4" speakers which may be separated up to 20 ft. for even greater stereo effect. 4 Speed VM automatic changer, 9" turntable, dual sapphire needles. Twin volume controls for sound balance. 45 RPM spindle and speaker cables included. Custom designed WOOD cabinet with pyroxylin covering. Size: 21" W., 7" H., 17" D. 25 lbs.

83P68/4595 Brown and Tan.... Sugg. Retail $59.95

Arvin FOUR SPEED AUTOMATIC PHONOGRAPH WITH 5 TUBE AM RADIO

- *Complete Amplifier Shuts Off After Last Record*
- *45 RPM Spindle Included*

Compact styled portable with VM automatic 4 speed record changer plus powerful 5 tube AM radio. Dual sapphire needles, 9" turntable with rubber mat and 5" oval front-facing speaker. Low temperature tubes give added trouble-free set life. Precision crafted WOOD cabinet with durable pyroxylin and new recessed grille styling. Size: 16" W., 7" H., 17" D. 19 lbs.

73P16 4595 Mint Green and Ivory Sugg. Retail $59.95

Arvin STEREO PHONOGRAPH WITH DROP-DOWN CHANGER

- *4 Speed Light Weight Automatic Drop Down Record Changer*
- *Twin Balanced 5" Oval Speakers*

Enjoy the full rich sound of Stereo or your favorite Hi-Fi records from the perfectly balanced twin 5" oval speakers. New drop-down changer design. 9" turntable, dual sapphire needles. Twin volume controls for sound balance. Slim styled WOOD cabinet in pyroxylin covered. Size 14½" W., 13¾" H., 8¾" D. 24 lbs.

65P25, 4269 Moonstone.....Sugg. Retail $54.95

FOUR SPEED HI-FI AUTOMATIC WITH DROP-DOWN CHANGER.
One 3" x 5" speaker. Tone Control. 20 lbs.

55P25/3540 Blue.....Sugg. Retail $44.95

Arvin FOUR SPEED PHONOGRAPH

- *Plays 16¾, 33⅓, 45 and 78 RPM*
- *Ruggedly Constructed Poly-propylene Cabinet*

Compact and Lightweight with rugged poly-propylene cabinet for years of hard use. 4 speed manual turntable has rubber bumpers to protect records and 45 RPM "pop up" spindle. Dual sapphire needles. Large 4" speaker and reliable "copper-photo" circuitry for top performance and tone quality. Size: 13" W., 5½" H., 12½" D. 7.9 lbs.

45P25 1613 Blue and White Sugg. Retail $19.95
45P23/1613 Red and White Sugg. Retail $19.95

15 Pepper
1.87

14 Brother Ted
2.38

13 Mother
2.77

12 Father
2.77

11 Tammy
1.99

IDEAL

Tammy®
and her family

TAMMY AND HER DARLING OUTFITS

28 2.87

PEPPER'S ADORABLE OUTFITS

DAD AND TED'S OUTFITS

See other exciting Barbie accessories on pages 4 and 144 of this catalog.

Dear Santa Claus:

I'd love a dress-up doll!

A to C BARBIE, MIDGE AND KEN are like real people. Made of molded, flesh-toned vinyl plastic, with movable arms, legs, heads. Barbie and Midge have rooted Saran hair (sorry, no color or style choices) for you to brush and comb. Both dolls come in knit-jersey swimsuits and sandals. Ken has molded, painted hair; comes in swimtrunks, beach jacket, sandals. Order other outfits below. All Barbie clothes fit Midge, too.

[A] X 921-0014 A—Barbie Doll. About 11½ in. tall. Shpg. wt. 10 oz. 1.92
[B] X 921-0005 A—Midge Doll. About 11½ in. tall. Shpg. wt. 10 oz. 1.92
[C] X 921-0022 A—Ken Doll. About 12 in. tall. Shpg. wt. 11 oz. 2.28

D to G STUNNING CLOTHES AND ACCESSORIES FOR BARBIE AND MIDGE

[1] **Knitting Pretty.** Matching sweater set, flannel skirt, shoes, knitting needles and yarn with book, scissors in bowl.
X 921-1608 A—Shpg. wt. 7 oz. . . . 2.44

[2] **Barbie Baby-Sits.** Baby doll with moving legs and head. Extra diaper, bassinet, blanket, pillow, secrue, bottle. For Barbie: apron, clock, eye-glasses, phone and phone book, bottle of pop, pretzels, school books.
X 921-1616 A—Shpg. wt. 6 oz... 2.27

[3] **After-Five.** Black/white organdy evening dress with matching hat, plastic shoes.
X 921-1632 A—Shpg. wt. 5 oz. .. 1.57

[4] **Airline Stewardess.** Blue jacket, skirt, white nylon blouse, cap, shoes, flight bag.
X 921-2911 A—Shpg. wt. 6 oz. . 2.44

[5] **Ice Breaker.** Leotard, fluffy white bolero jacket, rayon velveteen skirt, nylon tights; white shoe-skates.
X 921-1657 A—Shpg. wt. 7 oz.... 2.47

[6] **Ski Queen.** Blue/red hooded parka with zipper, jersey ski pants, mittens, boots, skis and poles, sunglasses.
X 921-1590 A—Shpg. wt. 7 oz. . .2.57

[7] **Graduation.** Traditional cap and gown with crisp white collar, tasseled mortar board; outfit even includes a ribboned diploma for the graduate's big day. A perfect match to Ken's graduation costume.
X 921-1640 A—Shpg. wt. 6 oz. . 1.47

H to L OUTFITS FOR KEN

[8] **Graduation.** Traditional black tasseled-cap, gown. With diploma.
X 921-1665 A—Shpg. wt. 6 oz.....1.47

[9] **Saturday Date.** Natural shoulder suit, shirt, striped tie, shoes and socks.
X 921-1624 A—Shpg. wt. 7 oz.... 3.44

[10] **Campus Hero.** Pullover knit cheerleader sweater, duck pants, shoes, socks. With banner and varsity "letter."
X 921-1673 A—Shpg. wt. 6 oz... .2.47

[11] **Fun on Ice.** Argyle sweater, corduroy trousers, knitted stocking cap, muffler, mittens, and racing shoe skates.
X 921-1699 A—Shpg. wt. 7 oz.....2.44

[12] **Ski Champ.** Quilted jacket, ski pants, cap, mittens, skis, poles, boots, sunglasses.
X 921-1681 A—Shpg wt. 8 oz. ...2.67

M to P FURNITURE AND ACCESSORIES ESPECIALLY FOR THE TEEN DOLLS

[D] **Dream House.** Comes in a corrugated suitcase that unfolds into 3 walls and floor of house. Easy-to-assemble furniture, rugs, accessories. Sturdy chipboard. Folds compactly. 33 x 26 x 1½ in. high.
X 921-0188 A—Shpg. wt. 6 lbs. .5.77

[E] **Hot Rod.** Car will seat Barbie, Ken, Midge and other teen-age dolls. Plastic body with steel axles. Authentic details.
X 921-1772 A—Wt. 3 lbs. 10 oz.. 4.97

[G] **Vanity.** Made of styrene. Mirror, telephone, Ken's picture in frame, tissue-box holder, bench, plush rug. 8 in high
X 921-0238 A—Shpg. wt. 1 lb. .2.67

[H] **Bed.** Made of styrene. Comes with pillow, plastic mattress, and storage chest. Bed measures 12 in. high.
X 921 0246 A—Wt. 1 lb. 12 oz. . .2.67

[J] **Wardrobe.** Made of styrene. Mirror attached to door, shoe rack, hatrack, basket, shelf, rod with hangers, drawers. 14 in. high.
X 921-0220 A—Wt. 2 lbs. 2 oz.. 3.27

[K] **Barbie and Midge Case.** Room for Barbie and Midge with their clothes and accessories. Vinyl plastic-clad case, plastic handle. Partitioned interior: built-in accessory compartments, pouch pockets
X 921-0204 A—Wt. 4 lbs. 8 oz. . . 3.77

Q LIBBY LITTLECHAP. Part 10-year old has lots of charm. She stands 10½ inches tall, has jointed arms and legs—her head turns, too. Libby's rooted Saran hair, styled in a cute pony tail, can be washed, combed. She looks fresh-from-the-bath, in a striped terry cloth sweater, just waiting to be dressed in her darling clothes. Made of flesh-toned styrene with plastic stand. Order a complete selection of Libby's clothes and accessories below.
X 921-1606 A—Doll. Shipping weight 8 oz. . . . . Only 2.67

R to U CLOTHES AND ACCESSORIES DESIGNED FOR LIBBY LITTLECHAP

[13] **Lingerie.** Lace-trim tricot panties, cotton slip with pleated nylon flounce. Short socks; pink stuffed puppy.
X 921-1855 A—Wt. 4 oz.....1.27

[14] **Pajamas.** French smock, print-lining; matching pants! With mules, diary, toy.
X 921-1822 A—Wt. 3 oz.....1.57

[15] **Levis.** Fly-front denim jeans, sweat shirt, sneakers, comic book, yo-yo.
X 921-1848 A—Wt. 4 oz.....1.67

[16] **Dress.** Rayon velveteen with rayon taffeta lining, sash; petticoat. Shoes, gloves, socks, hairbow, locket.
X 921-1863 A—Shpg. wt. 4 oz. . .1.87

[17] **Reefer Coat.** Bright red/blue plaid; back belt. Comes with red boots, knit hat, mittens and mock-leather school bag.
X 921-1830 A—Wt. 4 oz..... 2.37

[18] **Blazer Outfit.** Sporty-looking blazer with crest, pleated skirt, blouse, pumps, socks, school books with mock-leather strap.
X 921-1814 A—Shpg wt. 4 oz.....2.77

W FAMILY ROOM. 15 pieces of easy-to-assemble furniture and accessories. Convertible sofa opens into two beds. Hanger-filled closet. Entire room folds into portable carrying case with handle.
X 921-1798—Shpg. wt. 4 lbs. 8 oz. 2.87

Barbie Doll Mix 'N' Match Set Includes Doll and Wardrobe

X THIS COMPLETE SET INCLUDES "Barbie" plus a go-everywhere wardrobe. Garments are made of quality fabrics, beautifully detailed, with scaled-down zippers and tailored linings. 11½-in. doll of flesh-toned vinyl plastic has movable arms, legs and head. Rooted hair can be brushed and combed. Barbie wears knit jersey swim suit, earrings and sandals; stands on pedestal. Wardrobe includes: coat, hat, jacket, skirt, cardigan, pull-over, playsuit, jeans, blouse, leotards, shorts, gloves, shoes, necklace and valise. Dress Barbie in fashionable combinations.
X 921-2937 A—Shipping weight for complete set 2 lbs..... 7.88

Dolls are not included with outfits [1] to [18]

SAVE THIS CATALOG—toys will be available till Sept. 21, 1964

Dolls

so sweet and cuddly made-to-be-loved dolls

1 **8-IN. LI'L DEAR DOLL.** A real darling—with cuddle-soft, stuffed body, adorable plastic face, pink cheeks, little smile. Wears a pink dotted robe, with tassle-tie belt
X 921-0808 A—Shpg. wt. 1 lb. . . . 2.77

2 **BOY TWIN DOLL.** 8-in. boy-doll, matches girl twin. Stuffed kapok body makes him soft and cuddly. Vinyl arms, legs and head with rooted Saran hair. The cute little face has sleeping eyes, handsome features. Dressed in cotton jersey topper set and saucy tam. A darling Li'l Dear
X 921-0816 A -Shpg. wt. 1 lb. . . . 3.47

3 **GIRL TWIN DOLL.** 8-in. girl-doll matches boy twin doll. Stuffed kapok body, vinyl arms, legs and face. Rooted hair has a real baby-look. Adorable face with bright eyes that close. Li'l Dear baby girl wears a cotton jersey topper, trimmed with lace.
X 921-0824—Shpg wt 1 lb 3.47

4 **BLUE JERSEY SLEEPER OUTFIT.** Fits Li'l Dears [1] [2] [3]. Little girls love to change their dolly's clothes, and this tiny knit sleeper is made just like a real baby's outfit
X 921-0832 A—Shpg wt 8 oz . . . 1.19

5 **TOPPER SET FOR LI'L DEARS.** Fits dolls [1] [2] and [3]. Sleeveless cotton topper, matching panties trimmed with delicate lace. Matching pompon-trim booties. Asst. pastels
X 921-2895 A—Shpg. wt. 8 oz... . . . 1.19

6 **"LITTLE TOO-DEAR" DOLL.** 17-in. vinyl doll with pert little girl face. Big open-and-shut eyes, sweet little pink mouth, rosy cheeks. She's dressed in a striped denim topper with pompon trim. Under this, she is wearing sassy cotton jersey leotards. An adorable gift anytime.
X 921-0840 A—Wt. 3 lbs. 11 oz. . . 8.97

exquisite dolls by madame alexander

7 **CUDDLY "KITTEN" DOLL.** An armful of huggable softness, "Kitten" has a soft vinyl face, arms and legs. Her kapok-filled body makes her lightweight. The darling dimpled face has thick lashed closing eyes, lustrous rooted hair styled in a wispy baby fashion. Little "Kitten" actually looks as if she were alive. She wears a lace-trimmed nylon tricot wrapper with tiny front buttons, white cotton flannel diaper. Key in back to wind up moving version of "Kitten". Wt. 1 lb 10 oz.
X 921-0865 A—Moving Doll . . . 7.97
X 921-0857 A Non-Moving Doll . . . 6.27

8 to 10 **FAMOUS LITTLE WOMEN.** Louisa May Alcott's storybook heroines come to life. 8-in. plastic bodies of finest quality—look like porcelain. Mme. Alexander's meticulous attention to small details makes these dolls real treasures. Their knees are jointed so that they can sit gracefully. Moving eyes, lashes and patented wigs are almost indestructible. Dressed in period costumes. Each doll is fully dressed, with cotton pantalettes, crinolines, socks, shoes. Wt. 10 oz.

[8] **Jo.** Polished cotton print jumper, solid color apron, organdy blouse
X 921-0881 A. 6.27

[9] **Beth.** Tiny polka dot cotton dress with dainty lace-trim pinafore.
X 921-0873 A 6.27

[10] **Amy.** Embossed cotton dress with ruffled eyelet-embroidered pinafore.
X 921-0899 A 6.27

Tammy, her family—plus fashion outfits

11 **TAMMY.** 12 in. high—perfect image of today's teen-ager. Made of sturdy plastic with movable arms, legs, head. Stylishly teased hairdo, wears playsuit, white sneakers
X 921-0915 A—Shpg. wt. 12 oz. . . . 1.99

12 **FATHER DOLL.** Tammy's dad is tall, handsome. Made of polyethylene. Vinyl arms, legs, head move. Wears slacks, shirt. 12¾ in.
X 921-1087 A—Shpg. wt. 10 oz. . . 2.77

13 **MOTHER DOLL.** Tammy's mother is 12¾ in. high, made of polyethylene with vinyl arms, legs and head that move. Wears a print housedress.
X 921-1079 A Shpg. wt. 10 oz... . . 2.77

14 **BROTHER TED.** 12¾-in. high, pliable polyethylene body, vinyl legs, arms, head. Ted wears shorts and T-shirt
X 921-1061 A -Shpg. wt. 10 oz... . . 2.38

15 **PEPPER DOLL.** 10-in. little sister has polyethylene body, vinyl legs, head and arms. Pert pixie face. She wears a playsuit.
X 921-1053 A—Shpg. wt 8 oz. . . . 1.87

Tammy's outfits are well sewn, finely detailed, they also fit her mother.

16 **PUDDLE JUMPER.** Chesterfield raincoat and scarf, vinyl pocketbook and boots
X 921-1020 A—Outfit only Wt. 3 oz. . 1.97

17 **PARTY DRESS.** Brocade sheath; rayon velvet stole; mock-pearl necklace. Outfit only.
X 921-0998 A—Shpg. wt. 2 oz. 1.57

18 **WALKING HER PET.** Plastic skirt, wool plaid top; sheer red headscarf, gift heart, red shoulder bag, shoes. Outfit only
X 921-1038 A -Shpg. wt. 3 oz... . . 1.99

19 **PICNIC PARTY.** Striped cotton knit shirt, clam digger pants, sneakers, sunglasses, head band. Outfit only. Shpg. wt. 3 oz.
X 921-1012 A 2.17

20 **SLEEPYTIME OUTFIT.** Checked lace-trim pajama tops, pantaloon bottoms, slippers. Comb and curlers. Outfit only
X 921-1046 A -Shpg wt. 3 oz . . . 1.44

21 **LINGERIE OUTFIT.** Crisp nylon sheer petticoat, lace-trim panties and bra; comb, brush, vanity mirror, slippers. Outfit only.
X 921-1004 A—Shpg. wt. 3 oz... . . . 1.44

22 **PEPPER'S PARTY DRESS.** Sleeveless rayon velvet top, bouffant nylon skirt trimmed with velvet ribbons. Outfit only.
X 921-0956 A—Shpg. wt. 2 oz. . . . 1.57

23 **PEPPER'S PAJAMA.** 2-pc. cotton flannel set; clam-digger pants, printed top.
X 921-0964 A Outfit only. Wt 2 oz. . . .87c

24 **PEPPER'S COAT AND HAT.** Braid-trim coat with white "fur" collar and hat
X 921-0972 A—Outfit only Wt. 2 oz... 1.57

25 **PEPPER'S SLACKS AND SWEATER.** Cotton flannel slacks, short-sleeve knit sweater
X 921-0980 A—Outfit only. Wt. 2 oz... 1.28

Ted and Father can wear same clothes.

26 **TED'S BLAZER OUTFIT.** Includes red blazer, slacks, tie, cap. Outfit only
X 921-0923 A—Shpg. wt. 3 oz.... . 2.67

27 **TED'S SPORT OUTFIT.** Includes sport shirt and slacks Outfit only
X 921-0931 A—Shpg wt. 3 oz . . . 1.57

28 **FATHER'S SUIT.** Ted can borrow it, of course, for it fits him! Outfit only
X 921-0949 A—Shpg wt. 8 oz . . . 2.44

29 **FASHION DOLL TRUNK** Smart trunk holds any one of the fashion dolls, plus all her wonderful wardrobe and accessories. Fitted with drawers, hanging-rods, hangers; packable on both sides. Comes in black or ivory—sorry no color choice. Trunk only.
X 921-0907 A Shpg. wt. 1 lb. 4 oz... 2.87

4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
1
2
3

BENRUS

Citation

The Most Beautiful Watches in the World

BENRUS UNCONDITIONALLY GUARANTEED 3 YEARS

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

14K GOLD CASE

Citation Golden Camille . . Petite and beautiful 17 jewel creation features yellow 14K gold florentine finished case. Elegant tapered adjustable bracelet with safety chain.
H-35026CU4990 . . $100.00
Cit. Golden Camille "A" . . . . As above in white.
H-35027CU4990 . . . . . $100.00

39 JEWELS
SELF-WINDING
GUARANTEED WATERPROOF*

Citation Champion "G" "39" . . Brilliant new watch with all yellow case and striking gold color dial. Luminous hands with sweep second. Harmonizing adjustable expansion band.
H-35024CU4990 $100.00
Cit. Champion "39" . . . As above with white dial
H-35025CU4990 $100.00

21 JEWELS
14K GOLD CASE
FLORENTINE FINISH

Citation Cagney "G" "21" . . . Superb new watch features sun ray finish dial set within 14K gold florentine finished case. Smart lizard leather strap
H-35028CU5790 . . . . . $115.00
Cit. Cagney "21" . . . As above in all-yellow case.
H-35031CU3990 . . . $82.50

14K GOLD CASE

Citation Golden Fashion . . Exquisite 17 jewel creation features round petite dial within marquise shaped faceted crystal. Tapered adjustable expansion bracelet with safety chain
H-35032CU4990 $100.00
Cit. Golden Fashion "A" . . . As above in white.
H-35033CU4990 $100.00

39 JEWELS
14K GOLD CASE
SELF-WINDING,
GUARANTEED WATERPROOF*
CALENDAR FEATURE

Citation Golden Crest "G" "39" . . . Handsome modern watch tells time and date. Features include hidden crown and luminous hands with sweep second. Neat adjustable expansion band.
H-35020CU9990 . . . $225.00
Cit. Golden Crest "39" . . . As above in yellow. 10K gold filled case.
H-35022CU6990 . . . . $150.00

Citation Coral . . . Tailored simplicity in a 17 jewel watch with 10K gold-filled case. Adjustable expansion bracelet enhances this lovely creation
H-35034CU3990 $71.50
Cit. Coral "W" . As above in white.
H-35035CU3990 $71.50

21 JEWELS
GUARANTEED WATERPROOF*

Citation Corbett "21" . . Ultra-thin model in all yellow case. Smart lines are accented by new design adjustable expansion band
H-35036CU3990 $71.50
Cit. Corbett "2" "21" . . . As above with black dial.
H-35037CU3990 $71.50

21 JEWELS
14K GOLD CASE
FLORENTINE FINISH

Citation Golden Ginny "21" . . Breathtaking Citation features gleaming 14K gold case with intricate florentine finish. New style tapered, adjustable bracelet with safety chain adds charm and elegance
H 35038CU4490 . . . . . $92.50
Cit. Golden Ginny "A" "21" . . As above in white.
H-35039CU4490 . . . . . $92.50

SELF-WINDING
25 JEWELS
GUARANTEED WATERPROOF*

Citation Corsair "25" Rugged 25 jewel model with modern dial encircled by minute track. Luminous hands have sweep second. Matching adjustable expansion band
H-35040CU4690 $85.00
Cit. Corsair "2" "25" . . . As above with black dial.
H-35041CU4690 . . . . $85.00

14K GOLD CASE

Citation Golden Denise . Enchanting 17 jewel watch with sculptured case. Harlequin designed tapered adjustable bracelet has safety chain for added protection
H-35042CU4490 $92.50
Cit. Golden Denise "A" . . As above in white
H-35043CU4490 . . $92.50

*If case, crystal, and crown remain intact.

ADD 10% FEDERAL EXCISE TAX IF NOT FOR RESALE

BENRUS

Benrus Diamond Watches combine beauty with accuracy, value and quality. Fiery diamonds frame and accent a petite dial for her or boldly mark a handsome dial for him, and like every fine Benrus, each contains the world famous Benrus movement with 17, 21 or 39 jewels. Each movement is shock-absorbing, anti-magnetic with an unbreakable mainspring.

21 JEWELS
2 GENUINE DIAMONDS

Diamond Doris "21" . . . Petite marquise shaped creation with cathedral faceted crystal and smart adjustable expansion bracelet. Modern tailored look
H-35002CU4490 $92.50
Dia. Doris "T" "21" As above in yellow
H-35003CU4490 $92.50

3 GENUINE DIAMONDS

Diamond Debonnaire . . . Modern 17 jewel square model with hand florentine finished case. Diamond set dial has radiant brush finish. Matching adjustable florentine expansion bracelet.
H 35004CU4490 $92.50
Dia. Debonnaire "2" . . . As above with charcoal-color dial
H-35005CU4490 . . $92.50

21 JEWELS
20 GENUINE DIAMONDS
14K GOLD CASE

Diamond Trisets "21" . . . Exquisite diamond encrusted creation with petite round dial. Twin row snake bracelet has safety chain. Each diamond selected for fiery brilliance.
H-35007CU9990 . . . $225.00
Dia. Trisets "6" "21" . . . As above in white 10K Rolled Gold Plate top, stainless steel back
H-35008CU8490 . . . $175.00

39 JEWELS
SELF-WINDING
5 GENUINE DIAMONDS

Diamond Galahad "2" "39" . . . Handsome Guaranteed Waterproof* watch in all stainless steel case. Rich charcoal dial with sweep second hand. Matching adjustable expansion band.
H-35000CU8990 . . . . $150.00
Dia. Galahad "39" . . . As above with white dial
H-35001CU6990 . . $159.00

BENRUS
UNCONDITIONALLY
3
YEARS
GUARANTEED

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

2 GENUINE DIAMONDS

Diamond Anne . . . New tailored look in 17 jewel watch with 2 sparkling diamonds. Set off by smart matching expansion bracelet
H 35010CU3290 $59.50
Dia. Anne "T" . As above in yellow.
H-35011CU3290 . . . . . $59.50

2 GENUINE DIAMONDS

Diamond Veronica . . . Magnificent 17 jewel creation enhanced by blazing diamonds. Harmonizing flexible mesh bracelet has safety chain
H 35012CU3890 $75.00
Dia. Veronica "T" . . . As above in yellow.
H-35013CU3890 . . . . . $75.00

4 GENUINE DIAMONDS
14K GOLD CASE

Diamond Starfire . . . Modern 17 jewel watch has swirl designed ends set with fiery diamonds. Tailored expansion bracelet is adjustable
H-35014CU4990 . . . . $100.00
Dia. Starfire "6" . . . As above in yellow
H-35015CU4990 $100.00

21 JEWELS
8 GENUINE DIAMONDS

Diamond Lil "21" . . . Exciting oval creation with flaming diamonds. Flexible mesh step bracelet has safety chain
H 35016CU5790 $115.00
Dia. Lil "T" "21" As above in yellow.
H-35017CU5790 $115.00

21 JEWELS
10 GENUINE DIAMONDS
14K GOLD CASE

Diamond Radiance "21" . . . Luxurious creation features filigree designed case set with diamonds. Tapered, adjustable bracelet is flexible and has safety chain
H-35018CU7790 . . . $170.00
Dia. Radiance "6" "21" . . . As above in 10K Rolled Gold Plate top, stainless steel back
H-35019CU6290 . . . $135.00

*If case, crystal, and crown remain intact.

ADD 10% FEDERAL EXCISE TAX IF NOT FOR RESALE

BENRUS

GUARANTEED WATERPROOF*

Ocean Nymph . . . Sprightly ladies 17 jewel sport watch with easy to read full figure dial. Luminous hands with sweep second makes this watch ideal for nurses, teachers, stewardesses. Sturdy adjustable expansion band.
H-35050CU3390 . . . . **$67.50**

Sea Dove . . . As above in stainless steel case.
H-35051CU3180 . . . . **$59.50**

The Benrus standard of quality is world famous. Every Benrus Watch movement contains 17 or more jewels, is shock-absorbing, anti-magnetic with unbreakable mainspring. Each is beautifully packaged—each is truly the gift of quality.

BENRUS
UNCONDITIONALLY
3
YEARS
GUARANTEED

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

SELF-WINDING
GUARANTEED WATERPROOF*

Jet Traveller . . . Sleek 17 jewel modern creation features a luxurious radiant background dial. Luminous hands with sweep second provide night reading. High finish adjustable expansion band
H-35046CU4190 **$82.50**

Jet Traveller "2" . As above with black dial
H-35047CU4190 **$82.50**

SELF-WINDING
GUARANTEED WATERPROOF*
CALENDAR FEATURE

Auto Count Automatic 17 jewel model for men of action. Brilliant dial and luminous hands with sweep second. Highly styled adjustable expansion band
H-35052CU4490 **$92.50**

Auto Prince As above in stainless steel case
H-35053CU3890 . **$75.00**

Embraceable Lucy . . . Exclusive Benrus 17 jewel bracelet-watch combination with full figure dial. Modern trim styling. Sure grip action and safety chain
H-35055CU3390 **$65.00**

Embraceable Lucy "W" . . As above in white
H-35056CU3390 **$65.00**

25 JEWELS
SELF WINDING
GUARANTEED WATERPROOF*
CALENDAR FEATURE

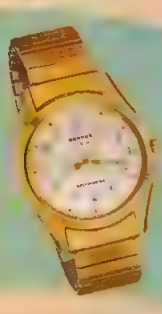
Sky Challenger "25" . . . Convenient and accurate Calendar model gives time and date automatically. Rich, sculptured numerals and luminous hands with sweep second are featured. Matching adjustable expansion band
H-35044CU4990 **$100.00**

Sky Challenger "X" "25" As above in stainless steel case.
H-35045CU4490 . . . . . **$92.50**

SELF-WINDING
GUARANTEED WATERPROOF*

Aero Glider . All stainless steel 17 jewel watch is ideal for both work and play. Reminds itself to wind itself, automatically. Luminous hands with sweep second. Matching adjustable expansion band.
H-35058CU3290 **$59.50**

Aero Glider "2" . . . As above with black dial.
H-35060CU3290 **$59.50**



SELF-WINDING
GUARANTEED WATERPROOF*

Cruisamatic . . . Automatic performance and smart styling too. Dependable 17 jewel movement winds itself. Luminous full figure dial with sweep second provides visibility in dark reading. Matching adjustable expansion band.
H-35064CU3690 **$75.00**

Cruisamatic "2" . . . As above with black dial.
H-35065CU3690 . . . . . **$75.00**

25 JEWELS
SELF-WINDING
GUARANTEED WATERPROOF*

Sky Ranger "25" . . . The gentlest wrist movement winds this superb 25 jewel quality watch. Luminous hands with sweep second among the extra features. Handsome adjustable expansion band
H-35066CU4490 **$92.50**

Sky Ranger "2" "25" As above with black dial
H-35067CU4490 . . . . . **$92.50**

25 JEWELS
SELF-WINDING
GUARANTEED WATERPROOF*

Air Stream "25" . . . Gleaming self-winding watch in all stainless steel case. Luminous hands with sweep second. Handsome brush finish dial. Smart matching adjustable expansion band.
H-35068CU4190 . . . . . **$82.50**

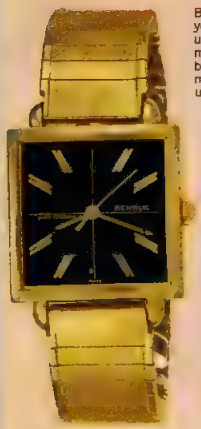
Air Stream "W" "25" . . As above with white radiant dial.
H-35069CU4190 . . . . . **$82.50**

*If case, crystal, and crown remain intact.

ADD 10% FEDERAL EXCISE TAX IF NOT FOR RESALE

BENRUS

Beautiful Benrus—the gift your heart selects and your mind approves. Exquisite styling and the unique Benrus Unconditional Three Year Guarantee makes world famous Benrus the favorite choice for beauty and quality. The renowned Benrus Watch movement is shock-absorbing, anti magnetic with unbreakable mainspring



Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

SPECIAL VALUE

Miss Juliet . . . Ultra smart 17 jewel oval creation with popular full figure dial. Case beautifully crafted in fluted design and set off with matching expansion bracelet.
H-35072CU2690 . . . . . $49.50
Miss Juliet "W" . . . As above in white
H-35073CU2690 $49.50

BLACK DIAL

Lord Craig "Z" . Square, smart and modern, this handsome 17 jewel black dial model features brilliant gold color markers and sweep second hand. Striking linen finished adjustable expansion band
H-35070CU2690 . $57.50
Lord Craig . . . As above with white dial
H-35071CU2690 . $57.50

FASHION ENSEMBLE

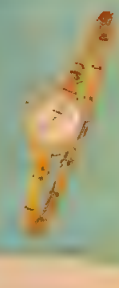
Lady Bolero . . . Exciting 17 jewel creation features sector dial highlighted by sparkling faceted crystal. Elegant flexible, adjustable bracelet has safety chain.
H 35076CU3190 $59.50
Lady Bolero "W" . As above in white.
H-35077CU3190 . $59.50

GUARANTEED WATERPROOF*

Sea Mate . . . Waterproof* and weather proof is this smart 17 jewel model with stainless steel case. Trim, luminous full figure dial with sweep second. Matching adjustable expansion band
H 35074CU2690 $49.50
Sea Mate "Z" . As above with black dial
H 35075CU2690 . . . $49.50

GUARANTEED WATERPROOF*

Shipmate . Seaworthy mate to any wrist is this handsome 17 jewel watch with luminous hands and sweep second. Simple, modern dial. Rugged grooved adjustable expansion band
H-35078CU3190 $59.50
Shipmate "T" . . . As above with gold-color dial.
H-35079CU3190 . $59.50



GUARANTEED WATERPROOF*

Sea Rover . Super thin 17 jewel watch with all stainless steel case. Brilliant dial accented by luminous hands with sweep second. Adjustable expansion band
H-35080CU2690 $55.00
Sea Rover "Z" . . . As above with black dial.
H-35081CU2690 . . . . . $55.00

Lady Ramona . Classic 17 jewel creation with square full figure dial. Simple sculptured case. Tailored expansion bracelet
H-35082CU2690 $55.00
Lady Ramona "W" . . . As above in white.
H-35083CU2690 . $55.00

Lady Betsy . . . Modern marquise styled 17 jewel creation in smart sculptured case. Triangular designed expansion bracelet.
H 35084CU3190 $59.50
Lady Betsy "W" . As above in white
H-35085CU3190 . $59.50

FLORENTINE FINISH

Lady Bonnie . . Petite and precious 17 jewel creation with florentined top and scintillating faceted crystal. Neat matching expansion bracelet
H-35086CU3590 $71.50
Lady Bonnie "W" . . . As above in white
H-35087CU3590 . . . . $71.50

21 JEWELS GUARANTEED WATERPROOF*

Sea Rider "Z" "21" Super thin model in a stainless steel case. Jet black dial spot lights numerals and markers. Luminous hands with sweep second too. New adjustable expansion band in wave design
H-35088CU3190 . . . . $59.50
Sea Rider "21" . . . As above with white dial.
H-35089CU3190 . . . . . $59.50

*If case, crystal, and crowns remain intact.

ADD 10% FEDERAL EXCISE TAX IF NOT FOR RESALE

WATCH FOR

THE MUNSTERS

CBS PROMISES TO UNCOVER ANOTHER HIT SHOW NEXT SEASON – THURSDAYS AT 7:30. THIS HORRIFYINGLY, HILARIOUS NEW SITUATION COMEDY HAS A FRIGHTENING NUMBER OF MERCHANDISING POSSIBILITIES.

CONTACT US --- BEFORE THE NEXT FULL MOON.

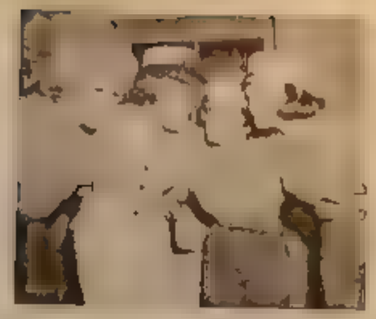
MCA ENTERPRISES, INC.
UNIVERSAL CITY, CALIF.

KAREN — brought to you by the creators of "Leave It To Beaver," debuts next season on NBC as a half-hour segment of "90 Bristol Court." Cute, 16 year old Karen causes confusion and comedy, and guarantees to captivate young and old alike for captivating sales make a date with Karen through MCA Enterprises, Inc.

McHALE'S NAVY, television's hit comedy show starring Ernest Borgnine as McH[illegible] Parker is planning an [illegible] theatres in their [illegible] of merchandising tie-ins to coincide with McH[illegible] sion. Contact invasion headquarters, MCA Enterprises [illegible]

MISTER ED — Let's talk horse sense! Just add up 35,000,000 viewers, 4 solid successful years on TV $400,000 dollars worth of merchandise sold in 1963, and what have you got? Mr. Ed, one of the most merchandisable shows on the air. Why not let Mr Ed 'Talk up Sales' and set a track record for your products.

WAGON TRAIN has blazed a successful trail for 7 years on TV with such popular stars as John McIntire, Bob Fuller, Mike Burns, etc. New and brighter horizons are in view as this hit Western sets out to lasso a new crop of viewing youngsters in its new time slot — 7:30 Friday nights. There's a big payload here — for tie-in products. Why don't you cash in?



BROADSIDE — a whacky, wonderful new show brought to TV by the same successful producers of those TV sensations Bilko and McHale's Navy — Four curvacious but whacky waves is all it takes to upset an island Navy base in the Pacific — sure to be next year's TV sensation. Contact our crew at MCA Enterprises and cruise out with a line of Broads de tie-ins.

THE VIRGINIAN — with its 30 million viewers has captured the NUMBER ONE spot among the Westerns during the prime children's viewing hours (7:30 Tuesday). Already studded with 7 bright stars, another teenage favorite is joining as a permanent member of the cast: the sensational actor-folk singer — Randy Boone. Just another reason to tie-in with . . . The Virginian.

THE MAGIC LAND OF ALLAKAZAM, today's only TV network magic show has captivated 15,000,000 children every Saturday morning for the past 4 years. The impact of Mark Wilson's magic on the sales of tie-in products has been tremendous — Why not let his magic touch increase the sales of your products too!

ARREST AND TRIAL — This revolutionary two-dimensional drama has caught on like fire. An arrest and a trial screened in depth means a two-dimensional selling point for you, also, plus the additional sales impact of two great stars: Chuck Connors and Ben Gazzara. Revolutionize the sales of your products by tying in with Arrest and Trial — now!

FAMOUS MOVIE MONSTERS – Frankenstein, Dracula, Wolfman and all the others are selling horribly well. With ghoulish delight we make these monsters available to you. Treat yourself to "Monsterous" sales . . . contact MCA Enterprises. (Available for licensing after April 1st.)

CHALLENGE GOLF – Why not tee off this season's sales with tie-in products to the popular, sports show, Challenge Golf. Herein lies a solid pre-identification for any golf product, for the name, "Challenge Golf," conjures up many names of golf pros. 'Challenge Golf' on your product will be a big challenge to your competitor.

UNIVERSAL CITY STUDIOS – The perfect setting for: Play Sets, Games, Coloring Books, etc. What could be more enticing to children than the glamour and the excitement of the place where pictures are made? Just think of the packaging possibilities with the pre-sold identification afforded by the pictures of all the stars and shows that are produced at Universal City . . . . . For tie-ins with glamour and excitement, call MCA Enterprises, Inc.

THE BEST IN PRE-SOLD IDENTIFICATION

IS BROUGHT TO YOU BY

MCA ENTERPRISES, INC.

UNIVERSAL CITY STUDIOS

TR – 7–1211 Universal City, California PO–9–0500

INTRODUCING Baby Sweetums

DRINKS, WETS, CRIES REAL TEARS

$4.88
16 in.
25

26 TO 31 Baby Sweetums—she's exclusively *at Wards*—sweet as a lollipop, she cries real tears, drinks, wets. Wears candy-striped rompers under pleated apron, candy-cane trim, socks and shoes. Rooted hair, moving eyes, fully jointed. About 16 in.
48 T 4068—Ship. wt. 1 lb. $4.88

(26) **Pajamas, Cap, Booties,** rattle.
48 T 4076—Outfit only. Wt. 4 oz. . $1.29

(27) **Coat, Bonnet,** pants, shoes, socks, matching pocket book. Ship. wt. 4 oz.
48 T 4070—Outfit only..... $1.59

(28) **Party Dress,** pants, shoes, socks, comb, mirror, brush.
48T4071—Outfit only. Ship. wt. 4 oz. $1.59

(29) **Playsuit**—smock top, leotards, shoes, pail and shovel. Ship. wt. 4 oz.
48 T 4069—Outfit only..... $1.29

30 **Sweet Dreams, Baby Sweetums** in your own rocking cradle. Attached hood, ruffled plastic liner, vinyl covered frame. About 20x11½x15½ in. (No doll.)
48 T 4445—Ship. wt. 4 lbs. $3.99

31 **Baby Sweetums Loves to Go Bye-Bye** in her Candy striped Carrying Case. Fiber coated covering, plastic handles, hangers, rack, accessory drawer. Abt. 17 in. high. (No doll.)
48 T 4456—Ship. wt. 2 lbs. 8 oz. . . $2.99

32 **Charming Carolina,** such delicate, exquisite features. Wears dress, panties, shoes, socks. Moving eyes, rooted hair, fully jointed body. Imported.
48 T 3852—About 13 in. Wt. 1 lb. $3.89

33 TO 34 **Tiny Tears**—ever-popular drink and wet doll cries real tears, blows bubbles with her bubble pipe (incl.). Rooted hair, moving eyes, completely washable. Abt. 17 in. tall *Has bottle, rattle and pacifier, too*

(33) **Tiny Tears** in cotton dress, piping trim, matching panties, bootees.
48 T 3922—Ship. wt. 1 lb. 14 oz. $6.49

(34) **Tiny Tears Arrives** in pretty embroidered, lace trimmed party dress, diaper and bootees. Extra include 2-pc. shorty pajamas, felt jumper dress, knit shirt in Travel Trunk.
48 T 3923—Ship. wt. 5 lbs. $12.87

35 **Bibsy "Bubbles" Just Like A Real Baby**—just let her drink her bottle of "magic formula," squeeze her cuddly body very gently and she will "bubble" and make baby noises, too. Wears plastic bib to keep her dress clean. Rooted hair, moving eyes, fully jointed. Bottle, formula, "silver" spoon incl. *Malkable*
48 T 4384 M-Abt. 23 in. Wt. 4 lbs. $14.44

Grand

12

4

5

18 Inside View

Fashion Shop

18 Outside View

2 3 1

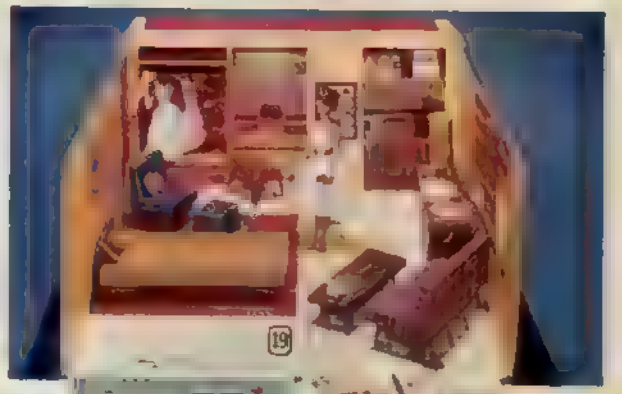
13 14 15

6

10

7 8 9

16 11



19

17

208 ALL

Opening...Barbie's New Fashion Shop

Ken · Barbie · Midge

Welcome to this delightful event on hand to greet you are Ken, Barbie and Midge, Barbie's best friend **Barbie**, the teen-age fashion doll—formed like a model, so pretty, so life-like. **Midge**, the winsome, freckle-faced teen-ager **Ken**, Barbie's beau, with crew-cut hair Dolls are vinyl plastic, movable arms, legs, heads. Barbie, Midge have rooted Saran hair, Ken—molded hair. (No hair style, color choice) Stands included

(1) **Barbie** in stretch bathing suit, earrings, sandals. Buy outfits (4) to (11)
48 W 3993—Abt. 11½ in. Wt. 12 oz. **$1 97**

(2) **Midge** in bathing suit (colors vary), sandals Wears same outfits as Barbie
48 T 4279—Abt. 11½ in. Wt 12 oz. **$1 97**

(3) **Ken** in trunks, terry-lined jacket beach clogs. Buy outfits (12) to (16)
48 W 3980—Abt. 12½ in. Wt. 12 oz. **$2.49**

(4) TO (11) **Outfits for Barbie and Midge**
(4) **Taffeta Gown**, silver trim, luxurious matching velveteen coat. Tiara, gloves pearls, evening slippers
48 T 4365—Outfit. Ship. wt. 6 oz. . . **$3 79**

(5) **Stunning Satin Formal**, tulle over-skirt, evening slippers
48 T 4362—Outfit. Ship. wt. 4 oz. . . . **$2 19**

(6) **Everything for the Sitter**—Baby doll with moving head, legs, operating clock, glasses phone, phone book, pop bottle, pretzels books, 2 diapers, bassinette, liner, pillow, blanket, sacque, bottle. (Clothes not incl.)
48 T 4361—Ship. wt. 4 oz. . . . . Set **$2 19**

(7) **Belted Trenchcoat**, hat, boots, umbrella
48 T 4360—Ship. wt. 4 oz. . . . . Outfit **$1 94**

(8) **Glittering Strapless Satin Dress**, gold color belt, purse and evening shoes
48 T 4358—Ship. wt. 3 oz. . . . . Outfit **$1 29**

(9) **Hostess Pajamas**, metallic net hostess coat, "gold" wedgies
48 T 4359—Ship. wt. 3 oz. Outfit **$1 94**

(10) **Satin Wedding Gown** veil, tiara, gloves garter, necklace, shoes, bouquet.
48 T 4364 Ship. wt. 4 oz. Outfit **$2 79**

(11) **Hooded Parka**, jersey ski pants, mittens, boots, sunglasses, skis, ski poles
48 T 4363—Ship. wt. 4 oz. . . . Outfit **$2.49**

(12) TO (16) **Outfits for Ken.**
(12) **Tuxedo, Dress Shirt**, bow tie, cummerbund, shoes, socks corsage for Barbie
48 T 4160—Ship wt. 8 oz. . . . . Outfit **$3 59**

(13) **Bermudas**, sport shirt, socks, shoes
48 T 4370 Ship. wt. 4 oz. . . . . Outfit **$1.59**

(14) **Uniform with Army and Navy** caps, ties, belts, shoes, socks.
48 T 4371—Ship. wt. 6 oz Outfit **$2.19**

(15) **Padded Football Pants**, sweat shirt, shoulder pads, helmet, shoes, socks, ball
48 T 4372 Ship. wt. 8 oz Outfit **$2 19**

(16) **Quilted Ski Jacket**, pants, cap, mittens, boots, skis, poles, sunglasses.
48 T 4373—Ship. wt. 9 oz. . . . . Outfit **$2.79**

(17) **12 Barbie Patterns**—latest fashions, easy to follow, fun to sew Ship. wt. 2 oz
48 T 4171—2 Pkgs., 12 Patterns. **98c**

(18) (19) **Barbie Fashion Shop and House**—Barbie-size. Lithographed fiberboard; easy to assemble, fold compactly Plastic carrying handle—take them with you. Dolls, clothes not included

(18) **NEW Fashion Shop** (see interior above) Showcase windows, curtained stage, model's dressing-room entrance, furniture, display cases, hat rack, even a mannequin. Assembled abt. 38½x24x17½ in
48 T 2766 M *Mail* Wt 8 lbs. 8 oz. **$5 79**

(19) **Barbie's House**—combination living bedroom, tastefully furnished, decorated With TV set, couch, coffee-table, other pieces Assembled about 33x26x14½ in
48 T 2765 M—*Mail* Wt. 9 lbs. 8 oz. **$5 79**

(20) **Fashion Queen Barbie and Ken Trousseau Gift Set**—Barbie Doll with 3 high fashion wigs, wig cap and change her hair style in a minute Wedding gown, veil, bouquet, gloves, garter, panties, bra, shoes—also 4 outfits, cardigan, necklace, 2 purses, shoes, sunglasses. Ken has a tuxedo, shirt, shoes, socks suit, briefs, Bermuda shorts, sport shirt, shoes, 2 pair socks, tie. Ship. wt. 4 lbs.
48 T 4072—**Trousseau Set.** Complete **$18.88**
48 T 4122—**Fashion Queen Barbie, Midge, Ken Dolls** (No Outfits) Wt. 2 lbs. 2 oz **$8 99**
48 T 4050—**Fashion Queen Barbie Doll** with wigs only. Ship. wt. 9 oz **$4 66**

(21) **Barbie and Ken Dolls in Gift Set**—Barbie's wardrobe—dress, tennis jacket, tennis shoes, racket, booklet, and racket play suit, skirt, panties, bra, sandals, socks, sunglasses, necklace, belt, purse Ken's outfits—sweater, shirt, sport shirt, pants, briefs, shoes, tennis shoes, shorts, racket, sunglasses, 2 pairs socks plastic carrying case *Mail* Ship
48 T 4063 M—Set, Case Wt. 5 lbs. **$13 77**
48 T 3680—Set No Case. Wt. 2½ lbs. **10 99**
48 T 4409—Case Only. Wt. 2 lbs. 8 oz. **3.49**

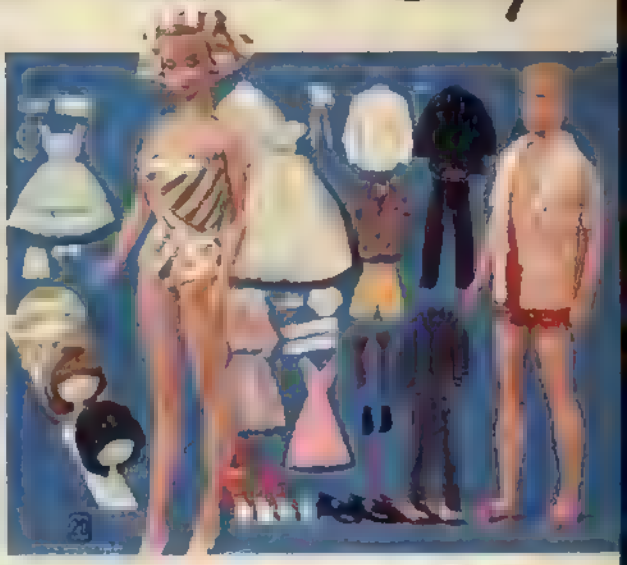
(22) **Barbie and Mix 'n Match Set** capri pants, playsuit blouse 3 skirts, shorts, cardigan, sleeveless sweater, 2 purses, gloves 3 pairs shoes, necklace, bracelet, hair pins, panties, bra, belt, sunglasses, phone. Plastic case
48 T 4039—Set, No case. Wt. 2 lbs. **$7 79**
48 T 4043—Set, Case. Wt 4 lbs. . . **8 88**

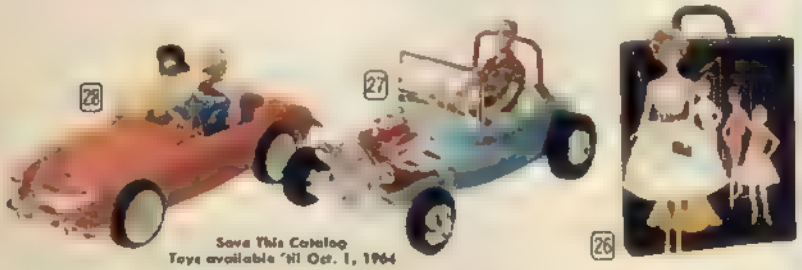
(23)-(25) **Bedroom Suite**—molded plastic, scaled to Barbie's, Midge's height.
(23) **4-Poster Bed** plastic mattress, quilted spread, pillow cover Plastic chest.
48 T 4556—Ship wt 1 lb. 6 oz. . . . **$2 89**
(24) **Vanity, Bench**, mirror, accessories.
48 T 4560—Ship. wt 1 lb. **$2 66**
(25) **Wardrobe**—mirror, drawers that open.
48 T 4557—(No clothes.) Wt 2 lbs. . **$3 39**

(26) **Carry Barbie or Midge** in Plastic Case
48 T 4418—(No doll.) Wt. 2 lbs. . **$1 59**

(27) **Barbie and Ken's Hot Rod**—bucket seats, drag wheels on rear, steel axles, plastic body, chrome-like accessories, rubber-like tires, plastic windshield. (No doll.
48 T 1585—Abt. 18 in. Wt. 3 lbs. 8 oz **$5 39**

(28) **Barbie's Convertible**—roomy front seat plastic windshield, wheels actually revolve. Molded plastic body, chrome-like accessories, hubcaps. (No doll.)
48 T 1586—Abt. 18 in. Wt. 2 lbs. 10 oz **$3.88**





Save This Catalog
Toys available 'til Oct. 1, 1964

1

CARRIE CRIES 'TIL MOTHER MAKES HER HAPPY

$8.99

20 in.

Talented Tots—Hear Us, See Us Move

1 **I Cry Just Like a Real Baby**—If you want me to stop put me on my tummy (A) or pick me up (B), put my thumb in my mouth (C), let me sleep on my side or give me my "Magic Bottle" (D) (incl.)—fluid seems to disappear, then refills. I wear sleepers, have a fleecy blanket. I'm fully jointed, have moving eyes, rooted hair. Abt. 20 in. Use 2 "C" Cell batteries—sold right.
48 T 4209–Ship. wt. 3 lbs. 4 oz. **$8.99**

2 **Talk, Talk, All Day Long**—press Blabby's tummy, her mouth opens, she makes baby sounds. Irresistible impish face, rooted pixie hair, moving eyes, jointed body. Wears flannel outfit. About 21 in.
48 T 4238–Ship. wt. 3 lbs. 4 oz. **$7.49**

3 **"Do You Have a Tummy Ache"**—ask Dr. Kildare's Patient a question, she will nod Yes or No—press the magic button on her back. Help her get well with cast, crutches, tape, bandages, "pills," gauze, glasses, pretend thermometer and hypodermic needle. She can catch "measles" spots, add spots with special pencil, wash off, she is cured. Rooted hair, moving eyes, fully jointed. Wears sunsuit, shoes, socks.
48T4239–Abt. 14 in. Wt. 2 lbs. **$4.99**

4 **Miss Echo—You Can Teach Her to Talk.** Speak to her, she will repeat everything you say in your own voice. Electronic device in doll records your voice, plays back for about ½ minute, erases automatically. Wears party dress, shoes, socks, panties. Rooted hair, moving eyes, jointed. Abt. 30 in. Use 2 "D" Cell plus one 9-volt battery sold below.
48 T 4308 MO—Wt. 8 lbs. Cash **$23.99**

48 T 2341 X—**"C" Cell Battery** for (1) Ship. wt. 3 oz. . . . . **16c** ea.; 4 for **59c**
48 T 2339 X—**"D" Cell Battery** for (4) Ship. wt. 4 oz. . . . **21c** ea.; 4 for **79c**
48 T 2337 X—**9-Volt Battery** for (4) Ship. wt. 4 oz. . . . . Each **49c**

5 **Dress Like Your Doll**—go to a party, be a stewardess or an artist. Doll nods Yes or No when you press "magic buttons," comes dressed in party dress, shoes, socks, brings you a funny party hat and blower. Rooted hair, moving eyes, fully jointed.
48T4210–Abt. 10 in. Wt. 1 lb. 5 oz. **$2.99**

(A) **Airline Stewardess Dress and Cap** for doll, cap for you. Ship. wt. 4 oz.
48 T 4217—Outfit only. **$1.29**

(B) **Artists Dress and Beret** for doll, beret for you. Ship. wt. 4 oz.
48 T 4220—Outfit only. **$1.29**

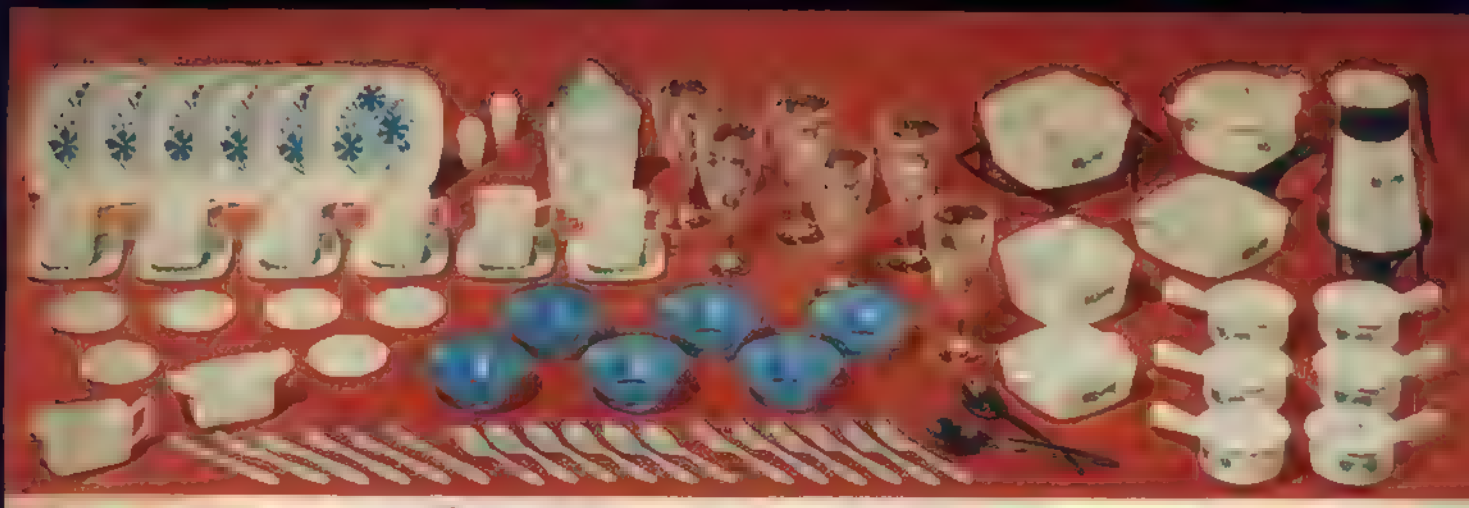
3

5

4

TEACH MISS ECHO TO TALK

30 in. No Money Down $23.99



[A] 93 piece Patioware Dinner Set—complete service for six 4.44

Your Choice
Simulated Ironstone
or Bonnie Lassie Tea Set
1.77 Set

[B] 38 piece Simulated Ironstone Tea Set 1.77

[C] 47-piece Bonnie Lassie Tea Set 1.77

Your Choice
"Barbie" or "Tiny
Thumbelina" Tea Set
1.99 Set

[D] 46-piece "Barbie" Tea Set 1.99

[E] 25 piece "Tiny Thumbelina" Tea Set 1.99

[G] 56-piece Colonial Type Tea Set 2.88

[H] 37 piece Fantasy Tea Set 1.33

for little "helpers"

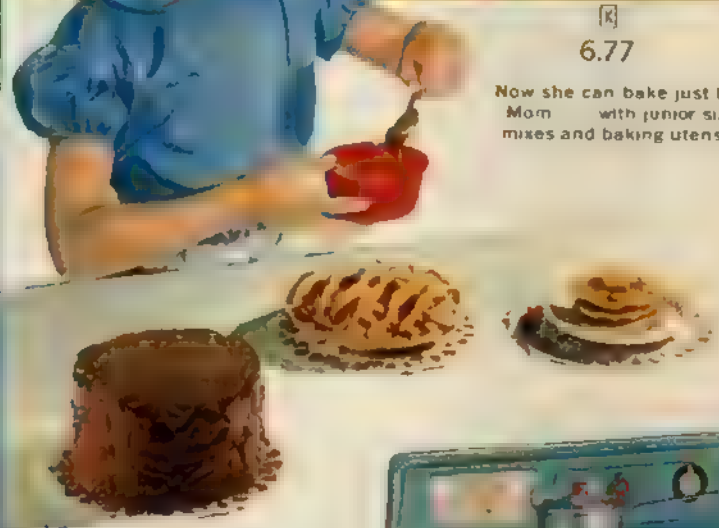
[G] 4.66

3.33

[J] 1.97

[K] 6.77

Now she can bake just like Mom with junior size mixes and baking utensils



SAVE THIS CATALOG
Use it now and the year 'round Toys available until Sept 21, 1964

Mixes like magic" just right for little hands

[L] 9.99

[M] 6.88

Miniature electric range like Mom's really works

Tea-time Toys to delight young hostesses

A PATIOWARE DINNER SET Dishes galore to delight little homemakers. Complete service for six—a total of 93 pieces in all. Pretty white plastic with floral design. Smart square shapes—like Mom's best casual ware. Set includes six each: plates, cups, saucers, goblets, butter plates, individual casseroles with covers, salad bowls, knives, forks, spoons, paper napkins. Set also has skillet with cover and handle, casserole with cover and trivet, salad fork and spoon, salt/pepper shakers, napkin holder, sugar and creamer set, percolator with cover, handle, warming stand, plus three casseroles in assorted sizes with covers.
X 921 2085 A—Wt. 3 lbs. 5 oz. Set 4.44

B SIMULATED IRONSTONE TEA SET. 38-Pc. set. Just right for the little girl who loves beautiful things. Practical plastic designed with the traditional beauty of ironstone ware. Set consists of four each: plates, saucers, cups, goblets, as well as plastic knives, forks, and spoons and pretty paper napkins. Also includes teapot with cover, creamer with cover, sugar bowl, and lazy Susan. Pretty blue. Plates, saucers have raised white floral pattern. Shipping weight 1 lb. 10 oz.
X 921 2093 A . . Set 1.77

C BONNIE LASSIE TEA SET. 47-Pc. set. Service for four with pert Bonnie Lassie design—sure to please any little miss. Red and white. Consists of four each: cups, saucers, plates, goblets, tumblers, butter plates, knives, forks, and spoons. (Saucers and plates are durable metal, other items plastic.) Set also includes teapot with cover, sugar and creamer, four paper napkins and holder, and salt and pepper shakers. Wt. 2 lbs. 14 oz.
X 921 2051 A .....Set 1.77

D BARBIE TEA SET 45-pc. set. Especially designed to please "Barbie's" young fans. Service for six in gleaming white plastic with glamorous Siamese pink accent pieces. Plates and saucers feature "Barbie" design. (Order "Barbie" doll and other accessories from pages 4 and 12.) Includes six each: plates, cups, saucers, plus knives, forks and spoons, and paper napkins. Also includes teapot, sugar bowl and creamer tray. Shpg. wt. 1 lb. 12 oz. Order now for your little "Barbie" fan.
X 921 2077 A .....Set 1.99

E TINY THUMBELINA TEA SET 25-Pc. set. Adds a pretty note to any tea party. Gay multi-colored set with accent pieces in bright red. Plates and saucers have lithograph of "Tiny Thumbelina." (Order "Tiny Thumbelina" doll, other accessories on page 9.) Incl. 8 each: metal plates and saucers; plastic cups and tumblers, metallized plastic knives, forks, and spoons. Also plastic teapot with cover, creamer and sugar bowl.
X 921 2127 A—Shpg. wt. 2 lbs....Set 1.99

G COLONIAL HOBNAIL TEA SET. 58-Pc. set. Early American-style service for six. Charming plastic set with the look of milk glass—sure to be treasured by little hostesses. Set includes hobnail pitcher, creamer, sugar bowl, and two vases. Also includes six each: cherry-decorated plates, saucers, undecorated tumblers, cups, paper napkins and metallized knives, forks, spoons. With salt and pepper shakers in holder that looks like toaster, pair of candlesticks. 1 lb. 10 oz.
X 921-2143 A ..... Set 2.88

H FANTASY TEA SET. 37-Pc. set. Modern design in striking orange and white sized just right for little girls and their tea time guests. Complete service for four. Set consists of the following metal pieces with fruit pattern: four plates and saucers. Four orange plastic cups. Also one coffee pot with cover, sugar bowl with cover, creamer. Plus the following in all-white plastic—four each: tumblers, knives, forks, and spoons. With paper napkins. Shpg. wt. 1 lb. 6 oz.
X 921 2069 A .....Set 1.33

J 71 PC. MIRRO ALUMINUM COOK 'N' SERVE SET. Fit for a little queen of the kitchen. Full service for 8, plus cook-and-serve utensils. Any little girl will enjoy it for years. Lightweight, durable Mirro aluminum with red trim—easy to wash, keeps its good looks with little care. Set includes toy "electric" percolator, as well as regular percolator, covered roaster, tray, pitcher, double boiler. Also 8 each: plates, cups, saucers, knives, forks, spoons, tumblers and paper napkins. So much for so little.
X 921 2119 A—Wt. 1 lb. 14 oz.....Set 3.97

K 29-PC. MIRRO ALUMINUM COOK 'N' BAKE SET All the equipment that any little cook could wish for. Gleaming Mirro aluminum for good results, easy cleanups. Includes two each: cake pans, pie pans, and saucepans. One each: biscuit pan, scoop, cake turner, colander, ladle, muffin pan, cookie sheet, roaster, fry pan, "pressure cooker," mixing bowl, mixing spoon, cookie turner, cookie jar, even a whistling teakettle. In addition, there are four cookie cutters in animal shapes, 3 measuring cups. She'll want to start learning to cook right away.
X 921 2101 A—Shpg. wt. 1 lb. 8 oz. Set 2.97

- Wonder Perk perks!
- Just add water!
- Shuts itself off!

Save this Catalog to order toys all year

L WONDER PERK WITH TOY STOVE A toy to delight every lucky little girl who receives "Wonder Perk" as a gift. Just add water—and play percolator actually seems to perk. Stops when make-believe coffee is ready. Designed for safety, too—no dangerous heat, wires, current, or moving parts to harm small hands. Works by scientific principle without batteries. High-impact plastic. With percolator cover and a make-believe hot plate.
X 921-2150 A—Shpg. wt. 1 lb. 8 oz..Set 1.77

M HOLIDAY TEA SET. Teatime is funtime with this luxurious teatime service for four. A pretty and practical combination of metal with colorful baked-on enamel finish in floral design, and durable color-bright plastic. 35-Pc. set stays vivid through tea party after tea party. Includes metal service tray with gently scalloped edges, sugar bowl and creamer. Also includes four each: metal plates, metal saucers, plastic cups, goblets, and sherbets. Also four each: plastic knives, forks, spoons.
X 921 2135 A—Shpg. wt. 3 lbs .. ...Set 2.77

The giving is easy with Credit Command. There's no down payment—months to pay—see page 79.

kid-size Snack-Stand Gadgets that really work

A INSTANT KOTTON KANDY MACHINE. Spin your own delicious fluff of cotton candy—right in your own home. This deluxe model offers large capacity—has many extra special features: a giant-sized bowl, large-size A.C.—U.L. listed motor, plus a full 1-year written warranty. In two-tone beige only. Case and bowl of rugged plastic. Size: 13½ x 12¾ x 10 in.

X 921-1889 A—Shipping weight 5 lbs. 6.44

Kotton Kandy Refills. Four packages of Kotton Kandy Mix in a variety of bright colors and wrapped in an attractive "see-through" carton. "Circus fun" for all. Use with Kotton Kandy Machine (A) above.

X 921-1897 A—Shipping weight 1 lb. 8 oz. 73c

B ELECTRIC HOT DOGGER. Just the thing for youngsters' parties. Lets the kids roast their own hot dogs, warm buns too. Roasts 4 hot dogs or 2 hot dogs and 2 buns—quickly and easily. Brightly colored, durable metal construction with sturdy plastic legs. 8½ in. high. Grill diam. 7¾ in. Uses 115 volts, AC-DC.

X 921-1921 A—Shipping weight 3 lbs. 8 oz. 3.44

C COCA-COLA DISPENSER. A small replica of those you see in all soda fountains. Made of easy-care plastic, it is designed for actual dispensing—simply mount bottle on spout, flip the lever, and watch the soda pour. Holds 6½ ounces. Complete with Coca-Cola glasses. Size: 10¼ x 8 x 12¾ in.

X 921-1939 A—Shipping weight 2 lbs. 1.88

D SNO-CONE MACHINE. Simply place regular ice-cubes into the hat of this strong, plastic snowman—turn the crank . . . surprise! Out comes a delicious, frosty treat to be topped with the enclosed fruit syrups. The result—pure delight, to thrill any youngster. Complete kit includes syrups, cups, dispensers, shovel. Measures 17¾ x 11 x 5½ in. All this at Penneys low price.

X 921-1905 A—Shipping weight 3 lbs. 3.29

E ELECTRIC CORN POPPER. Looks professional. Watch the corn pop through the glass cover. Bowls fill through vendor spout. Of durable steel in bright red based enamel trimmed with white. Stores the bowls and popcorn in an open rear cabinet. Operates on 110-120 volts, AC-DC. UL listed. Size: 14 x 12 x 9 in. wide.

X 921-1913 A—Shipping weight 7 lbs. 4 oz. 5.88

B
3.44

C
1.88

D
3.29

E
5.88

Exciting Make-Believe Costumes for Boys and Girls

G SUPERMAN PLAYSUIT. In Sanforized cotton. The pale blue shirt sports an official Superman shield. Red-trimmed blue trousers, metal buckled belt. Dramatic red cape. Sizes: Small (4-6), Medium (8-10), Large (12-14). State size: Small, Medium, or Large.

X 923-6464 B—Shipping weight 1 lb. 4.47

H THE "BARBIE" DRESS. Just like her favorite doll's. Red brocade-textured taffeta with flounce frothed by nylon net. Silver sequin braid-trimmed sheer nylon yoke. Furry white pile fabric stole, silver-color handbag and tiara. Sizes: Small (4-6), Medium (8-10), Large (12-14). State size: Small, Medium, or Large.

X 923-6456 B—Shipping weight 1 lb. 3 oz. 3.97

J DRUM MAJORETTE'S LUSTROUS COSTUME. Of white and gold rayon satin, trimmed with gilt braid and gilt epaulet fringe. Matching hat, belt, baton, medal and gilt-tasseled white boot tops. Sizes: Small (4-6), Medium (8-10), Large (12-14). State size: Small, Medium, or Large. A costume that will put stars in any girl's eyes.

X 923-6480 B—Shipping weight 1 lb. 2 oz. 3.97

K THE ASTRONAUT SUIT. Sure to delight any young adventurer. Green Sanforized cotton twill uniform zips up the front. With patch pockets, astronaut insignia, wings and patch. Sizes: Small (4-6), Medium (8-10), Large (12-14). State size: Small, Medium, or Large.

X 923-6472 B—Shipping weight 1 lb. 4.77

L DELUXE COWBOY OUTFIT. The wide-sweep cotton corduroy pants and vest are ornately embroidered. Cotton-twill back-pants. Sanforized cotton plaid shirt has string-tie. Brown/beige. Sizes: Small (4-6), Medium (8-10), Large (12-14). State size: Small, Medium, or Large.

X 923-6506 B—Shipping weight 1 lb. 2 oz. 5.47

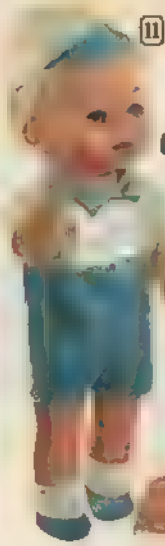
M DELUXE COWGIRL OUTFIT. Cotton corduroy vest and skirt, rayon fringe trim. Sanforized cotton plaid blouse. Brown/beige. Sizes: Small (4-6), Medium (8-10), Large (12-14). State size: Small, Medium, or Large. Ready to star in any "Western."

X 923-6498 B—Shipping weight 1 lb. 2 oz. 5.47

N NURSE COSTUME. With nurse's authentic insignia on cap and cape. The white cotton costdress sports a convertible collar, white belt. Jaunty blue cape, with tab-closed mandarin collar. R.N. nameplate badge completes the realism. Sizes: Small (4-6), Medium (8-10), Large (12-14). State size: Small, Medium, or Large.

X 923-6449 B—Shipping weight 1 lb. 3.77

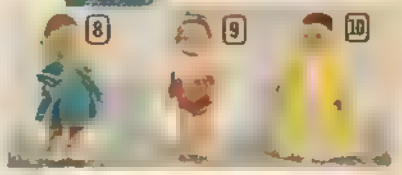
SAVE THIS CATALOG! You can order toys all year 'round—they'll be available till September 21, 1964



11 TINY CHATTY BROTHER 15 in. $8.99

7 15 in. $6.66

TINY CHATTY BABY



Tiny Chatty Baby and Her Friends

6 **Happy and Nappy Twins and Their Lawn Swing**—they love to swing back and forth—makes Happy smile, rocks Nappy to sleep. Wear matching outfits. Rooted hair, soft bodies. Happy, moving eyes, Nappy, painted eyes. Abt. 17 in. Wood swing, easy to assemble.
48T3968—Set Wt. 7 lbs. 8 oz. **$10.99**

7 **Adorable Tiny Chatty Baby**—just 15 in. tall. She says 11 different things at random, like "Hi Mama," "Doggie, Bow-Wow"—just pull the "magic ring." Rooted pixie haircut can be brushed, combed; wears rompers, with attached panties, slipper socks, lace-trimmed bib. Moving eyes, fully jointed. Other outfits sold below—(8)-(10).
48 T 4280—Ship. wt. 2 lbs. . **$6.66**

8 **"Bye-Bye" Coat and Matching Bonnet.** (No shoes.)
48 T 4240—Outfit. Wt. 5 oz.. **$1.89**

9 **One-Piece Romper Suit,** matching hat and sandals.
48 T 4241—Outfit. Wt. 4 oz.. **$1.49**

10 **Terry Cloth Hooded Robe,** cozy nightie and slippers.
48 T 4242—Outfit. Wt. 7 oz [redacted]

11 **Tiny Chatty Baby Has a New Twin Baby Brother**—he laughs, cries and talks, says 11 things when you pull the ring. He's 15 in. tall, send for him to keep Tiny Chatty company. Wears one-piece suit, with matching cap, slipper socks. Rooted hair, moving eyes, fully jointed.
48 T 4281—Ship. wt. 2 lbs.... **$8.99**

12 **Tiny Chatty Baby Gift Set** like (7) but dressed in party dress, panties, shoes and socks, plus romper suit, hat, sandals, coat, matching hat. Gift packed.
48 T 4282—Wt. 4 lbs.. Set **$10.99**

13 **Big Chatty Baby**—more talkative, more lovable, she now says 18 *different* things—laughs, cries, jabbers like a real baby. Comb, brush her rooted hair, has moving eyes, is fully jointed. Wears rompers with pinafore, slipper socks. About 18 in. tall.
48 T 3897—Wt. 3 lbs. 3 oz. **$11.99**

14 **Chatty Baby 9-Way Stroll-A-Buggy** converts easily into 8 other doll accessories—see sketches. Strong washable vinyl, sturdy steel frame holds up to 20-in. doll. Easy to assemble. (No doll.) *Mail.*
48T5667M Wt. 10 lbs. 8 oz. **$10.99**

15 **New Playtable for All Chatty Dolls**—also converts to rocker and car seat. Plastic chair, all-metal table top colorfully lithographed. Chrome-plated tubular steel legs, frame, plastic wheels. Easy to assemble. (No doll.) *Mail*
48 T 4414 M—Ship. wt. 6 lbs. **$5.99**

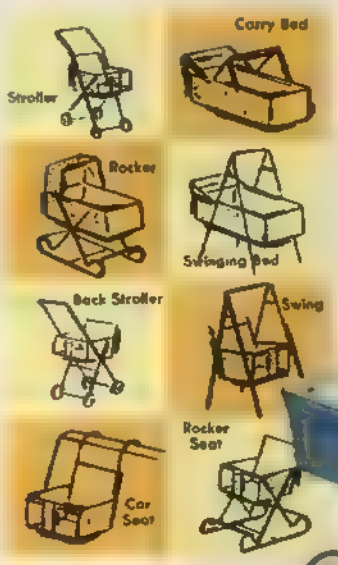
16 **3-Pc. Nursery Set**—custom-styled for Tiny Chatty Baby, Baby Brother, Chatty Baby. Matched crib, chair and wardrobe with drawer, hangers, rod. Wood legs, sturdy corrugated board—all easy to assemble. (No doll.) Ship. wt. 6 lbs. 8 oz.
48 T 4411 Set. [redacted]

12 Tiny Chatty Gift Set $10.99

13 Big Chatty Baby 18 in. $11.99

16 Chatty Needs A Nursery Set $4.44 3 Pcs.

15 Chatty's Playtable $5.99



14 9-Way Buggy $10.99

SEE HOW WE HAVE GROWN
NOW WE ARE

Toddlers

2
$3.99

SHE DRINKS
SHE WETS
SHE WALKS
WHEN
GUIDED

1
$5.99

(1) **It's A Playful Tug-of-War** between this toddler and her floppy eared Basset Hound pull-along. Toddler walks when guided, drinks from her own bottle, then she wets. She wears comfy tucked flannel pajamas and terry cloth bib, carries her fleecy blanket. Fully jointed vinyl body, rooted hair, moving eyes. About 23 in. tall. *Mattel.*
48 T 4225 M—Wt. 3 lbs. 4 oz. **$5.99**

(2) **Playful Basset Hound** of softest rayon plush has pompon nose, felt eyes, tongue. About 19 in. long—nose to tail.
48 T 6835—Ship. wt. 2 lbs. . **$3.99**

Exquisite Imports

(3) (4) **Pretty Little Misses** traveled across the sea all the way from West Germany to join you for Christmas. Lovely features, soft-as-silk rooted hair, moving eyes, fully jointed vinyl bodies move with ease. Each dressed in her little girl fashions. About 12 in. tall.

(3) **Blond Miss** wears blouse, skirt, vest, shoes, socks.
48 T 3854—Ship. wt. 1 lb. **$3.98**

(4) **Ready to Go Calling** in shirt, leotards, fleecy coat, hat, shoes.
48 T 3853—Ship. wt. 1 lb. . **$3.98**

(5) (6) **Tiny Kissy and Baby Kissy** make their hands go patty cake and they will pucker up their lips and give you a treasured "smack" as long as you remember they love to be sewn up in their

(5) **Tiny Kissy** wears dainty, ruffled rompers, bonnet, shoes and socks. She has rooted hair, moving eyes, fully jointed vinyl body. About 17 in. tall. Ship. wt. 2 lbs. 8 oz.
48 T 4383 **$8.77**

(6) **Baby Kissy** is so affectionate and she's so adorable in her starched organdy dress, panties, booties. Rooted hair, moving eyes, fully jointed vinyl body about 23 in. tall. *Mattel.*
48 T 4227 M—Ship. wt. 5 lbs. **$12.99**

Baby "Two Dear"

(7) **Remember Baby Dear and Baby Dear One**? Now she is a sturdy, stand-up toddler of two. See how big she has grown, how much more pretty, soft rooted hair has become. Looks so lifelike, chubby cheeked and dimpled, wears her [illegible] dress trimmed with lace, ruffled panties, shoes and socks. Moving eyes, fully jointed vinyl body. About 17 in. tall. *Mattel.*
48 T 4226 M—Ship. wt. 4 lbs. **$9.99**

6
23 IN.
$12.99

7
17 IN.
$9.99

Beautiful Bride and Her Trousseau

8
20 IN.
$5.66

8 Radiant Bride Complete with Trousseau. She's ready for the church in her wedding gown with taffetta underskirt, crinoline veil, sandals, earrings, lingerie. Fully jointed, moving eyes, rooted hair. Trousseau includes coat, party dress, sun dress, slacks, skirt, blouse, shorts set, playsuit, necklace, comb, brush, mirror. Abt. 20 in.
48 T 4211 Ship. wt. 1 lb. 10 oz. $5.66

9 Perfect Playtime Companion for any little girl: she's so proud of her pinafore dress and silky behaved hair. Also wears shoes, socks, panties. Moving eyes, rooted hair, fully jointed vinyl body. About 13 in.
48 T 4212—Ship. wt. 1 lb. $2.98

10 Precious Pigtailed Toddler, dressed in her smock dress, ready for school or playtime. Shoes, socks, panties too. Moving eyes, fully jointed, rooted hair. Abt. 17 in.
48 T 4213—Ship. wt. 1 lb. 8 oz. . $3.98

11 So Well Dressed, So Well Behaved, she loves to go visiting in her velvet jumper and lace-trimmed blouse. Wears panties, shoes and socks. Her rooted hair is done in the latest "twintail" pixie fashion, tied with perky bows. Moving eyes, jointed vinyl body, about 18 in. tall
48 T 4215—Ship. wt. 2 lbs. . [illegible]

Use your Credit—Charge it!

Save This Catalog—Toys Available Until October 1, 1964

12 Chatty Cathy, Charming Chatterbox—pull the "Magic Ring" and she says 18 *different* sentences at random. Wears new velvet and lace dress, panties, shoes, socks. Rooted hair in twin ponytails. Fully jointed, moving eyes. About 20 in.
48 T 4243—Auburn. Wt. 3 lbs. 11 oz. $11.66
48 T 4115 Brunette. Wt. 3 lbs. 11 oz. 11.66
48 T 4145—Blond. Wt. 3 lbs. 11 oz. .11.66

13 Slacks, Top, Sandals, Beach Hat.
48 T 4244—Outfit only. Wt. 6 oz. $1.99

14 Pajamas, Scuffs, Night Cap.
48 T 4136—Outfit. Ship. wt. 6 oz. $2.44

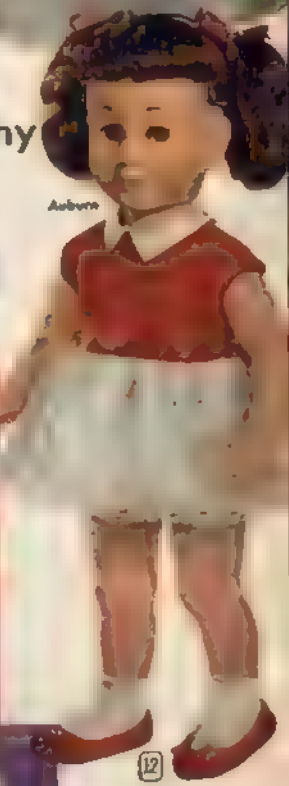
15 Velvet Coat, hat. (No shoes, socks)
48 T 4134—Outfit only. Wt. 6 oz. $2.44

16 SAVE $2.10—Chatty Cathy (12) and her velvet coat with fur-like collar, hat, slacks, top, sandals, beach hat in gift set
48 T 4284 Ship. wt. 3 lbs. . . . . Set $13.99

17 Chatty Cathy's Own Bed—high-impact plastic with ruffled spread, canopy cover and pillow. 23¼x12¼x20½ in.
48 T 4527 M—Ship. wt. 3 lbs. *Mail.* $5.66

18 Pity Poor Pearl, she's so tattered and bedraggled—turn her into a beauty with party dress, slip, shoes, socks, locket. Style her hair with brush, comb, let her see herself in her mirror. Fully jointed, rooted hair. Abt. 18 in. Coloring Book incl.
48 T 4216—Ship. wt. 1 lb. 12 oz. $5.79

NEW Chatty Cathy



Set
$13.99

12
20 IN.
$11.66

CATHY'S BED
$5.66

17

Baby Bundles from Doll Heaven

(1) **This Smart Little Miss** can call Ma-Ma and Da-Da, too, in her wee baby "voice." She drinks from her Magic Bottle—it seems to empty mysteriously then refills itself (see insert). Wears flannel dress, bootees, diaper. Accessories include extra dress, pajamas, diaper, shirt, pins, sponge, soap, powder puffs. Moving eyes, rooted hair, soft body, about 16 in.
48 T 4256—Ship wt 2 lbs. **$5.66**

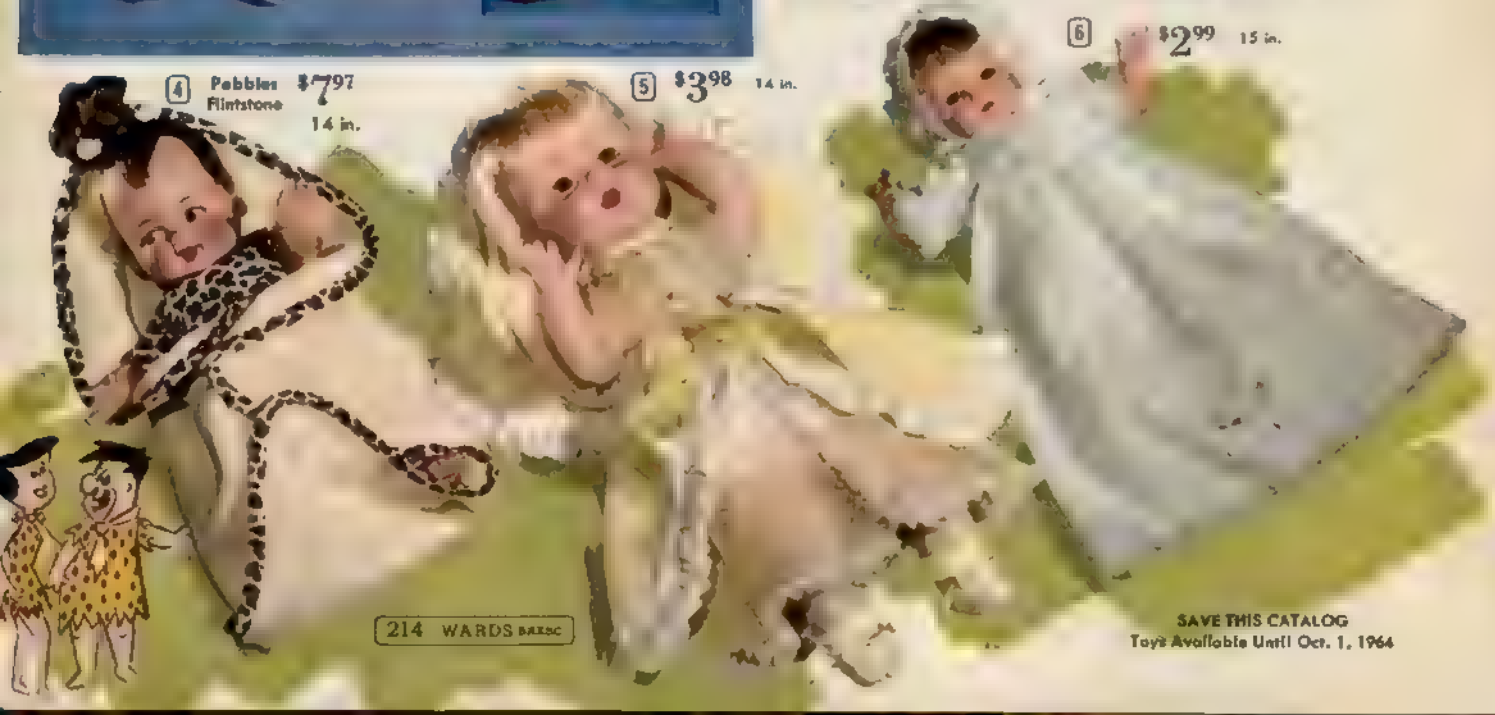
(2) **She's All Warm and Cozy** in her baby bulky knit sweater, lace-trimmed nylon dress. Has her own Magic Bottle (see (1)). Soft, new spongeable vinyl body, foam rubber stuffed. Rooted hair, moving eyes, about 20 in.
48T4143—Ship wt 2 lbs. 8 oz. **$5.99**

(3) **She's So Appealing** with her adorable smiling face, she looks like she may gurgle happily any minute. Wears lace-trimmed bonnet, nylon party dress, bootees. Rooted hair, moving eyes, soft body, about 22 in. tall.
48 T 4257—Ship wt 3 lbs. **$5.99**

(4) **Pebbles, Bouncing Baby from Bedrock**, new addition to the Flintstone family—see her on TV. Snugly wrapped in her fleecy blanket and pretend "animal skin" pajamas. She has rooted hair in the latest prehistoric pony tail complete with make-believe bone. Painted eyes, soft body, about 14 in.
48 T 4059—Ship wt 1 lb. 6 oz. **$7.97**

(5) **Little Mothers** will love and protect this precious newborn baby, she has a chubby-cheeked baby face. New soft vinyl body, foam rubber stuffed, is spongeable for added playtime fun. Rooted hair, moving eyes. Wears dotted nylon robe, diaper, bootees, wrapped in her own toasty warm blanket.
48 T 4258—14 in. Wt 1 lb. 1 oz. **$3.98**
48 T 4259—20 in. Wt 2 lbs. 8 oz. **$5.98**

(6) **Wee One in Her Christening Dress**, lace trimmed bonnet, knit panties, bootees. She's being such a good baby with her sweet face and pretty rooted hair. Soft body, moving eyes. About 15 in.
48 T 4260—Wt 1 lb. 8 oz. **$2.99**



SAVE THIS CATALOG
Toys Available Until Oct. 1, 1964

HEADLIGHTS FOR NIGHT DRIVING

New! Only from Penneys

ELDON

SEBRING SPECIAL ROAD RACE SET

No money down **15.88**

Giant set with 2 pre-assembled, pre-wired, interchangeable metal chassis

- Four interchangeable sports car bodies
- 14 feet of high speed racing track

PENNEYS SEBRING SPECIAL ROAD RACE SET BY ELDON. You race full out down the straight, matching your skill and speed against your opponent. You face the tricky "one-only" chicane, and then into the first of six curves, past the automatic 50-lap counter. On into the night you go headlights blazing down the track. Your speedometer indicates 150 scale miles per hour as you whiz to the finish and the winner's flag.

You have the race car of your choice—Ferrari, Lotus, Porsche or Corvette Sting Ray—one of four interchangeable plastic sports car bodies. All car bodies fit two interchangeable chassis. Dual speed rear axles—you adjust gear ratios for desired speed and acceleration. 2 pistol-grip speed controls, rheostat switches. Entire circuit has 14 ft. of plastic track: 12 curved, 11 straight, and 2 short straight pieces, 2 chicane sections, 8 bridge supports, 10 curve supports, 10 fence sections for the hazardous curves. Decal set. Powerpack operates on 110-120 volts, AC. UL listed.

X 924 0813 A—Shipping weight 8 lbs. 15.88

SAVE THIS CATALOG!
Order toys now and anytime until September 20 1965

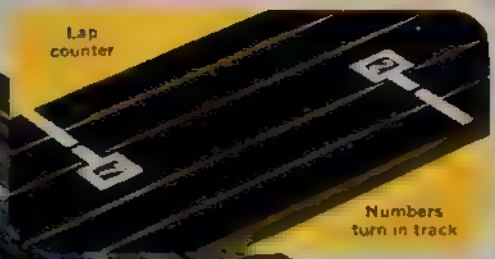
Blaze down the elevated track.
Watch it—here comes the first curve!
Slide in and out of the second curve and
give it the gun down the lightning-fast straightaway!

HO-scale road set . . .

DESIGNED EXCLUSIVELY FOR PENNEYS

Endorsed by world-famous racing driver, Stirling Moss—
winner of 16 Grand Prix events, the Mille Miglia,
and many more

MODEL AURORA MOTORING



Complete set . . . only

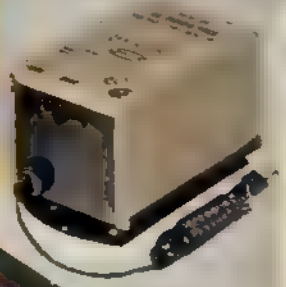
15.88

PENNEYS ROAD RACE SET Thrills, spills and excitement—its Corvette versus Jaguar XKE as you test your driving skill lap after grueling lap. Fast high performance motors; variable speed control for each car with throttle forward, reverse and brake controls. Track sections included in set are: eight 9-in. curve, five 9-in. straight, one 9-in. terminal, two banked curves for third, a minute for us racers keep up high speeds in hairpin turns, lap counter section, 'drag' starting section for jack-rabbit starts, 4 trestles and rail post set complete the layout. Power pack operates on 110-120 volts AC. No down payment—see page 263.

X 923 9492 A—Shipping weight 7 lbs. 8 oz. . . . 15.88

Combining Section. Lets you add item [6] (opposite page)

X 924-1464 A—Shipping weight 4 oz. 67c



Track a-plenty to build this overpass road circuit

DOUBLE the speedway action!
DOUBLE the racing thrills!

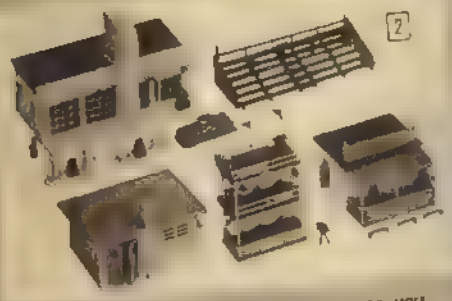
Not 2, but **4** hot stock cars are out for the cup here!

WATCH THEM ROAR BY!
OVER 15 FT. OF 4-LANE TRACK!

MODEL AURORA MOTORING

[1] Complete Set **28.88**

You're in complete charge! Four rheostat controls let you adjust speed, brake quickly, even shift to reverse.



[2] Set gives trackside realism to any race you stage. Colorful pieces are HO-gauge plastic; include everything from tires to grandstand.

[3] Finely detailed action cars, 2¼ in. long; even have rubber tires

[1] **AURORA 4-LANE SET.** Four souped-up competition-style racers zip into the first turn, fighting for the lead. You're out in front! Ease up—deadly bend ahead. You made it! Now into the straightaway—open her up and show the others your dust! Powered by Stirling Moss Thunder Jet 500 motors, these 2¼ in. long, metal/plastic cars hit speeds up to 600 scale miles per hour. 36 x 36 in. course is deceptive—hairpin turns come up fast, the straightaway and backstretch call for cool, skilled handling. Over 15 ft. of plastic track. 12 curved, 12 straight pieces. Uses one 18-volt powerpack, 110-120 volts, AC. UL listed.
X 923-5011 A—Shipping weight 8 lbs . . . 28.88

Aurora 9-in. Long Straight Track
X 923-4972 A—Wt. 3 oz . . . 59c

Aurora 6-in. Radius Curved Track.
X 923-4980 A—Wt. 3 oz . . . 59c

Aurora 9-in. Long Criss-cross Roadway.
X 923-4998 A—Wt. 7 oz. . . . 1.49

Aurora 9-in. Long Lap Counter
X 923-5003 A—Wt. 4 oz . . . 1.19

[2] **HO RACING ACCESSORIES.** Plastic sections realistically detailed. Set incl. a 3 x 4-in. wide pitstop with pneumatic jack, tires, gas drums, fire extinguisher, signs. 3 x 4-in. high judges stand with TV cameras, platform furniture, pennants, 2¼-in. high grandstand, 3¾-in. high gas station, and a 3 x 4-in. wide first-aid station.
X 923-5078 A—Shpg. wt. 1 lb. 2 oz. . . . 3.67

[3] **JAGUAR XKE.** 1/32 scale. Plastic and metal
X 923-5052 A—Shpg. wt. 2 oz . . . 2.29

[4] **CORVETTE "STING RAY."** Same construction as [3]
X 923-5045 A—Shpg. wt. 2 oz. . . . 2.29

New stock-car racer set

[5] **ATLAS OVER-AND-UNDER SET.** It's strictly a two-car race. Both get away lightning fast. The course is a tough-one misjudgment and you'll go into a deadly spin. Danger ahead at the narrow chicane—you just missed a deswiping #2 car—only one car can pass at a time! It's spine-tingling fun all the way. Track makes layout about 2½ x 6 ft. long. 6 curved and 6 straight sections plus chicane. Two rheostat controls let you adjust speed, brake quickly. Unlisted powerpack—110-120 volts, AC. See [6] below.
X 924-1431 A—Wt. 5 lbs. . . . 9.99

Design your own raceway

[6] **ATLAS N-LARGER SET.** Big assortment of roadway sections and accessories to make over 12 exciting layouts from set [5] above. Can be added to Penneys set (opp. page) with combining section. Ten 9-in. straight tracks, two chicane sections, four 6-in. straight tracks, two change-a-lane sections, six 9-in. curved tracks, one road and road crossing, 4-pc. roadway pier set and guard rail fence set.
X 924-1429 A—5 lbs . . . 11.88

Save this catalog—use it to order toys now and anytime till Sept. 20, 1965

Over-and-under excitement!

Over 6 ft. of tortuous track plus 2 high-speed racers!

[5] 9.99

Make 12 different racing layouts! [6]

Sky-high thrills with **new triple-level racing set**

CARS WHIZZ UP, OVER, UNDER—ZOOM AROUND BANKED CURVES!

complete set for only **23.66**

TRIPLE LEVEL ROAD RACE SET. By Eldon. A blur of action as cars roar up, down, and around this fascinating maze-like roadway! Set includes 4 interchangeable 1/32-scale plastic sports car bodies—authentically detailed Ferrari, Lotus, Sting Ray, and Porsche, with hand-painted drivers. 2 interchangeable chassis with dual-speed rear axles, carbon brush electric motors, clear windshields, rubber racing tires.

Power Pack transformer (110-120 volts, 60 cycle UL listed). 2 rheostat switches with speedometers. Automatic 50-lap counter near start finish station with colorful flags.

Over 20 feet of plastic track! All sections pre-assembled, pre-wired. 12 straight, 24 curved, 2 short-straight, 1 power track. 5 adjustable level supports, 16 bridge supports, 12 fence sections. Card decals and labels. Complete instructions.

X 924-1894 A—11 lbs. 5 oz..23.66

STARTER FLAGMAN for the authentic touch! Automatic timing device turns current on, starts cars at exactly the same time. Adjustable arm speed. Sturdy, bright blue plastic.

X 923-5623 A—Shipping weight 3 oz.....1.44

GRAND PRIX ROAD RACE

21.88

make cars switch lanes, block opponents, zip into escape route!

INTERNATIONAL GRAND PRIX ROAD RACE SET. By Eldon. Control speed of cars even while they're racing on the same track! Take a curve too fast and you'll "spin out" into escape lane! (Use escape route for exiting Le Mans Start, too.) 4 interchangeable 1/32-scale plastic bodies—Lotus, Sting Ray, Ferrari Porsche—with working headlights, race in the dark for the last word in "pro" thrills! 2 interchangeable chassis with dual-speed rear axles, metalized wheels, pre-wired carbon brush electric motors.

Selectronic Power Pack (110-120 volts, 60 cycle, AC, UL listed) plus 2 rheostat switches with speedometers. 2 change-lane switch tracks with push-button controls. 16 curved, 11 straight, 2 short straight, 1 power track, escape-route sections—over 17 ft. of plastic track in all. Banked-curve and bridge supports; track fence sections. Automatic 50-lap counter. Flags, poles, decals, complete instruction manual.

X 924-1902 A—10 lbs. 2 oz..21.88

Extra track sections

TRACK SECTIONS. Not shown. Pre-assembled, pre-wired. Asphalt-black plastic. For Eldon sets.

X 923-5581 A—Straight 5¾ in. Wt. 4 oz.....39c
X 923-5599 A—Curved. 7 in. Wt. 5 oz.....59c
X 923-5615 A—Chicane. Shpg wt. 5 oz.....1.44

World-famous racers with friction-powered motors

WORLD-FAMOUS RACERS. "Stable" of 6 Grand Prix cars includes Vanwall, Ferguson, Lola Climax Porsche, Cooper, and Cooper Formula I—all top money winners! Meticulously detailed high-impact plastic, brilliant colors. Hi-power friction motors, rubber wheels. Each car about 6 x 2 in.

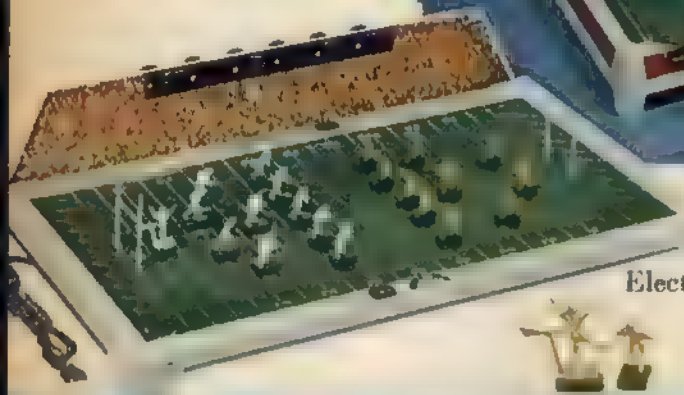
X 923-8783 A—Shipping weight 1 lb. 6 oz....1.99

Save this Catalog—order toys anytime—available until September 20, 1965. No money down when you buy with Credit Command—see page 283.

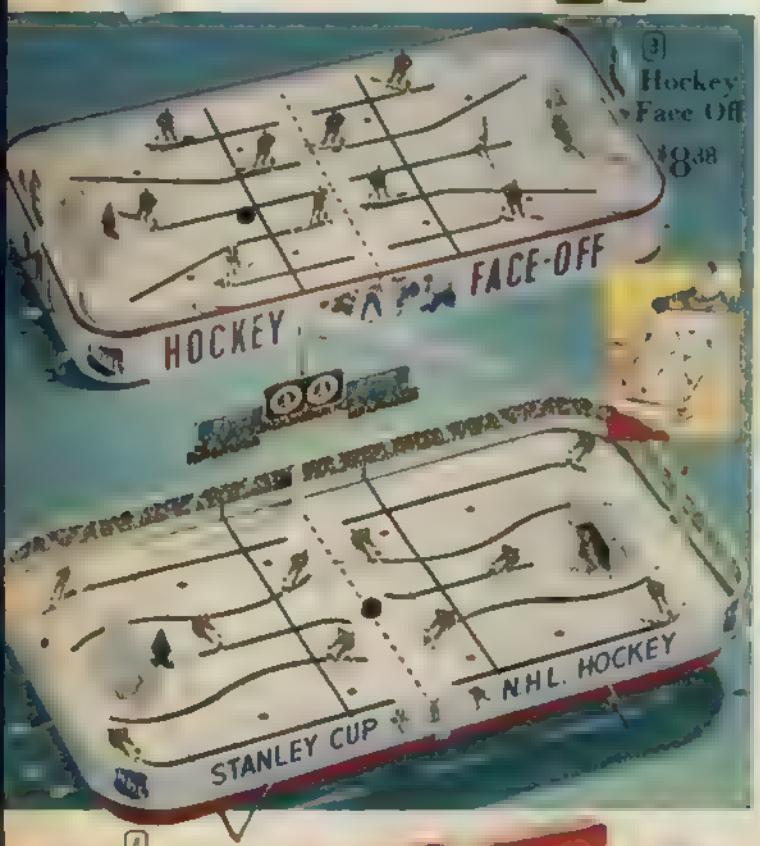
Deluxe Electric FOOTBALL GAME

- Playing Board over 3 feet long
- 3-dimensional "sculpt-action" players simulate real-game action
- Offensive and defensive players run, block, and tackle
- Kicker-Passer for each team kicks with foot, passes with arm
- Paints and Press-on Numerals

1 $12.49



2 Electric Football $5.66

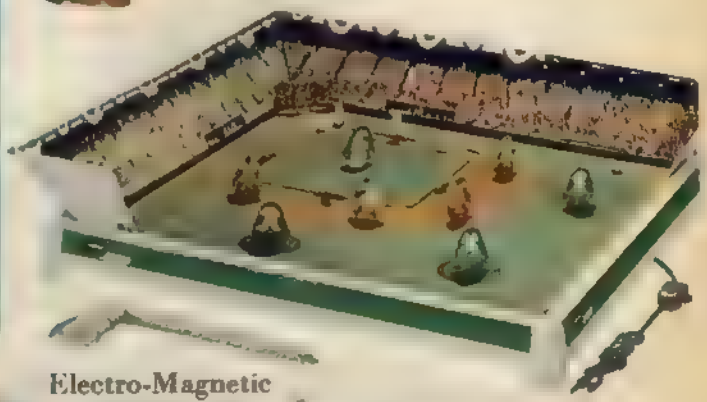


3 Hockey Face Off $8.88

4 National League Hockey $11.88

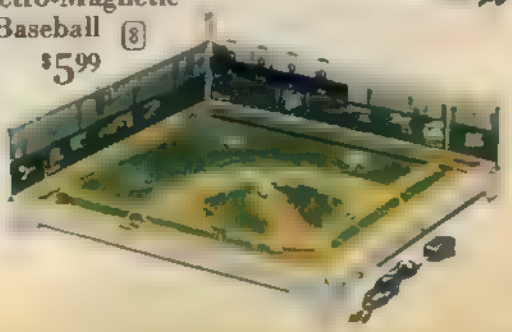
6 Golferino $12.88

7 Electric Baseball $12.49



Electro-Magnetic Baseball 8 $5.99

5 Bas-Ket $3.33



All-Time Favorite
BUILD A REAL ESTATE EMPIRE
$4.99 Larger Set
$3.99 Regular Set
B
MONOPOLY
MONOPOLY
A
Shooting Gallery
$4.99
Miss Popularity $4.66
D
Miss Popularity Game
all girls have to play
Game of Life $4.66 E
THE GAME OF
C $2.88
Michigan Rummy
LIE DETECTOR
MUSINGO
BY MATTEL
Musingo $2.99
G
F Lie Detector
$3.77
SKEE BALL
High Gear Game
$3.99
J
H Skee Ball
$4.49
RAESC 317

Action Games

(1) **Deluxe Electric Football Game.** 34 players—offensive and defensive—in realistic 3-D design. Set up actual offensive and defensive formations. Bowl photo grandstand with score board. Yardage, ball marker, 10-yard marker. Press-on numbers. Players run on Vibra-action legs. Paint set to make up teams in school colors. *Mailable.*
48 T 1066 MO—About 37½x20¾ in. wide. Ship. wt. 9 lbs. 12 oz. . . . **$12.49**

(2) **Electric Football Game.** Four different 3-dimensional action posed players, make 2 complete teams. Linemen, ends, offensive and defensive backs run, block, tackle, pass and fumble . . . make the game realistic. Each team has a Kicker-Passer that actually handles the ball like a real player. Press-on numbers to identify players. Yardage, ball and down markers help simulate actual game. About 26¼x15¼x1¾ in. overall. Loads of fun for ages 8 and up.
48 T 741 M—*Mailable.* Ship. wt. 4 lbs. 6 oz. **$6.66**

(3) **Fast Action Hockey Face Off.** An exciting game sure to delight any youngster on Christmas and any day of the year. A realistic action, fun-filled game for the whole family. All players move along the ice as in real hockey. Defensemen can advance to center of ice. Plastic scoreboards at each end. Play the world's fastest sport. About 32x16x4 in. overall.
48 T 732 MO—*Mailable.* Ship. wt. 9 lbs. 8 oz. **$8.88**

(4) **All The Thrills of Real Hockey.** New wide open play pattern—even behind nets. Red light flashes when goal is scored. Realistic sticks that can shoot lift shots. Puck dropper. Realistic rink with rounded corners has bleacher audience. Abt. 35x21x9½ in. overall.
48 T 731 MO—*Mailable.* Ship. wt. 11 lbs. **$11.66**

(5) **Bee-Ket, Basketball in Miniature** with a thrill a minute. Shoot the ball from any position . . . rules and scoring like real basketball. Steel mechanism abt. 20x12-in. court. For 1 to 6 players, ages 7-up.
48 T 794 M—*Mailable.* Ship. wt. 3 lbs. 8 oz. **$3.33**

(6) **Golferino** . . . a complete 9-hole miniature golf course realistically molded in sturdy plastic with all the hazards. Press button to make golfer hit the ball. When ball goes in last hole, a bell rings and a golden-colored loving cup pops out. Rules, scorecards included.
48 T 970 M—About 22x23 in. *Mailable.* Ship. wt. 9 lbs. 8 oz. **$12.88**

(7) **Classic Electric Baseball Game.** Exclusive pistol-grip "Pitcher-Fielder" throws curves, fast balls, slow balls, fields grounders, makes put-out-throws. Players bat magnetic ball right or left handed, then true-to-life figures run or steal bases. Fielders catch flies, make double plays. Game can duplicate every baseball play. Follow regular baseball rules. World Series crowd in background. Ages 9 and up. *Mailable.*
48 T 1065 M—About 23¾x23¼x3 in. Ship. wt. 9 lbs. 12 oz. **$12.49**

(8) **Electro-Magnetic Baseball** is the Big League of fun. It's "Batter-up" when players take positions. Push a button . . . the mechanical pitcher hurls the ball . . . batter hits . . . magnetic ball adheres to field, players or fence to show whether it's a hit, strike-out or walk. Masonite field, metal frame, fences. Capacity Bleacher crowd. Electric motor is UL Listed. 4 Base runners, ball, scoreboard, instruction included. About 21x21x6 in. overall. For ages 5 and up.
48 T 740 M—*Mailable.* Ship. wt. 4 lbs. 4 oz. **$5.99**

Just "Charge It" see Pg. 367

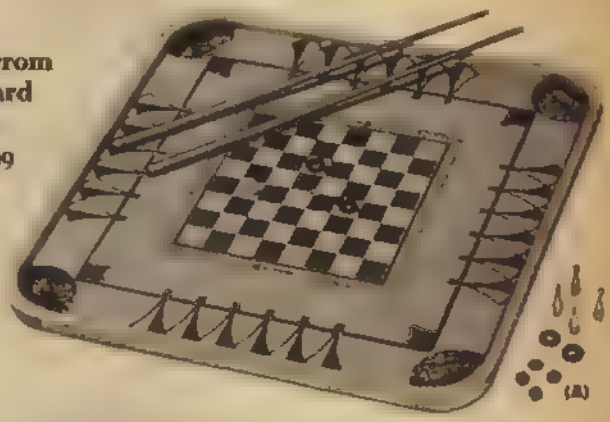
Save this catalog! Toys available until Oct. 1, 1964

Goody Says Give This Hole-In-1 Special The Whole Family Will Say It's An Above Par Gift

Mini-Golf 6-Hole Course $3.99

Mini-Golf For Golfing Fun Year 'Round. Crazy golf in miniature with a complete area for each hole. There are six fascinating holes in a fun putting course just the right size for a table-top game of golf. Each hole is printed in yellow with red numbers on a green background. Molded in tough high-strength plastic. Just a flick of the rubber mounted figures and the ball is on the way. Each hole is different with its own hazards and requires a new approach for the lowest score. Complete with 2 miniature clubs, 2 balls and pad of score cards. Any number can play . . . ideal family fun.
48 T 1091—Size about 22½x15¾x1½ in. Ship. wt. 3 lbs. **$3.99**

Carrom Board Set $6.99



Enjoy Carrom and 105 Other Games such as Checkers, Chess, Pool, 10-Pins on this all wood board. Plywood center with red and black printed diagrams, official 28½ in. sq. Round corners and rim construction, reversible net pockets, new "furniture finish" surfaces. Rule book and equipment including cues.
48 T 710 MO—Ages 6 and up. *Mailable.* Ship. wt. 9 lbs. **$6.99**
48 T 711—29 Extra Plastic Carrom Rings (A) Ship. wt. 8 oz. **89c**

Feed The Hungry Frog—Bop The Beetle! Hit one of these crazy beetles with the special "bopper" . . . If you're a good shot it flies into frog's mouth and BANG—the trap snaps shut. ((But it won't pinch fingers.) A game of skill and fun for ages 6 and up. Includes two 5½-in. unbreakable plastic Beetles, two 19-in. Beetle Boppers and big 12-in. wide frog trap of sturdy polyethylene plastic.
48 T 797—Shipping weight 3 lbs. **$3.99**

Big 4-Game Alley $3.98

Bowling, Skittball, Horse Racing, Shuffleboard—play all 4 on this alley. Hardwood frame with Yellow hardboard alley stenciled in black and red. Return rail, scoring bell and accessories for 4 games incl. Abt. 52x11x23 in. high. Ages 6 and up. Ship. wt. 8 lbs.
48 T 1017 M—*Mail.* **$3.98**

Favorite Target and

Rabbit Hunt $2.77

just wind it up . . . make it run-rabbit-run—hit it on the go

A **Test your skill!** Wind up rabbit and let him go . . . he moves in circles or goes straight. *Test* your aim . . . see if you can hit him on the run with one of the rubber-tipped darts. Children will love playing this exciting game, indoors or out. Includes realistic looking mechanical rabbit, of sturdy plastic, about 9 in. long; double barrel plastic shotgun, 23½ in. long 3 harmless suction-cupped darts. Fun for the entire family . . . the whole year 'round

48 T 937M—Ship. wt. 2 lbs. *Mailable.* $2.77

New Bop-A-Bear $10.99

bag big game . . . make ferocious grizzly bear roar and run

B **Battery-Operated Grizzly Bear Target.** indoor-outdoor hunting fun with life-like plastic grizzly and big game gun with over-under barrel. Bear moves, hunter sights and fires . . . bear roars angrily as he's hit, turns on his heels and scrambles away. Hunter fires again (without reloading) and bear roars and turns again. Bear 10½ in. long, plastic spring-action rifle 28 in. long, 6 harmless suction cup rubber darts. Needs 4 "D" cell batteries, order Page 301. *Mailable.*

48 T 728 M—Ship. wt. 2 lbs. 8 oz. . . . $10.99

Duck Shoot $3.99

C **The Moving Target Game** to improve your marksmanship. Ducks-in-flight revolve around a sturdy steel stand. Features included in game are a gravity-powered target, a powerful plastic dart rifle and three harmless rubber-tipped darts. The whole family will want to line up and try to knock down the moving ducks. For ages 5 and up. Use indoors or out. *Mailable.*

48 T 1021 M—Ship. wt. 4 lbs. 8 oz.. . . $3.99

Mother Hen Target $1.98

E **Ring the Bell, Mother Hen Lays An Egg** Large Mother Hen sits in colorful barnyard scene. The trick is to hit the egg-target on the hen. When you do a bell rings and transparent egg drops into basket below Harmless plastic pistol, 3 suction cup darts, 4 plastic eggs, and target abt. 12x8 in. wide

48 T 1099—Ship. wt. 2 lbs. Imported.. .$1.98

Bottle Buster Target Game $3.99

D **Bookin' Tootin' Western-styled Target** for sharp-shootin' lawmen. Line "bottles" up in a row and start tanning your pistol! Set 'em up for another 'round. Three 9-in. plastic bottles "break" apart when hit reassemble sections for continuous play "Break-action" pistol opens, loads like real gun. Of sturdy plastic with aluminum barrel. 4 harmless plastic bullets. Fun for all.

48 T 756M—Ship. wt. 2 lbs. 12 oz. *Mail.* $3.99

Save this Catalog! Toys available until October 1, 1964.

Crow Shoot $1.66

F **Favorite Shooting Skill Game** . . . Hit birds sitting on the rail. Make them spin around, fall off steel rod fence. Lithographed backdrop of colorful farm scene. With 10 corks for ammunition, steel bar fence rail, double barrel safety gun with wood stock. Gun is about 21 in. long. Provides lots of fun for the whole family, indoors or out

48 T 1018—Ship. wt. 1 lb. 6 oz.

Just "Charge It!"

SEE PG. 347 FOR COMPLETE DETAILS

that all little mothers love

[A] ENGLISH STYLE DOLL COACH. She'll stroll in style with this deluxe English type pram. Four suspension springs cushion the ride—no sudden jolts or jars to "wake up drowsy dolls." Attractive crests add a smart touch to the durable hardboard sides, smoothly finished in medium-blue color with off white trim. Protective metal rim for extra rigidity. Four-bow hood is covered with thick, embossed off-white vinyl plastic with blue welting. Carriage lined with same easy-to-clean material. Mirror-bright chrome-plated tubular undergear and handle (26 in. high). Big 8½-in. rubber-tired wheels. Hand brake. Coach body is 24 in. long, holds a doll as big as 22 in. long. [Doll shown not incl.] Semi-matchable—see page 81 for details.
X 927-1651 A—Shpg. wt. 17 lbs. 9.97

[B] FOLDING DOLL-CARRIAGE. The convenience of foldaway styling plus the smooth-strolling ease of barrel-spring suspension. Smart two-tone body of quilted embossed vinyl plastic—solid red with red/blue print on white (Fabric matches stroller [C] on this page.) So practical—spills and soil wipe off with damp cloth. Body 10 x 24 in. long. 4-bow hood with visor. Bright chrome-plated tubular steel undergear, handle, and hubcaps. Two-tone heavy-steel frame with brake. 6-in. wheels, red vinyl plastic tires. 29 in. high to handle. Sturdily made—Penney-priced for value.
X 927-1669 A—Shpg. wt. 8 lbs. 4.67

[C] FOLDING DOLL-STROLLER. Smartly styled—from its red vinyl plastic tires to its gay cotton-fringed canopy. Pair it with color-matched carriage [B] above, for a gift she'll never forget. Seat, canopy, and shopping bag of wipe-clean vinyl plastic—embossed, and quilted for extra durability. Solid red with attractive red/blue print on white background. Bright chrome-plated tubular steel handle measures 28 in. high. Steel frame is color-striped to match fabric. White polystyrene plastic tray. Molded metal footrest, spring lock clips. 6-in. wheels with vinyl plastic tires and hubcaps.
X 927-1677 A—Shpg. wt. 5 lbs. 4.67

[D] ENGLISH STYLE DOLL COACH. Deluxe quality, fine styling—extra-easy handling, too, even for very little girls. Four-spring suspension for smooth, bump-free action. Bright chrome-plated tubular steel undergear and handle—measures 28 in. high. Three-band hood covered in embossed vinyl plastic. Body sides of rugged Duron-finished hardboard in bright red—measures 17¾ by 11¼ in. wide. Protective bright chrome-plated steel rail for extra durability. Hand brake. 6-in. wheels with vinyl tires.
X 927-1685 A—Ship. wt. 10 lbs. 7.97

[E] DELUXE ENGLISH-TYPE DOLL COACH. Big and beautiful—"any doll would be proud to ride in it." Crest-decorated navy blue body of hardboard with Duron plastic finish—measures a full 13 x 26 in. long. Fully lined. Upholstered rail. Four-spring suspension for smooth rides. Bright chrome-plated tubular steel undergear and handle. Handle 28 in. high. Four-band hood with sun visor of heavy embossed vinyl plastic. Storm-shield. 10-in. wheels, white rubber tires. Semi-matchable—see page 81 for details.
X 927-1735 A—Wt. 18 lbs. ...13.97

[G] LARGE FOLDING CARRIAGE. Fold-away design that's easy to tote—and there's lots of room in this attractive carriage. Blue quilted vinyl plastic body measures 12½ x 28 in. long—holds one 25-in. doll, or several smaller dolls. Barrel-spring suspension cushions against bumps, uneven pavement. Bright chrome-plated steel undergear and tubular handle (31 in. high). Full-padded rail. Brake. Bright chromed fenders and hubcaps. Adjustable four-bow hood with visor.
X 927-1693 A—Wt. 9 lbs. 7.47

[H] CUTIE STROLLER AND DOLL. Twice the fun to give or get. Folding stroller has sturdy metal frame and handle. Seat, canopy and shopping bag of embossed vinyl plastic in a blue/white posy print. Handle measures 27 in. high. Cutie doll has contoured body and head of durable plastic. She sleeps, drinks, wets. Arms jointed at shoulders, legs at thighs. Movable eyes. Wears pretty cotton flannel playsuit in flower print. With bottle.
X 927-1743 A—4 lbs. 8 oz. Both 4.97

[J] AN ADJUSTABLE FOLDING STROLLER. As practical as it is pretty. Handle height adjusts from 28 to 31 in.—"grows" as child grows. Seat-back adjusts three ways—for strolling, lounging, or sleeping. Bright chrome-plated tubular-steel construction. Two-tone seat and canopy of quality-quilted and embossed vinyl plastic. Medium blue with fresh, neat blue/white flower-sprigged print. Canopy trimmed with cotton fringe. Brake, wire basket, adjustable wire foot rest.
X 927-1701 A—Wt. 8 lbs. 7.47

[K] 5.97

- *New walk-talk idea!*
- *For Chatty Cathy!*
- *For Chatty Baby, too!*
- *Now doll can talk as it's walked!*

Mattel's new stroller for Chatty dolls

[K] NEW WALK 'N' TALK STROLLER. A great new design that little owners of Chatty dolls will love. Sturdy plastic strap fastens to doll's "Chatty strap," then leads to stroller handle so "little mom" can make her Chatty doll talk. Flip-back canopy, wardrobe carrier and seat of sturdy washable vinyl plastic in colorful print. Bright chrome-plated tubular steel handle is 28¾ in. high. Flat, rolled steel frame, embossed metal foot rest.
X 927-1776 A—Shipping weight 5 lbs. 5.97

She'll love a doll from Penneys too—see them all on pages 8 to 19

SAVE THIS CATALOG—order toys the year 'round—they're available from this book till Sept. 21, 1964

Your Choice

3.67

[L] [M] COLOR-MATED CARRIAGE AND STROLLER. Mix 'em, match 'em. Buy one or both—a perfect gift either way. Quilted embossed vinyl plastic—solid pink with pink/blue/gold print on white. Bright chrome-plated tubular steel handles, flat steel undergear with white baked enamel finish. 6-in. wheels.

[L] Carriage. Handle 28¾ in. high, body 9 by 21½ in. long. Three-bow hood with visor. Brake, spring-lock clips, printed mattress board.
X 927-1727 A—Carriage. Wt. 5 lbs. 3.67

[M] Stroller. Handle 28¾ in. high, body 10½ in. square. With shopping bag, cotton-fringed canopy. Molded metal footrest. Spring lock clips.
X 927-1719 A—Stroller. Wt. 4 lbs. 3.67

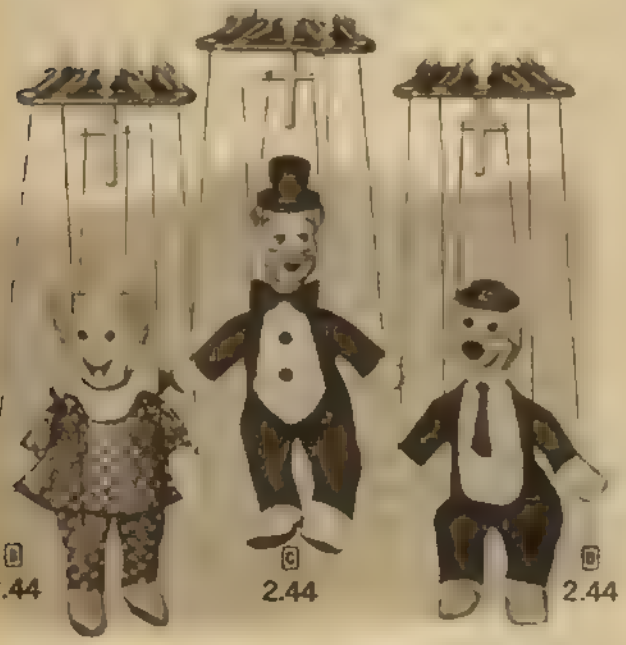
meet Puppet Friends

in make-believe land

Converts to Puppet Stage

A 3.66

Life-Sized Marionette Theater



B 2.44 C 2.44 D 2.44

E 3.49 Set of 4

G 3.49 Set of 4

A TWO-WAY PLAY THEATER. A handsome marionette stage when plastic curtain is in front—converts to puppet playhouse when curtain is in back. Made of reinforced fiberboard. Red-and-blue on white background. Theater measures 30½ x 58¼ in. high. Provides creative entertainment.
X 921-2424 A—Shipping weight 9 lbs. 3.66

B to D PADDLE PUPPINETTES. So easy to operate—children of any age can make them jump to life! Durable plastic push-lever paddle controls puppinettes made of gaily colored cotton and felt. All 12 in. tall. Shpg. wt. 12 oz. each.
X 921-2465 A—Bozo (B)
X 911-2481 A—Huckleberry Hound (C)
X 921-2473 A—Yogi Bear (D) ..... Each 2.44

E DISNEYLAND PUPPET SET. Stars famous Mickey Mouse, Minnie Mouse, Donald Duck and Pluto. All have soft vinyl plastic heads, colorful percale costumes, funny-squeaker voices. All 13½ in. tall.
X 921-2432 A—Shipping weight 1 lb. ..... Set of 4 for 3.49

G POPEYE PUPPET SET. Featuring Olive Oyl, Popeye, Wimpy, and Sweet Pea. Made with soft vinyl plastic heads, gaily colored percale costumes, squeaker voices. All 13½ in. tall.
X 921-2440 A—Shipping weight 1 lb. ..... Set of 4 for 3.49

plush, talking characters from TV land

H MATTEL'S MR. ED TALKING HAND PUPPET. What fun! Mr. Ed really talks—just pull Chatty-ring to operate patented voice unit (no batteries needed). Move his mouth as he talks. Soft vinyl-plastic head, rayon plush body, yarn mane. 12½ in. high.
X 921-2531 A—Shipping weight 1 lb. 12 oz. 4.99

J MATTEL'S TALKING CECIL HAND PUPPET. This lovable sea serpent says many things, such as: "There goes a good kid"—just pull the Chatty-ring. Move his mouth as he talks. Wiggly ears, rayon plush body.
X 921-2549 A—13½ in. long. Shipping weight 1 lb. 4.99

K MATTEL'S TALKING BUGS BUNNY HAND PUPPET. Wise-cracking Bugs says, "Eh, what's up, Doc?" and many other such phrases when Chatty-ring is pulled. No batteries needed. Gray and white rayon-plush with vinyl plastic face. 15 in. tall.
X 921-2556 A—Shipping weight 1 lb. 8 oz. 5.44

L MATTEL'S TALKING BUGS BUNNY DOLL. This "carrot-crunching" character is adorable in rayon plush, with vinyl plastic face and hands. Pull magic ring—you'll hear Bugs' voice wisecrack, "What's up, Doc?" and many other sayings. No batteries needed. 26½ in. tall.
X 921-2507 A—Shipping weight 3 lbs. 8.77

M MATTEL'S SISTER BELLE TALKING DOLL. Soft cotton body, cute plastic face, yellow yarn hair, removable striped cotton pinafore. Pull Chatty-ring and she says, "Sing me a song" and 10 other phrases. 17 in. high.
X 921-2515 A—Shipping weight 2 lbs. 5.44

N MATTEL'S CASPER, THE TALKING GHOST. The friendliest ghost ever! Says 11 ghostly phrases when you pull Chatty-ring. Soft white cotton terry cloth, hi-impact plastic head. 15 in. tall.
X 921-2523 A—Shipping weight 2 lbs. 5.44

P MATTEL'S TALKING BEANY BOY. Pull the Chatty-ring and Beany says one of 11 different phrases. Huggable "rag" doll with vinyl plastic head, feet, and hands. Beany-Copter hat. 17 in. tall.
X 921-2499 A—Shipping weight 3 lbs. 6 oz. 6.77

giant-size pets . . . ready for kids to "ride"

R RIDE-ON BEAR. Fine-quality brown rayon plush body, with steel-welded frame—holds up to 100 lbs. Sturdy plastic wheels. Locked-in eyes. 20-in. leash. 20¼ in. high. Semi-assembled—see pg. 81.
X 921-2457 A—Shipping weight 7 lbs. 7.99

S RIDE-ON DONKEY. Cuddly rayon plush outside—firmly stuffed with cotton inside. Grand for TV viewing. Sturdy plastic wheels. So big—23 in. high. Gray. Semi-assembled—see page 81.
X 921-2572 A—Shipping weight 7 lbs. 4.99

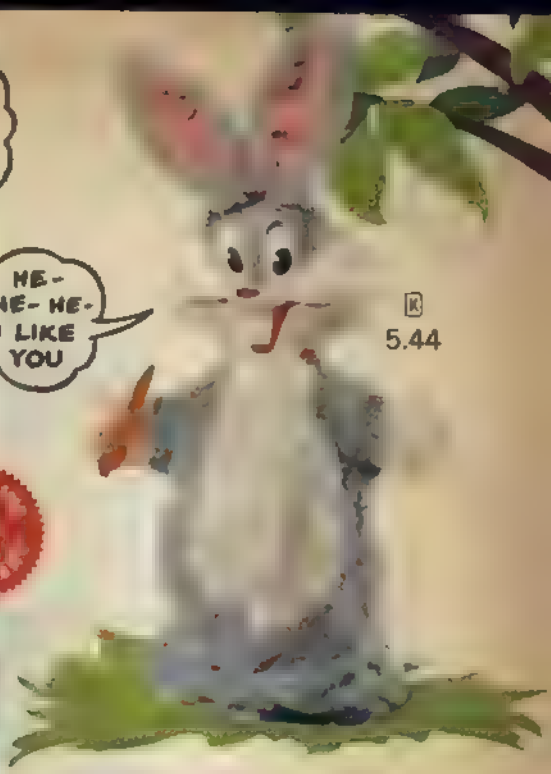
T RIDE-ON HORSE. All-rayon plush body with firm cotton stuffing. Colorful vinyl plastic head. Mounted on sturdy caster wheels. 22½ in. tall, 30½ in. long. Semi-assembled—see pg. 81.
X 921-2564 A—Shipping weight 5 lbs. 4.99

V TV POODLE. White short-pile rayon plush, rayon ribbon neck-bow. Floppy ears, red felt tongue, bobbed tail. Firmly stuffed with cotton. 24½ in. long, 28 in. high. Not assembled—pay shpg. on delivery.
X 921-2580 A—Shipping weight 4 lbs. 3.77

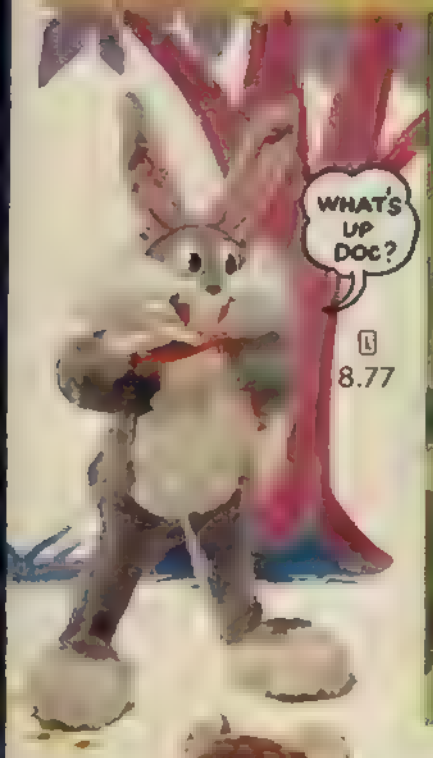
Buy toys with Credit Command—see page 79.

H 4.99

J 4.99



K 5.44



L 8.77

N 5.44

M 5.44

P 6.77

Order toys from this catalog the year 'round available till Sept. 21, 1964

R 7.99

Plush Pets for Youngsters to Ride

S 4.99

T 4.99

TV Poodle

V 3.77

A
6.88
Comb, cut and brush
B
2.44
C
2.44
D
2.44
E
2.44
F
7.77
G
2.99
H
4.88
I
7.44
M
6.66
N
3.99
P
4.88
R
4.77
S
4.44

9 PT 19 Trainer
$7.33

8 "The Wing Thing"
$9.98

10 SB2C Helldiver
$7.49

11 Thimble Dome Liaison Observer
$5.98

12 Stuka Dive Bomber
$7.33

14 New Aero-Jet
$3.69

15 Gemini Rocket
$4.98

13 Supercar
$2.88

29

MOVIE MONSTERS

18 All Three
$2.69

16 Aquarium and Fish $7.98

20 Shell Art Set
$3.98

Desert Terrarium and Harmless Lizard
$7.98

17

Engine Shown Below
Is About Actual Size
A
SEE HOW SMALL TREBLE-O-GAUGE IS
.027 Gauge Box Car
HO Gauge Box Car
New Treble-O-Gauge
Penny
D
F
E
G
C
Community Building Set
M
K

Tiny Treble-O Gauge Electric Trains

EXCITING HOBBY FUN . . . SOLD NATIONALLY BY WARDS . . . MADE BY LONE STAR OF ENGLAND

A complete railroad layout on a card table—lay same track mileage as HO in one-fourth the space. Authentically scaled metal cars with self-couplers; realistic accessories. Powerful electric Union Pacific Locomotive with drive to all four axles, weighted for track holding. Pulls heavy loads. *New remote control, electric switches,* Steam Locomotive, rolling stock, scale houses, vehicles, extendable scenic layout boards now available. Begin your set now, add to it later from this and future catalogs.

(A) **Complete Model Railroad Combination**—Train Set, Building Set, Layout Board. DELUXE TRAIN SET WITH ACCESSORIES (described at right). DELUXE TRAIN BOARD of expanded styrene accommodates a continuous double loop of track, can be extended with switches at 2 corners so 2 boards can be connected. Bridge, Trestles, Tunnels etc. included. About 41x32 in. SUBURBAN BUILDING SET has 3 Houses, RR Station and Inn, Trees, Telephone Poles, School Bus, 2 Trucks, 2 Automobiles, 12 People. Use power packs below or any HO power pack.

48 T 3014 R—COMBINATION. Ship. wt. 14 lbs. *Shipped Freight, Truck or Exp.* **$31.95**

48 T 3026 R—LAYOUT BOARD. Needs track from Deluxe Train Set or Basic Train Set to complete loop. Ship. wt. 3 lbs. 8 oz. *Shipped Freight, Truck or Express* **$14.95**

48 T 3019—SUBURBAN BUILDING SET. Ship. wt. 1 lb. 8 oz. **4.95**

(B) **Basic Train Combination.** BASIC TRAIN SET has Diesel Locomotive, Box Car, Tanker, Caboose, plus: 8 curved track, 3 half-length straight track, 1 half-reralier. Combination also includes BASIC TRAIN BOARD and SUBURBAN BUILDING SET (described above). Use either power pack below; or any HO power pack.

48 T 3027 Y—COMBINATION Train, Track, Board, Buildings. Ship. wt. 5 lbs. **$18.95**

48 T 3015—BASIC TRAIN SET. Train and Track. Ship. wt. 2 lbs. **10.95**

48 T 3010—BASIC TRAIN BOARD (for Basic Train Set only). Ship. wt. 3 lbs. ... **4.69**

Deluxe Train Set $13.95

Deluxe Train Set With Accessories. Union Pacific Diesel Locomotive, Box Car, Tanker, Crane Car, Automobile Car, Caboose, 8 Curved track, 1 full straight track, 1 half-length straight track, 1 half reralier. Freight station, tower, 2 signals, telephone poles, fencing, footbridge, trees. Leads, terminal included. Track about 35x24 in. Ship. wt. 4 lbs.

48 T 3017—Use one of power packs below or any HO power pack **$13.95**

Treble-O-Gauge Accessory Sets

(C) **Community Building Set.** Filling Station, Fire Station, Fire Engine, Store, House, Church

48 T 3020—Ship. wt. 1 lb. ... **$2.98**

48 T 3042—Freight Station with Platform Extension. Ship. wt. 8 oz. **$1.29**

48 T 3043—Switch Tower, 2 Signals, Footbridge. Ship. wt. 4 oz. . **$1.00**

48 T 3044—Bridge with two Piers. Ship. wt. 6 oz. **65c**

Incline Trestle Sets. 6 graduated piers, 7 connecting spans (straight or curved). Ship. wt. set 1 lb.

48 T 3045—Straight... ...Set **$1.00**

48 T 3046—Curved .....Set **1.00**

48 T 3047—Realistic Tunnel for single or double track. Wt. 14 oz. **79c**

48 T 3048—Landscape Set: 28 telephone poles, 28 fence sections and 9 trees. Ship. wt. 3 oz. **$1.00**

48 T 3049—Track-Terminal with wires, 12 brass and 10 insulating fishplates for use on switches, crossovers. 5 rubber drive bands, 10 track clips. Ship. wt. 3 oz. Set **95c**

48 T 3022—Car Pack: 3 Sedans, Pick-Up Truck, Semi with Flat Bed Trailer. Ship. wt. 5 oz. **$1.00**

1-Amp. Power Pack. Forward and reverse. Circuit breaker. 12 Volt DC. 2 AC posts for accessories.

48 T 3053—Ship. wt. 1 lb. 8 oz. **$3.95**

6-Amp. Power Pack. 12 Volt. No posts for accessories.

48 T 3065—Ship. wt. 1 lb. 6 oz. **$3.29**

(D) TO (G) **Treble-O-Gauge Rolling Stock.**

(D) 48 T 3001—Steam Locomotive. Shipping weight 9 oz. **$6.49**

(E) 48 T 3013—Vista Dome. Wt. 5 oz. **1.00**

(F) 48 T 3028—Flat Car with Piggy-back Semi-Trailer Truck. Ship. wt. 5 oz. .**$1.00**

(G) 48 T 3025—Union Pacific Dummy Diesel Locomotive. Ship. wt. 4 oz.. ..... **$1.49**

48 T 3004—Union Pacific Diesel Locomotive. Ship. wt. 8 oz..... .... Only **$4.95**

48 T 3005—Passenger Coach. Wt. 4 oz. **1.00**

48 T 3007—Box Car. Ship. wt. 4 oz.... **1.00**

48 T 3008—Operating Crane Car. Ship. wt. 4 oz..... ..... **1.00**

48 T 3009—Auto Carrier Car with 2 Autos. Ship. wt. 4 oz..... ..... **$1.00**

48 T 3006—Tanker Car. Ship. wt. 4 oz. **1.00**

48 T 3011—Caboose. Ship. wt. 4 oz. .. **1.00**

Treble-O-Track, Switches, Crossovers

(H) **Remote Control Left Hand Switch.**

48 T 3058—Ship. wt. 6 oz.. Each **$2.79**

48T3059—Remote Control Right Hand Switch. Ship. wt. 6 oz. .... Each **$2.79**

48 T 3035—Straight Track Set 2 full, 2 half track. Ship. wt. 3 oz. **$1.00**

48 T 3036—Curved Track Set. 2 full, 2 half track. Ship. wt. 3 oz. **$1.00**

48T3034—L.H. Manual Switch. Wt. 4 oz. **1.29**

48T3038—R.H. Manual Switch. Wt. 4 oz. **1.29**

48 T 3039—L.H. Crossover. Wt. 4 oz... **1.00**

48 T 3040—R.H. Crossover. Wt. 4 oz... **1.00**

48 T 3041—Set with reralier, uncoupler, 3 dead-end bumpers, level crossing with gates (fits on reralier). Ship. wt. 3 oz. **$1.29**

SAVE THIS CATALOG

TOYS AVAILABLE UNTIL OCTOBER 1, 1964.

LEGO BRICKS . . . The Creative Building Set

(J) TO (M) **Fascinating New Construction Method.** Not just plain building bricks, but versatile colorful building tools that snap together, interlock positively, of sturdy rigid structures. Snap apart again easily. Various sizes and shapes let you design original houses, vehicles, all sorts of models.

Exciting and Realistic. Endless hobby fun for children and grown-ups. Because parts interlock, no glue or tools are necessary. Pieces of durable plastic in several colors. Realistic door frames and window frames snap into place. Each piece fits with any other piece. Build an almost endless variety of structures.

Build a Complete Town with Deluxe Set (I)—cars, other accessories all included. Examples of the many types of models other sets build shown on opposite page. Examples of the variety of pieces in Lego sets shown at right.

(I) 48 TP 2443—DELUXE TOWN SET. Over 735 Pieces. *Mailed Postpaid.* **$24.95**

(K) 48 TP 2442—OVER 370-PIECE SET. *Mailed Postpaid*..... ..... **10.95**

(L) 48 TP 2441—OVER 240-PIECE SET. *Mailed Postpaid*..... **7.95**

(M) 48 TP 2440—OVER 200-PIECE SET. *Mailed Postpaid*..... **4.95**

(N) (P) **Add Still More Fun and Excitement with Lego Special Accessory Sets.**

(N) **Now You Can Put Lego on Wheels**—new snap-on, rubber-tired wheels for cars, trucks, pulley arrangements, etc. Still more action with automatic opening garage door. Plus new building lighting device (uses 1 "D" cell battery).

48 TP 2444—Battery not included, order on Page 301. *Mailed Postpaid*..... **$1.75**

(P) 48 TP 2445—**Set of Trees, Shrubbery for Landscaping.** 35 lettered, 35 numbered bricks for making building names, etc.; set of flags. *Mailed Postpaid*..... **$2.00**

1 4-Unit Freight $9.88

CHUG CHUG

CHUG CHUG

2 5-Unit Freight Set $13.99

3 5-Unit Steam Freight $18.95

Battery Operated HO Train Set $3.88

4

WARDS ELECTRIC "Fast Flyers"

Realistic Features Fascinate Any Boy
Special Purchase . . . Made for Wards by Marx

1 **Four-Unit .027 Gauge Steam Freight Train Set.** Steam Locomotive makes "chug-chug" noise. Tender, Gondola, Caboose. Knuckle couplers; 4-wheel trucks (8 wheels per car) for added realism. High impact plastic. 8 curved track, 2 straight track, 25-watt transformer, track connector. Train about 31½ in. long. Layout about 36x27 in.
48 T 3085—UL Listed for 110-120-volts AC-DC. Ship. wt. 6 lbs. **$9.88**

2 **Five-Unit .027 Gauge "Chug-Chug" Steam Freight Set With Figure 8 Layout.** Steam Locomotive has shining headlight, runs forward and reverse, makes "chug-chug" sound. Tender, Gondola Car, Tank Car and Caboose. All of high-impact plastic. Automatic couplers. 4 wheel trucks. 4 straight track, 12 curved track, 90-degree crossover, 25-watt transformer, track connector. Other accessories: Crossing gate that lowers automatically as train passes, watchman who emerges from his station swinging lantern as train passes, plus telephone poles. Train about 39½ in. long. Layout about 63x27 in.
48 T 3087—UL Listed for 110-120-volts AC-DC. Ship. wt. 8 lbs. **$13.99**

3 **Special Five Unit .027 Gauge Steam Freight Set With Trestle Layout.** Steam Locomotive actually pulls smoke as it runs, has shining headlight. Tender Car, Gondola Car, Box Car and Caboose. High-impact plastic. Runs forward and reverse. Automatic couplers; 4-wheel trucks. Large, powerful 50-watt transformer and track connector. 12 straight track, 16 curved track, 24-piece trestle set, uncoupler track and smoke refill for engine. Train about 40½ in. Layout about 49½x49½ in.
48 T 3033—UL Listed for 110-120 volts AC-DC. Ship. wt. 12 lbs. . **$18.95**

4 **Battery Operated HO Gauge Train Set.** Steam Locomotive of plastic and metal. Tank Car, Coal Car and Caboose of sturdy plastic. Includes 2 signals, foot bridge, 6 curved track, 2 straight track, battery box. Operates on 3 "C" cell batteries, not included, order Page 271. Track layout about 23x21 in.
48 T 3076—HO Gauge Train Set. Ship. wt. 1 lb. 8 oz. **$3.88**

SAVE THIS CATALOG. Toys Available Until October 1, 1964.

there's only one...

*

and everybody knows it!

* "PLAY DOH" is the REGISTERED TRADEMARK for Modeling Compound manufactured by Rainbow Crafts, Inc., Cincinnati 12, Ohio

AINBOW CRAFTS, INC 1963

NEWS BULLETIN from the Play-Doh people

consumer attention

will be focused on "PLAY-DOH" miniature cans with this new 1964 PROCTER & GAMBLE GLEEM promotion.

millions of people will see this display on network TV

- "Grindl" NBC - Night
- "Hitchcock Show" CBS - Night
- "Petticoat Junction" CBS - Night
- "Edge of Night" CBS - Day
- "Route 66" CBS - Night
- "As the World Turns" CBS - Day
- "Guiding Light" CBS - Day

Have your "PLAY-DOH" toys on display when the "PLAY-DOH" miniature cans and GLEEM open Network TV exposure . . . January 22 through February 11, 1964.

8 out of 10 housewives in the nation will see "PLAY-DOH" Modeling Compound and GLEEM an average of 4 times.

DIMENSIONS

HEIGHT . . . . 54"
WIDTH . . . . . 25"
DEPTH . . . 17½"

The Original Play-Doh PAT. APPL. FOR MODELING COMPOUND

MINIATURE CAN PLAN 1964

JAN. FEB. MAR. This PLAN "A" ENDS Mar. 31, 1964

SPRING PLAN "A"

QUANTITY	ITEM	RETAIL VALUE
12 DOZ.	259	$144.00
4 DOZ.	900	$ 96.00

TOTAL RETAIL VALUE $240.00

YOU RECEIVE **FREE** 12 DOZ. "MINIATURES"

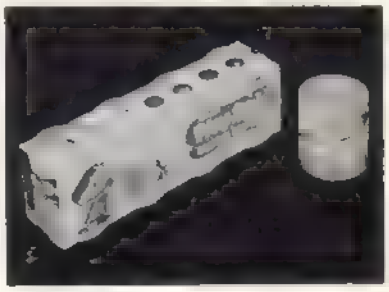
by dealer demand!

A pre-tested Plan for the TOY WHOLESALER to merchandise to RETAILERS. (Available only thru established **PLAY-DOH** Wholesalers.)

This PLAN applies to New Orders. Under no circumstances can the Toy Wholesaler's present inventory be considered in this arrangement.

900 FUN FACTORY, JR.

259 FOUR-PAK



STAPLE REPEAT SALE TOYS

With every order for SPRING PLAN "A" Rainbow Crafts, Inc. will supply the established **PLAY-DOH** Wholesaler with 12 Doz. popular "Miniature" Cans of **PLAY-DOH** Modeling Compound without cost. (No substitutions, please.)

These PLAY-DOH Toys will be seen on the CBS-TV Network "CAPTAIN KANGAROO SHOW" January 30 through March 20 in 140 Cities.

*"PLAY DOH" is the REGISTERED TRADEMARK for Modeling Compound manufactured by Rainbow Crafts, Inc. Cincinnati 12, Ohio

RAINBOW CRAFTS, INC.

"THE PLAY-DOH PEOPLE"

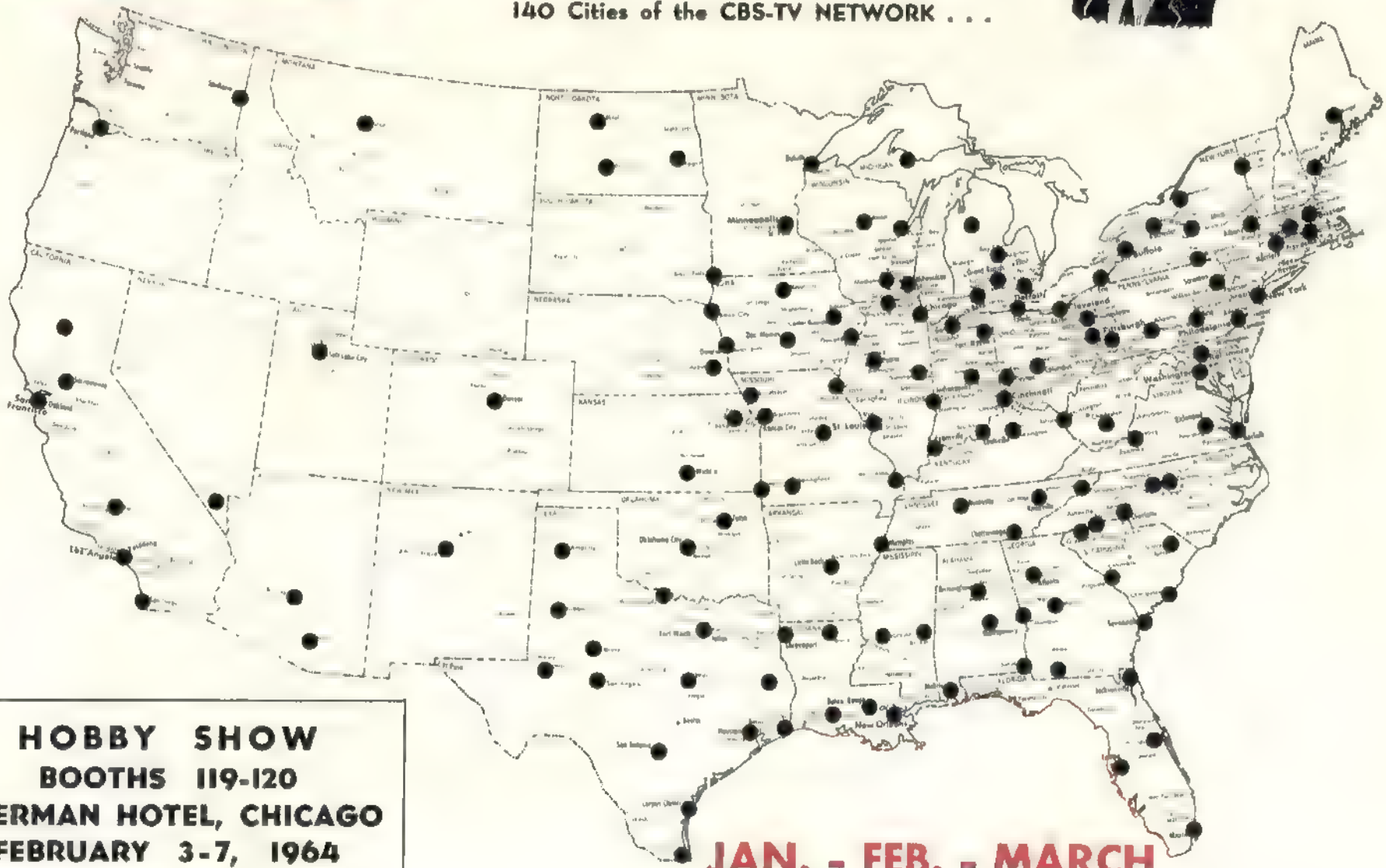
CINCINNATI 12, OHIO

The Original **Play-Doh**® MODELING COMPOUND

ON CAPTAIN KANGAROO show

© ROBERT KEESHAN ASSOC

140 Cities of the CBS-TV NETWORK . . .



HOBBY SHOW
BOOTHS 119-120
SHERMAN HOTEL, CHICAGO
FEBRUARY 3-7, 1964

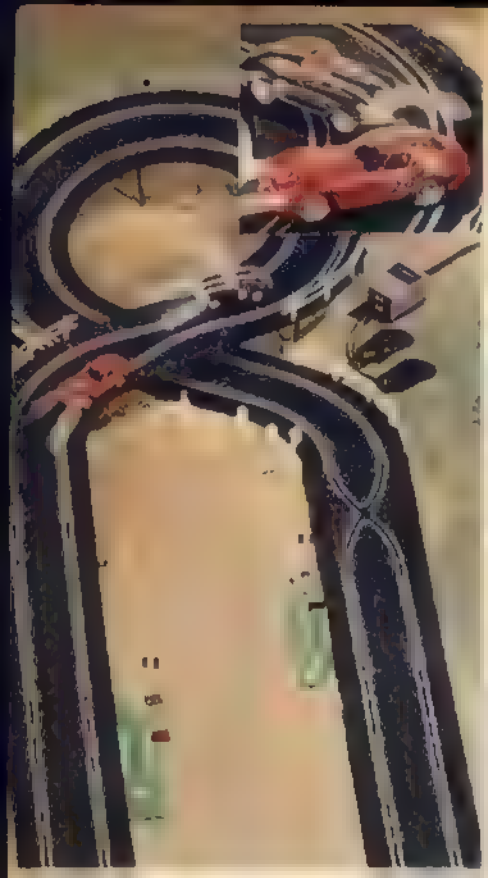
JAN. - FEB. - MARCH

RAINBOW CRAFTS, INC. CINCINNATI, OHIO 45212

© 1963

It Duplicates

THE SPEED...THRILLS...



(B)

4-LANE ROAD RACE

(A)(B)(C)(D) **Strombecker Racers** give you authentic 1/32 scale models minutely detailed de[illegible] and bu[illegible] even the track sec[illegible] are fine [illegible] because they are constructed [illegible] Like [illegible] with textured surfaces that give maximum traction. A new spade and socket system pull very easy, clamp and connect each track section. The car [illegible] plastic construction. The [illegible] have [illegible] bearings with [illegible] The pick up wires [illegible] yet extra sensitive and [illegible] one-piece spade type [illegible] get smooth power [illegible] with individual heavy [illegible] easy-to-read [illegible] P US two circuit power pack. Manufacturers warranty and 32 page racing booklet with each set.

(A) **Now, All Car Lovers young and old,** can get the ultimate A Ward exclusive—The Twin Loop Sport [illegible] different layouts in minutes. The cars XKE Jaguar and a Berlinetta have working headlights. The track presents a challenge [illegible] are two lane changers and one obstacle section, plus straight track, curved track with pillar [illegible] and graduated overpass supports. The **DE-LUXE LAP COUNTER** included gives positive counts of each lap up to 100. Twin circuit power pack with 2 [illegible] power. Track model [illegible] Manufacturers warranty.

48 T 8012 Layout about 113x28½ in. Wt 44 lbs **$36.95**

(B) **Double The Track And Double The Fun** with the New Strombecker 4-lane layout. A complete set for racing enthusiasts who want the most from model road racing. You get the XKE Jaguar, Famous "D" Jaguar, Berlinetta, and the Testa Rossa [illegible] with working headlights, authentic racing stripes and numbers that [illegible] 2 power packs, [illegible] rheostat control throttles, track [illegible] and overpass supports are [illegible] included. Layout has Manufacturers warranty.

48 T 8013 Ship wt 13 lbs 10 oz. **$49.95**

(D) **"BRM" Special** with power pack assembles in 15 minutes. 2 Sleek BRM racers travel the over and [illegible] 8 [illegible] 2 [illegible] Wt 7 lbs 2 oz. **$19.95**

STROMBECKER ACCESSORIES

Six easy-to-assemble 1/32 scale model car kits with drivers and decals. Colors will vary. Wt 8 oz. each

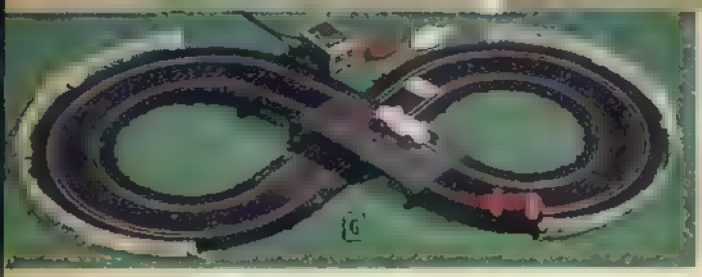
(E)	48 T 8004 —Bowes Special Indy Racer	$2.95
(F)	48 T 8005—Cooper Formula I Racer	2.95
	48 T 8006 —"D" Jaguar racing car	2.95
	48 T 8007 Ferrari Testa Rosa Racing Car	2.95
	48 T 8008 Jaguar XKE Racer	2.95
	48 T 8009 Ferrari Berlinetta Racer	2.95
	48 T 8010 2 Pieces straight Track Wt. 14 oz	2.29
	48 T 8011—2 Curved track w/fence Wt. 14 oz	2.74
	48 T 8012—Chrome Obstacle track. Wt. 6 oz.	1.69
	48 T 8013 —Pair Lane changing track. Wt. 9 oz	2.98
	48 T 8014—Hump track w/bridge Wt 10 oz	2.29
	48 T 8015—Lap counter w/track Wt 1 lb 2 oz	5.66
	48 T 8016 Dual Output power pack Wt. 2 lbs	6.49
	48 T 8017 Rheostat Control Throttle Wt [illegible]	1.79

(C) **Why Wait For Memorial Day?** You get an "Indianapolis Speedway" that converts [illegible] "the fastest racing layout" [illegible] Jaguar or Berlinetta both with [illegible] lights, racing stripes [illegible] the track. F[illegible] 2 power car battery [illegible] working headlights. Track includes [illegible] static section, curved and straight sections with two lane changers. To increase your [illegible] individual controls and twin-circuit [illegible] rheostat controls, track [illegible] and overpass supports are included. Layout has Manufacturers warranty.

48 T [illegible] Ship wt 8 lbs. 4 oz **$26.95**

(C) $26.95

(D) $19.95



(G)

(H) **Exclusive Eldon "Selectronic" Road Race** means that you have diode control of each car. Diode control gives independent control of each car on either track [illegible] the same track [illegible] Race [illegible] only [illegible] the curves [illegible] car and equal [illegible] Each operator controls the speed of his car by rheostat controls that transmit power to the car [illegible] and [illegible] change lanes for an [illegible] the competing car. A lap counter keeps track [illegible] plastic straight and curved track is easily connected [illegible] has enough track and multiple layouts fencing for curves, and pillar and supports that create an overpass plus a curve track for a thrill excitement. For a final touch [illegible] set has decals so you can customize the 2 [illegible] "Texas Road [illegible] power pack also included. Rheostat controls have "scaled speed" speed [illegible]

48 T 8052—Layout about 84x68 in. Ship wt [illegible] **$25.95**

(G) **Here's an exciting Eldon** [illegible] road race [illegible] "snap together track, fencing. Roadrace fun at a bargain price.

48 T 8051 —Layout about 48x24 in. Ship wt 6 lbs. **$12.99**

ACCESSORIES FOR ELDON ROAD RACES

48 T 8[illegible] Preassembled [illegible] Track section. Ship wt 3 oz.	39c
48 T 8054 —Preassembled Curved Track Section Ship wt 3 oz.	57c
48 T 8055 —6 pcs. Fencing with decals. Ship. wt. 3 oz.	49c
48 T 8056 —2 pc. Obstacle Track Ship wt 6 oz.	$1.89
48 T 8057 —Lap counter, counts up to 50 laps. Ship wt. 3 oz.	2.39

SAVE THIS CATALOG—
Toys available until October 1, 1964

Real Road Racing

HAZARDS . . . NARROW ESCAPES

Unbelievable Speed and Curve Control

with New HO Cars

(A) (B) (C) **Facts About The Aurora HO Sets:** The cars will run the complete track in reverse. Famous Driver Stirling Moss says, "Aurora's New Thunderjet '500' motor is incredibly fast. It really takes great skill to get those little cars around the course even for a professional racing driver. They flip over, spin out, and crash at high speeds." Experience all the dangers and thrills of real auto racing.

The cars will reach scale speeds of over 600 MPH, and have only 2 lubrication points. The pick-up brushes have a life of over 400 hours. All cars have bright chrome-plated front and rear bumpers and hubs. Cars run on any DC HO road race. Do not run on AC sets. Aurora 1963 cars have larger armatures and commutators than any other HO cars PLUS solid nylon chassis which mean more power and longer car life. All sets have Thunderjet Speed controls with a reverse switch and brake that look like a section of a real dash board. 18-Volt DC power pack also included. Aurora HO sets can be used in conjunction with present HO train systems. HO scale road races occupy about ⅓ the space of comparable 1/32 scale sets.

(A) **Aurora 2 Lane HO** set features XKE Jag car, and Corvette Sting Ray with so much straight and curved track that countless layouts can be built. Automatic lap counter is built right into the track. Graduated trestles with fencing for curves, and a pair of criss-cross sections help create a "highway intersection."
48 T 8027—Layout about 25¾x55¾ in. Ship. wt. 7 lbs. 12 oz. $22.88

(B) **Thunderjet Basic Set** has Two Indianapolis Racers that race on an over and under figure 8 track. A perfect starter for those who want to build HO racing. Straight, curved track and a graduated trestle set with fencing for curves.
48 T 8025—Ship. wt. 5 lbs. 8 oz. Layout about 39x18 in. . $14.44

(C) **The 4-Lane Thunderjet**—More Lanes More Fun with a Sting Ray, Buick Riveria, Thunderbird, and XKE Jaguar. 4 independent controls, one for each car. The layout can be extended; see enclosed service manual. Straight track, curved with fencing plus graduated trestles.
48 T 8023—Layout about 36x36 in. Ship. wt. 7 lbs. 12 oz. $29.88

AURORA ACCESSORIES

48 T 8038—Ship. wt. 2 oz. Ford Convertible w/driver/motor $2.29
48 T 8039—Ship. wt. 2 oz. Ford Hardtop w/driver/motor..... 2.29
48 T 8040—Ship. wt. 2 oz. Indy Racer w/driver/motor. 2.29

48 T 8029—Ship. wt. 2 oz. 5-in. Straight track 2-lanes..... 39c
48 T 8030—Ship. wt. 2 oz. 7-in. Straight track 2-lanes..... 39c
48 T 8031—Ship. wt. 2 oz. 9-in. Straight track 2-lanes..... 39c
48 T 8032—Ship. wt. 2 oz. 6-in. Curved track 2-lanes. 39c
48 T 8033—Ship. wt. 3 oz. 9-in. Curved track 2-lanes..... 49c
48 T 8034—Ship. wt. 3 oz. Straight terminal track 2-lanes..... 77c
48 T 8035—Ship. wt. 1 oz. Four 18-in. fence rails and posts.. ..... .77c
48 T 8036—Ship. wt. 6 oz. Pair Criss-Cross Tracks 2-lanes.....$1.49
48 T 8037—Ship. wt. 3 oz. 9-in. Lap Counter 2-lane Section..... 1.19

NEW AUTO-RAMA

(G) The A. C. Gilbert Company, a mark of quality for over fifty years, introduces the Auto-Rama Road Race with Fly-Over Chicane. One of the most unusual accessories in table top racing, the new Jump Ramp permits cars to leap in the air—and keep right on racing. A switch lets you make your car leap and change lanes in MID-AIR. It takes real skill to negotiate the jump. Imagine the excitement when both cars approach the ramp at once. Fly-over kit even has an automatic red warning light. Set has two Ford cars, completely assembled, ready to operate. Custom decal kit added so that no two cars look alike. Separate controls for each car look like real automobile accelerators. Enough track for multiple layouts as well as unusual layout (shown) —fencing with metal posts and trestles for curves with set. DC power pack and independent car controls included. *Mailable.*
48 T 8065 M—Overall layout about 26x22 in. Ship. wt. 10 lbs. $29.95

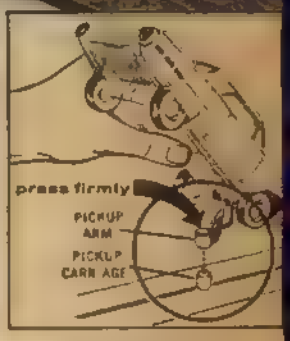
ACCESSORIES FOR GILBERT AUTO-RAMA

48 T 8066—Ship. wt. 3 oz. 7-in. Straight track..... 39c
48 T 8067—Ship. wt. 3 oz. 8-in. Curved track..... 39c
48 T 8068—Ship. wt. 4 oz. Fencing with metal posts. 98c
48 T 8069—Ship. wt. 1 lb. Lap counter use on any 2-lane race. $3.88

(H) **Marx Created This 15° High Speed Banked Track Special Speedway** especially for Wards. One of the finest innovations since the introduction of model speed ways, the set features 15° banked curves that let cars run "Wide-Open" on straight and banked track. Newly developed "Metal-Cal Special" and "Watson Special" are 1/32 scale cars with armature engines that transmit power by nylon gearing to over sized rear wheels. Set has rheostat controls and power pack. obstacle track; straight and curved track with fencing for curves. To give realism, set has a repair pit, grandstand, checkered starting flag, 6 figures in action poses—even a set of miniature plastic tools. Graduated trestles are added to elevate the un-banked curve plus a bridge with plastic brick-like sides. Lap counter included.
48 T 8076—Layout about 29½x91 in. Ship. wt. 12 lbs. $25.88

ACCESSORIES FOR MARX ROAD RACES

48 T 8077—Ship. wt. 3 oz. Straight track..... 99c
48 T 8078—Ship. wt. 4 oz. Curved track. 89c
48 T 8079—Ship. wt. 6 oz. Pliable Fencing. 12 pcs..... 99c
48 T 8081—Ship. wt. 5 oz. Watson Special Car with motor $4.29
48 T 8082—Ship. wt. 5 oz. Metal-Cal Special Car with motor 4.29



(J) **Take The Wheel of The AMT Car** For the first time a car that you can really steer. Featuring a steering wheel that you hold in your hand with hand accelerator. If you spin out, a reverse shift helps you get started again. AMT cars can spin 180° like real racers, but cannot leave the track avoiding damage to cars, furniture. The cars will not come off the track once you mount them because each car has a guide runner that inserts into the guide slot of the track. When you get the lead, you can cross over and take the pole position, just like real racing. Your opponent then has to "Steer" to the outside to pass. Both cars can run in the same track, yet the cars are independently controlled. The set has two crossover-tracks, therefore two places where you can switch lanes to block your opponent or get the pole position. You can even brake the cars with the steering mechanism. Set includes enough track, straight and curved for pictured layout. No need for fenced curves here. Power pack; individual controls for one Model-T, one Chevrolet car included.
48 T 8090 M—Ship. wt. 22 lbs. Layout about 96x48 in. *Mailable*..... $44.95

ACCESSORIES FOR AMT ROAD RACES

48 T 8091—Ship. wt. 2 lbs. 8 oz. Straight track. (Pair). $3.69
48 T 8092—Ship. wt. 2 lbs. 8 oz. Curved track (Pair). . 3.69
48 T 8093—Universal Lap counter that works on any 2-Lane DC set Hookup fittings included. Records laps for individual car in any lane. Ship. wt. 2 lbs. $7.49

(K) **Your Road Race Deserves A Safe Storage Place.** Wood grain sturdy corrugated fiberboard box with cover slides under beds or other out of the way places. Will keep equipment dust free, stores most layouts. Even has 4 handles (2 on ends—2 on sides) Length 58 in.; Width 32-in., Height 5 in Get one for trains and other models.
48 T 8075—Ship. wt. 5 lbs. 8 oz. $3.69

(M) **The Cragston Road Race**—an exceptional race at a Budget price—features many of the qualities of larger more expensive sets. The figure 8 over and under race is battery operated with individual push button controls for each car. The entire set can easily be assembled or taken apart. The race even has two cross-over track sections that provide excitement and a chance to test your driving skills. Snap together straight and curved track with fencing for curves; graduated supports for overpass plus two racers. Set uses 4 D-Cell batteries, not included. See Page 301 for special long lasting batteries. Layout about 22⅝x8⅝ in.
48 T 2543—Ship. wt. 3 lbs. 8 oz. $6.99

SAVE THIS CATALOG
Toys Available Until October 1, 1964

1964

50th Anniversary

THE ORIGINAL TINKERTOY

ALWAYS AS NEW AS A CHILD'S IMAGINATION

NEW PACKAGING
NEW PARTS

- UPDATED—REDESIGNED
- NEW, LARGER WOOD PARTS—BUILD MOBILE MODELS
- NEW, FUNCTIONAL, PLASTIC PARTS
- NEW DIRECTIONS—SPACE AGE MODELS
- ADDED PLAY POSSIBILITIES

GREATER THAN EVER VALUE FOR RECORD SMASHING SALES

6 SIZES FOR EVERY BUDGET—EVERY AGE!

Big Boy	**No. 155**—318 pieces
Grad	**No. 146**—183 pieces
Major	**No. 136**—127 pieces
Teck	**No. 126**—98 pieces
Prep	**No. 116**—62 pieces
Junior	**No. 106**—45 pieces

3 SIZES WITH ORIGINAL WOOD PARTS

Motor Set No. 166—345 pieces and motor
Rack Package No. 179—53 pieces
Easy No. 96—43 pieces

NEW PLASTIC AND WOOD PARTS— *Durable, Colorful, Safe*

IT'S NEW!
IT'S GREAT!

The Toy maker...
your profit-maker

Makes colorful toys for girls and boys

TINKERTOY®

Terrific Toy Maker already acclaimed a great new classic! Winner of Popular Mechanics "Top 10 Toys of the Year" Award for 1963. Parts snap together . . . toys assemble . . . take apart easily! They roll . . . they're safe . . . colorful. Stimulate imagination. Teach finger skills, colors, assembly talent.

- Durable plastic and wood parts
- Build mobile toys by the dozen
- For girls and boys
- Ages 2 to 8

3 POPULAR SIZES
No. 474 Toy Maker—137 pieces
No. 454 Toy Maker—105 pieces
No. 434 Toy Maker—53 pieces

AWARD WINNER!
PROFIT MAKER!

Tinker Zoo...a big favorite with children of all ages

Wonderful Tinker Zoo—endorsed by the Association for Childhood Education International (June, 1963), Parents' Magazine Toy of the Month (May, 1963), Gold Award Winner—1962 Popular Mechanics Toy Merit Program. Flexible plastic shapes . . . colorful wooden rods. Makes dozens of fantastic creatures and contraptions.

- Colorsafe wood and plastic parts
- Builds world's funniest Zoo, Carnival or Circus
- For girls and boys
- Ages 3 and up

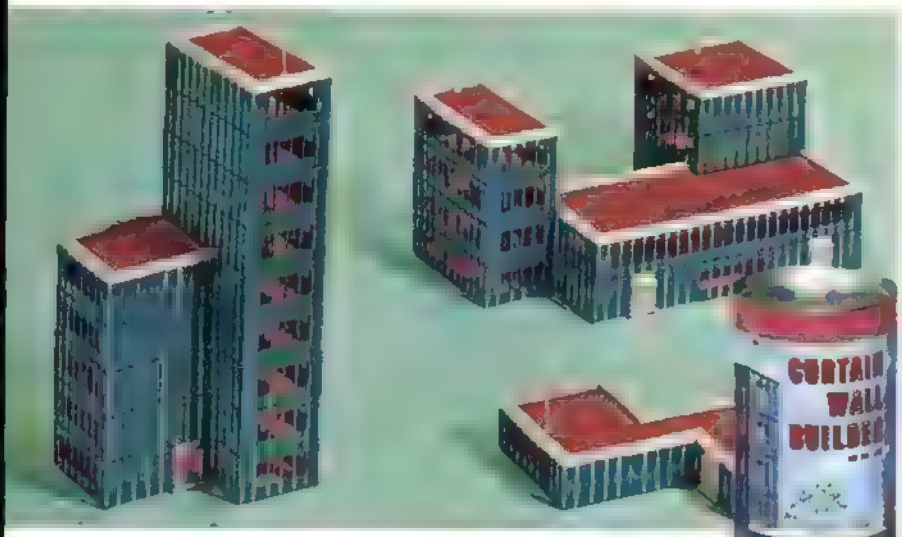
NOW—4 SIZES PLUS RACK PACKAGE

No. 747—Circus, 222 Pc. Set
No. 737—Carnival, 147 Pc. Set
No. 727—101 Pc. Set
No. 717—51 Pc. Set
No. 707—51 Pc. Set, Rack Package

Panel Builder—Peg Board Panels combined with regular Tinkertoy parts for advanced model builders and hobbyists!

2 BIG SIZES—EXTRA SALES FOR YOU!

No. 800 Panel Builder—402 pieces
No. 600 Panel Builder—250 pieces



Curtain Wall Builder—Precision steel construction set. Builds scale models of modern buildings. H. O. scale. Baked enamel finish, smooth folded edges. Easily assembled and disassembled.

5 SIZES—FOR EVERY PRICE RANGE

No. 658—407 pieces
No. 630—197 pieces
No. 640—317 pieces
No. 620—123 pieces
No. 610—82 pieces

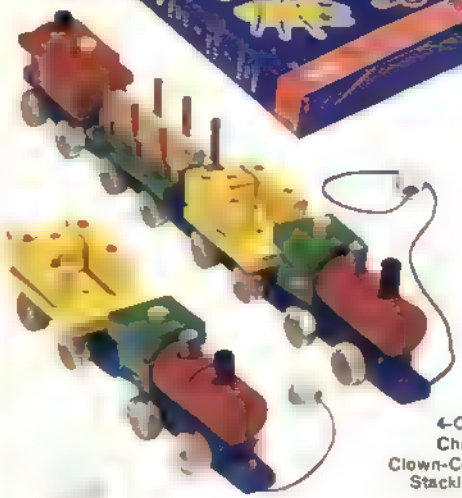
Write for Jobber and Dealer Promotional Helps—Push sales . . . Boost profits with these hard-hitting sales aids! Look what you can get:

Point-Of-Purchase Displays • Newspaper Mats • Glossy Prints
Proofs for Offset Art • Catalog Sheets • Suggested Copy

THE TOY TINKERS, Division of A. G. Spalding & Bros., Inc.,
807 Greenwood St., Evanston, Ill. • New York Showroom: 200 5th Ave., Room 450

Big Profits Come in Small Packages!

Rack Tinkertoy
1-Inch
Tinkerbeads
½-Inch
Tinkerbeads
Tinker Zoo



4-Car Train
Choo Choo
Clown-Cook-Cop
Stacking Dolls

• 4 LOW COST FAST SELLERS

No. 179 Rack Tinkertoy—53 pc. set Rack Pack
No. 190 ½-Inch Multicolored Tinkerbeads
No. 191 1-Inch Multicolored Tinkerbeads
No. 787 Tinker-Zoo—51 pc. set, Rack Pack

• STURDY WOOD TINKERTOWN TRAINS

No. 210 4-Car Freight Take-aparts
No. 230 Choo Choo Take-aparts

• PRE SCHOOL TAKE-APART STACKING DOLLS

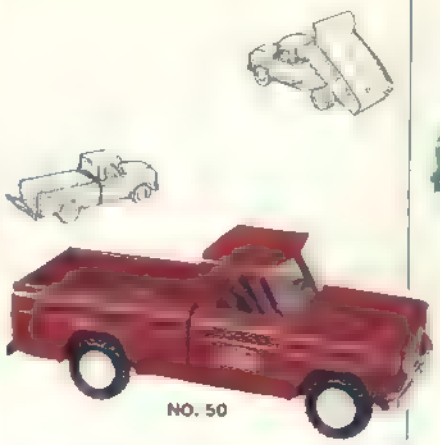
No. 789 Clown-Cook-Cop Assortment with Swinging Arms on Roly-Poly Bases

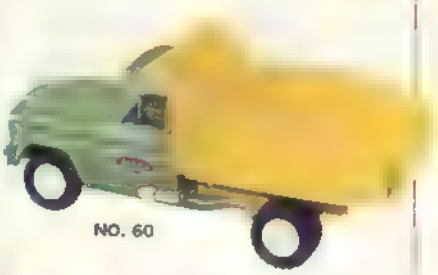
All wood parts are Colorsafe.

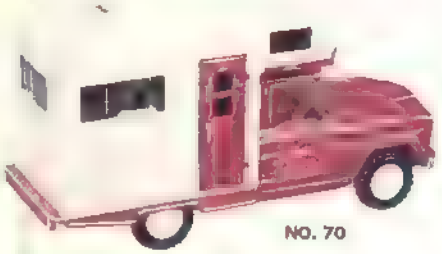
Tinkertoy and are Registered Trade Marks

Printed in U.S.A.

mini-Tonka







No. 50 PICK-UP—A surprisingly low priced truck with all the appeal of its "big brother." Authentically designed in steel to withstand banging and dropping. Has snap-open tailgate and "glassed in" cab. Noiseless, rubber tires

No. 56 STAKE—All-purpose truck that fits into any play situation. Converts into semi-flatbed truck by removing end stake panels. Back end can be raised for dumping. All-steel body, "glassed in" cab, rubber tires

No. 60 DUMP—A basic toy that never loses its popularity with children. Realistic steel model with "glassed in" cab, wrap-around bumper, genuine rubber tires dual rear wheels real truck paint. Lever permits fast-action dump.

No 68 WRECKER—This truck has the unique ability to make broken cars and trucks fun to play with again. Made of steel with heavy-duty winch that works. A front e-looking down to "glassed in" cab, wrap-around bumper, and real rubber tires

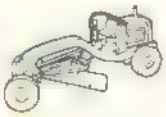
No. 70 CAMPER—What youngster doesn't like to go camping. This miniature steel Camper has long-wearing rubber tires that will take him anywhere his imagination wants Side door opens for loading Windows open and close easily

No. 103 MINI 3-PAK—Represents an outstanding value in toys. All trucks are faithful reproductions in heavy gauge steel and fully workable Pick-Up has snap-open tailgate for loading. Stake Truck has removable panels, lift-up back section for dumping, and dual rear wheels. Wrecker has operating winch with nylon rope and steel hook. Trucks feature rubber tires, "glassed in" cabs, and wrap-around bumpers.

Introduced last year with great success, Tonka has expanded its Mini-Tonka line for 1964. The toys sell briskly the year round because they are a genuine combination of quality and low price Steel scale models, Mini-Tonka Toys are just as operational, realistic and durable as the regular Tonka line. Surfaces are protected by two coats of real truck paint, and a special phosphatizing process keeps the toys looking "newly waxed" for years. Attractively packaged, Mini-Tonka Toys are designed for eye-catching mass display. A full-color picture of the toy is printed on each package, and Tonka's famous name is boldly identified.

mini-Tonka

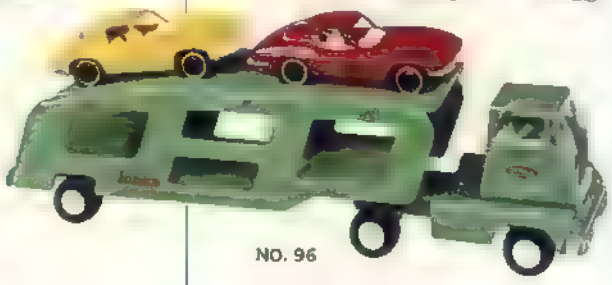
NO. 76



NO. 86

NO. 90

NO. 77



NO. 96

No. 76 GRADER—A good way to let a child discover the fun of building roads. Made of steel to stand up to bumps and stones. Steers by handle in front of driver's seat. Levers adjust scraper blade. Rubber tires deep-grooved for traction.

No. 77 MIXER—Probably more play value per pound than any other truck. Looks and works like real one. Mixer assembly, made of all-weather, tough plastic, turns by crank. Handle tilts mixer for pouring. Equipped with rubber tires

No. 90 LIVESTOCK VAN—When round-up time on the ranch is over, this is the truck that hauls the livestock to market. It is built of steel and equipped with rubber tires. Retractable landing gear holds up van when cab is detached. Rear doors open for loading

No. 86 VAN—Ready for cross-town or cross-country moving jobs. Steel truck rolls silently along on rubber tires. Newly styled cab is detachable. Van can be supported by retractable landing gear. Rear doors open wide for easy loading

No. 96 CAR CARRIER—Combination toy that offers plenty of action. Detachable steel truck carries two model cars which can be loaded on top or inside truck with aluminum ramps that are stored under Carrier

No. 110 MINI CONTRACTOR SET—A highly instructive set of toys that invites participation and encourages planning. The realistic trucks are fully operational and permit a variety of activity. Pick-Up has snap-open tailgate for unloading Dump has lever by cab for fast-action dumping. Mixer's geared to turn by crank and tilts for pouring. Grader steers by handle and scraper blade is adjustable All units made of steel and equipped with rubber tires. Cabs are "glass" enclosed.

NO. 110

Tonka®

Printed in U.S.A.

TONKA TOYS, INC. • MOUND MINNESOTA

Tonka

No. 125 ANIMALS—Six life-like animals molded in durable polystyrene.

No. 200 'JEEP' DISPATCHER—Scale model of world famous vehicle.

No. 201 SERV-I-CAR—Steers by handle, box in back lifts for dumping

No. 250 MILITARY TRACTOR—Rugged steel body, front wheel steering.

No. 251 MILITARY 'JEEP' UNIVERSAL Fully equipped staff car

No. 300 BULLDOZER—Construction workhorse with adjustable blade

No. 302 PICK-UP—All-around truck with snap-open tailgate for loading.

No. 304 'JEEP' COMMANDER—"Canvas" top, spare tire, gas tank

No. 308 STAKE PICK-UP—Steel body, removable panels, rubber tires

No. 315 DUMP—Fast-action dump, dual rear wheels, rubber tires.

No. 350 'JEEP' SURREY—Cloth fringe top, detachable spare tire

No. 352 LOADER—Scoops and dumps. Moves on silent, grooved treads

No. 375 'JEEP' WRECKER—Workable winch, "flasher" light, "steering" wheel

No. 380 TROOP CARRIER—Removable "canvas" top, benches. Army insignia.

No. 384 MILITARY 'JEEP' AND BOX TRAILER All-steel combination

No. 404 STAKE—Removable panels, converts to flatbed truck

No. 406 DUMP—Tailgate opens for straight dumping or spreading

No. 422 BACK HOE—Scoops up load. Pivots to either side for dumping

No. 425 'JEEP' PUMPER—Retractable hose squirts water, detachable ladder.

No. 504 STAKE PICK-UP AND TRAILER Removable panels.

No. 512 ROAD GRADER—Steers from all-weather cab, adjustable blade.

The fun and excitement of Tonka Toys are reflected right in the packaging. Bright and bold in design each package carries a detailed picture of the colorful toy inside. And the name Tonka, famous as a maker of realistic and sturdy pay steel trucks, is readily identified. In short, Tonka Toys have all the requirements for a profitable, self-selling mass display.

TONKA TOYS, INC.
MOUND, MINNESOTA Printed in U.S.A.

Tonka®

No. 514 DRAGLINE—Scoops up load, swivels 360°, dumps. Nylon cables.

No. 516 'JEEP' RUNABOUT—Detachable trailer, winch loads boat.

No. 518 WRECKER—Winch capable of handling any size wreck

No. 520 HYDRAULIC DUMP—Unloads automatically. Two-position tailgate

No. 525 'JEEP' AND HORSE TRAILER—Fully equipped, horses in trailer.

No. 526 SHOVEL—Scoops up load, lever releases it. Cab swivels 360°

No. 530 CAMPER—Back panel swings out for loading. Windows open

No. 534 TRENCHER—Fully workable Digs, levels, dumps, hauls, scoops

No. 536 MILITARY GIANT DOZER—Blade adjustable. Traction treads.

No. 616 DUMP TRUCK & SAND LOADER—Endless belt loading.

No. 620 CEMENT MIXER—Geared to turn as truck moves. Tilts to pour.

No. 640 RAMP HOIST—Lever lowers ramp, winch pulls vehicle aboard.

No. 739 ALLIED VAN—Authentic model. Full width doors for loading

No. 840 CAR CARRIER—Lever positions ramp for loading vehicles.

No. 900 MIGHTY TONKA DUMP—New super-size truck, rideable.

No. 926 PUMPER—Flow of water controlled by miniature hydrant. 36" hose

No. 942 MOBILE CLAM—Bucket opens and closes automatically.

No. 998 AERIAL LADDER—Adjusts to 6 positions, base revolves 360°

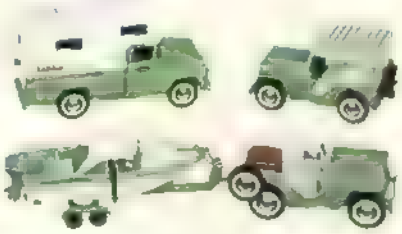
PACKAGED SETS

No. 2120 FARM SET—Stake Pick-Up, Stake, Box Trailer, Horse Trailer, realistic animals

No. 2140 OUTDOOR LIVING—Camper, 'Jeep' Surrey, 'Jeep' Runabout, trailer with winch, boat

No. 2170 MILITARY SET—Giant Dozer, Road Grader, Troop Carrier, 'Jeep' Commander.

NO. 2120



NO. 2140

NO. 2170

V-RROOM!

these toys actually rev up and roar like the real thing! Unique **V-rroom unit imitates engine noise**— makes play far more exciting

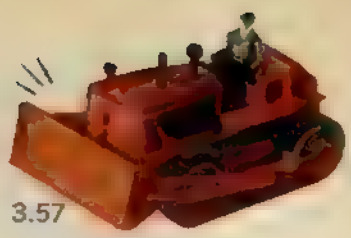
[1] **V-RROOM SKIPLOADER** [illegible] Ready for easy assembly. Uses 2 "D" batteries.* Imported from Japan. See page 283.

X 923-8890 A [illegible] 8.22

[2] **V-RROOM DUMP TRUCK** Big 20 in. vehicle has 3 levers [illegible] the sides. Lift up down and out to the back and it's [illegible] Truck [illegible] motor noise. Uses 4 "D" batteries.* [illegible] 7.22

X 923-8882 A [illegible]

* Not included—order on page 269



Battery-operated dump truck and bulldozer

POWER BRUTE DUMP TRUCK. Real construction vehicle action. 2 levers control forward, reverse and up and down bed movement. Plastic and metal construction. Uses 2 "D" batteries.* 11½ in. long.

X 923-8734 A—Wt. 1 lb. 8 oz. 3.57

POWER-BRUTE BULLDOZER. Rugged earth mover. 2 levers control forward, reverse. Blade raises and lowers automatically. Uses 2 standard "D" cell batteries.* Plastic. 10¼ in. long.

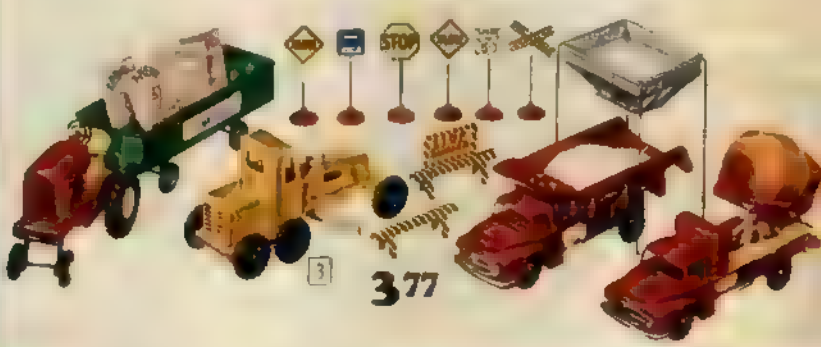
X 923-8742 A—Wt. 2 lbs. 6 oz. 3.57

DUMP TRUCK. Watch it react to your remote-control commands. Push buttons operate dump bed forward and reverse. Metal construction, rubber wheels. Flashing red exhaust. Uses 2 "D" batteries.* [illegible] Imported from Japan.

X 923-8635 A—Wt. 1 lb. 8 oz. 2.77

FORD INDUSTRIAL TRACTOR. 9-way remote-control action. Make it go forward, reverse, raise or lower bulldozer, steer it. Lighted pistons, manual earth scoop, back hoe. Metal construction. Uses 2 "D" batteries.* [illegible] Imported from Japan.

X 923-8577 A—Wt. 6 lbs. 8 oz. 6.97



[3] **18-PC. CONSTRUCTION SET.** Everything you need for building operations—and you're the grand boss. Set includes these motor toys: road grader 5 in., tractor 7½ in., cement mixer 7½ in., dump truck. Other vehicles include 7½ in. gravel hopper, 7½ in. utility crane. Plus cement bags, construction signs and other accessories. All pieces made of high-impact plastic. Imported from Japan.

X 923-8585 A—Wt. 3 lbs. 3.77

Big Boomer!

[4] **SUPER CRANE BY MARX** Picks up earth, unloads by remote-control operation. Boom and rotate. Truck body is two feet long, provides a sturdy base. Truck and boom made of realistic vary designed and high impact plastic. Boom has wire pulleys, working hall, hay hook or bucket, drag bucket, one piece and more. Boom winch operates on two "D" batteries* or by hand.

X 924-0615 A—Wt. 10 lbs. 10.89

SAVE THIS CATALOG—order toys now—and anytime until September 20, 1965

IT'S AN INVASION AGAINST EARTH!

giant bugs vs. brave defenders

Fight the eerie insects with motorized "atomic" vehicles!

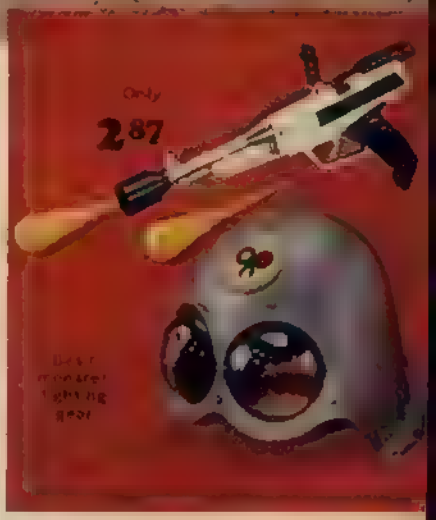
[1] **TORPEDO TANK*** Whirs into action at the click of a switch. Can fire its 2 torpedoes up to 20 ft. Electric motor. * * 3 defenders. Plastic.
X 924-0581 A—11 in. long, 2 lbs. 1 oz. Each 4.47

[2] **MOSQUITO JEEP*** Gun turns, elevates, fires 4 darts up to 10 ft. to repel the invaders. Spring motor. With 3 defender "scouts." Plastic.
X 924-0599 A—9½ in. long, 1 lb. 1 oz. Each 2.77

[3] [4] **INSECT INVADERS.** Gruesome twosome from outer space. Spring motorized, wind no batteries. Jaws snap as they lurch forward. Each with 3 Earth defenders. Plastic.

[3] **Horrible Hamilton.** Invasion leader.
X 924-0565 A—11 in. long, 1 lb. 8 oz. Each 2.99

[4] **Hamilton Beetle.** Weird giant insect.
X 924-0573 A—8 in. long, 1 lb. 4 oz. Each 1.87



More "mobile" monsters

[5] **MIGHTY KONG†** Grows, beats his chest, turns his head from side to side and walks as [illegible] are pressed on control box. Plastic, covered metal body. 11 in. high.
X 923-8841 A—2 lbs. 2 oz. * * 4.77

[6] **MR. ROBOT†** Swings arms, moves fantastically, "bumps" [illegible] goes on "[illegible]" [illegible] plastic domed [illegible] lights. Metal. 9½ in.
X 923-8544 A—2 lbs. 5 oz. * * 2.99

[7] **GORILLA†** Walks, beats chest [illegible]. Wind-up motor. Push over [illegible] metal body. 5½ in. high.
X 923-8809 A—14 oz. [illegible] 1.77

† Imported from Japan.

"Science-fiction" equipment

PISTOL AND HELMET SET*. New "secret weapon" for young "Earth defenders" fires cap with a bang, to kill as grenade 30 ft. Metal and plastic, has swing-away grip for quick [illegible] (not sold) 2 soft plastic grenades, soft [illegible].

Helmet protects against enemy's "secret rays." Shatterproof plastic, elastic strap.
X 924-0607 A—Wt. 4 lbs. Set 2.87

* Not sold to residents of Del. or Mass. * * Uses 2 "D" batts.—order page 269.

[INDEX 267]

Ball-tossing Tu Tu

TU TU TURTLE BY IDEAL. Want to play? Tu Tu does, and [illegible] Place plastic ball in his mouth push him backwards, ball pops back at you to catch. Made of sturdy styrene plastic. Colored green, yellow, red. Set includes 2 plastic balls.

X 923-4097 A—Shpg. wt. 2 lbs. 12 oz. 2.88

BIG BRUISER WRECKER BY MARX. Powerful enough to [illegible] any damaged play car or truck completely. Battery operated rear-wheel drive and electric winch with 15 lbs. of pulling power! You even get a damaged truck with replacement parts. Accessories include flashing red top light, safety-guard tail gate and towing hook plate, operating steering wheel, windshield wipers and horn, ball locking type tires, assorted repair tools. Wrecker is 25 in. long, truck 15 in. long. All plastic. Order batteries below.

X 923-4386 A—Shipping weight 5 lbs. 9.99

PENNCREST BATTERY PACK. 10 standard "D" cell batteries in handy cardboard carrying case. Big voltage for flashlights, games, toys. Made in Japan. 1 lb. 12 oz.

X 858-1316 A, ... Pkg/10, 99c
X 858-1332 A—7 oz. Pkg/2, 35c

"C" cell battery pack
X 858-1324 A—3 oz. Pkg/2, 35c

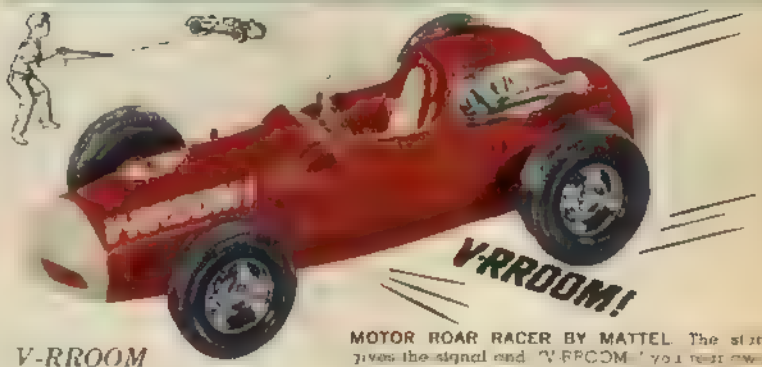
"a left to the body . . . a right to the chin"

ROCK 'EM, SOCK 'EM ROBOTS BY MARX. [illegible] with his [illegible] game. Boxing robots are completely under control [illegible] "Knock his block off" with punches you control with levers! [illegible]

X 924-0623 A—Shipping weight [illegible] 7.44

"Knock his block off" with punches you control with levers!

7.44



V-RROOM Guide-Whip Racer

3.27

MOTOR ROAR RACER BY MATTEL. The sizzle gives the signal and "V-RROOM" you zear away guiding your racer to an exciting finish. What fun! The faster you go, the louder the motor roars. Using the guide-whip and cord, spin racer in circles, steer it in and out, maneuver obstacle courses. Friction motor for self-propulsion. High-impact plastic, 4 in. long. No batteries needed.

X 923-8874 A—Shpg. wt. 2 lbs. [illegible] oz. 3.27

REMOTE-CONTROL VEHICLES . . . guide them while standing up!

Operate wrecker winch — *Move them forward and back in circles* — *Retract T-Bird's top*

WRECKER TRUCK. Pull up to the scene of an "accident" and tow the damaged car away. Powerful battery operated motor gives you more than [illegible] speed. Steer with [illegible] push button remote control. Big [illegible] steering. Rubber wheels. [illegible] 2 D cell batteries. Order below. [illegible]

X 97[illegible]-864[illegible] A—Shpg. wt. [illegible] 2.77

POLICE CAR. Stop speeders, keep law and order with this remote control police car. [illegible] steering. Metal on stamped rubber tires. [illegible] long. [illegible] 2 D cell batteries. [illegible]

X 92[illegible]-8668 A—Shpg. wt. 1 lb. 4 oz. 2.67

THUNDERBIRD. You're a real "sport" with this [illegible] remote control [illegible] 2 D cell batteries [illegible]

X 9[illegible]-8551 A—Shpg. wt. 2 lbs. [illegible] 2.99

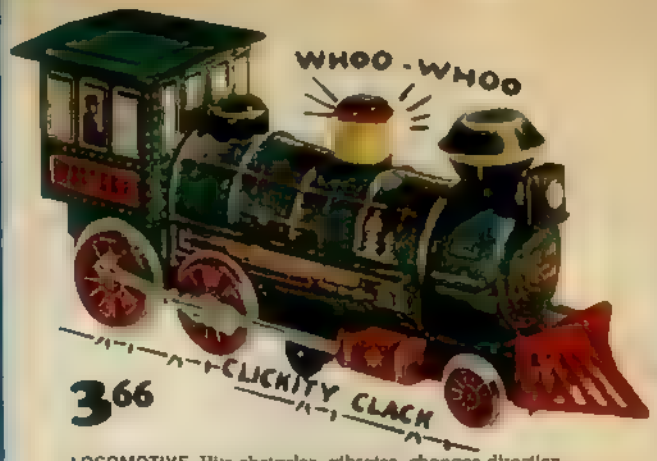
bump-along **old-timer car** shakes, rattles, and rolls—drive almost falls out of his seat

3.77

- Over 10 inches long
- Realistically detailed
- Working headlights

OLD TIMER CAR [illegible]
X 923 8868 A [illegible] 3.77

Buy all your toys with Credit Command—see page 263



3.66

LOCOMOTIVE. Hits obstacles, vibrates, changes direction, keeps on going. Makes clocking sound, whistles, smoke stack flashes. Uses 3 "D" batteries.* From Japan.
X 923-8676 A—Metal. 15 in. long. Wt. 2 lbs. 4 oz. 3.66

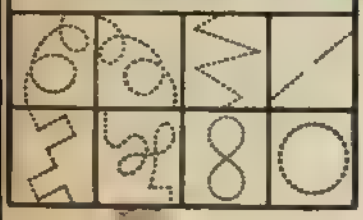
Remote controls make him "come to life"

2.99

SNIFFY DOG. A lively playmate for any youngster! Handle the push button controls and make Sniffy "come to life." Make him walk, sniff, wag his tail, move his head from side to side, flop his ears, and move his eyes. Plush-covered metal body. Uses 2 "D" batteries.* From Japan.
X 923 8692 A—Shipping weight 1 lb. 1 oz. . . . 2.99

[1] **3.99**

SEE "Automatic Pilot" Supercar take these courses—8 in all



[1] **SUPERCAR.** Amazing version of the same "Automatic Pilot" Supercar that Capt. Mike Mercury uses on his daring TV adventures. Speeds along like magic on 8 different predetermined courses or zooms on the straightaway. Just select a course and plug in magic cam. Durable plastic construction—10¾ in. long. Zippy electric motor uses one "D" battery.*
X 923 4089 A—Wt. 3 lbs. 3.99

[2] **3.27**

[2] **NUTTY INDIAN.** Gaily painted and dressed in cotton felt, he gives out with chilling war whoops, beats his drum, and makes ceremonial movements. To round out this exciting performance he makes his tongue move and stares at you with piercing eyes. Has plush hair and long war bonnet. 12 in. tall. Uses 2 "D" batteries.* From Japan.
X 923 8858 A—Wt. 4 lbs. . . . 3.27

* Not included—order on page 269.

SAVE THIS CATALOG—ORDER toys any time till September 20, 1965.

[3] **8.47**

[4] **2.69**

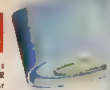
[3] **BEAR HUNTING SET.** Makes any room a big-game hunting ground! Aim at the grizzly with the 18-in. over-and-under dart rifle. Let him have it with both barrels, which recede as [illegible] grizzly growls and lunges toward you when hit. Uses 4 "D" batteries.* [illegible] darts. Not sold to ages, [illegible] Dolls or Mules.
X 923 4535 A—Shipping weight 3 lbs. 8 oz. . . . 8.47

[4] **RABBIT HUNTING SET.** Have the time of your life "rabbit hunting" [illegible] boxes, one hit by shooting, too. 23 in. [illegible] barrel [illegible] shoot 2 suction-cup darts with one loading [illegible] wind-up rabbit runs along and falls over when hit. 2 darts in [illegible] of Dolls or Mules.
X 924 0557 A—Shipping weight 2 lbs. 4 oz. 2.69

CLINTON

All Movement Parts GUARANTEED FOR LIFE

*The movement parts of every watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Clinton Watch Co. with $1.00 handling charge



Beautiful gift box Shipping Weight ½

A SEA POWER. AUTOMATIC. Winds itself with the normal movement of your wrist. A thin WATERPROOF** wonder watch! Yellow gold flashed top steel back. Sweep second hand. Luminous dial. Matching "rainbow gold" 1/20th 10K gold filled adjustable expansion band. 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.*

H-35464CU2995 White dial . . **$74.50**
H-35465CU2995 Black dial . . **$74.50**

B COMMANDER. 17 Jewel AUTOMATIC. Handsome, rugged all steel case WATERPROOF** Luminous dial, sweep second. Shock resistant movement GUARANTEED FOR LIFE.* Unbreakable mainspring and crystal. Matching all steel link and expansion band

H-35466CU2995 . . **$74.50**

C HELMSMAN. WATERPROOF watch for the man on the go. Calendar window shows date. 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Unbreakable mainspring, luminous dial, sweep second hand. Matching expansion band adjusts to fit.

Yellow gold flashed top.
H-35467CU2395 **$59.50**
Chrome plated top.
H-35468CU2295 **$57.50**

D SKINDIVER. Tested WATERPROOF** to 600 feet. All stainless steel case has movable bezel to indicate elapsed time. Special waterproof strap. Self winding 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.* CALENDAR has magnifying loupe over date. Radium dial, sweep second hand, unbreakable crystal.

H-35469CU4750 $119.50

E PRINCESSS. An irresistible bracelet watch with 10K rolled gold plate case, stainless steel back. 1/20th 10K gold filled bracelet. 25 Jewel shock-resistant, dust-protected movement is GUARANTEED FOR LIFE.*

Yellow
H-35470CU2975 . **$74.50**
White
H-35471CU2975 . . **$74.50**

G ELAINE. Delicate and dainty 10K rolled gold plate case with stainless steel back. Matching 1/20th 10K gold filled expansion band. 21 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Unbreakable mainspring

Yellow
H-35472CU1995 . . . . . **$49.50**
White
H-35473CU1995 . . . . . **$49.50**

H NANCY. Smart, modern 25 Jewel watch in solid 14K gold case with raised crystal. Shock-resistant movement GUARANTEED FOR LIFE.* Matching 1/20th 10K gold filled expansion band adjusts to fit wrist.

Yellow
H-35474CU3650 . . . . . **$89.50**
White
H-35475CU3650 . . . . . **$89.50**

J ALTA. Three diamonds grace the solid 14K white gold case. So dainty it goes through a ring. Faceted crystal. 25 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Unbreakable mainspring. Luxurious 1/20th 10K gold filled Florentine bracelet

H-35476CU4750 . **$119.50**

WATERPROOF: Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact

Add 10% Federal Excise Tax if not for Resale

CLINTON

Every watch comes with stunning presentation box.

All Movement Parts GUARANTEED FOR LIFE

*The movement parts of every watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Clinton Watch Co with $1 00 handling charge

A DIAMOND PRINCE. 6 diamonds flash on elegant grey dial 25 Jewel, AUTOMATIC, movement is GUARANTEED FOR LIFE* Sweep second hand. All steel WATERPROOF** case. Adjustable expansion band.

H-35445CU5500 $139.50
Yellow gold flashed case steel back. 1/20th 10K gold filled adjustable expansion band.
H-35447CU5500 . $139.50

B SEA FLIGHT. 17 Jewel thin WATERPROOF.** Handsome yellow gold flashed case, steel back. Sweep second hand, luminous dial. Unbreakable mainspring, shock-resistant movement GUARANTEED FOR LIFE.* 1/20th 10K g f. adjustable expansion band.

White dial
H-35448CU2250 $57.50
Black dial
H-35449CU2250 . . . . $57.50

C BLACK BEAUTY 25 Jewel self winding AUTOMATIC shock-resistant movement GUARANTEED FOR LIFE.* No winding ever! Yellow gold flashed, steel back case. Sweep second hand. 1/20th 10K gold filled expansion band.

Black dial
H-35450CU3950 $84 50
White dial
H-35451CU3950 . . $84 50

D ROYAL MARINE. Our exclusive design in the continental manner Smart, handsome WATERPROOF** with accurate 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.* ALL STAINLESS STEEL CASE with unbreakable crystal, Unbreakable mainspring. Raised markers, numerals. Matching all stainless steel expansion band. An ideal gift

White dial
H-35452CU1995 $49 50
Black dial
H-35453CU1995 . . . . . $49.50

PREP
Lifetime Watches Specially Designed for Students

E ENSIGN. Chrome plated top, stainless steel back. 7 Jewel shock-resistant movement is GUARANTEED FOR LIFE.* Sweep second hand. Water-resistant. Expansion band adjusts to fit wrist.

H-35454CU1295 . $29.50
Yellow gold flashed top.
H-35455CU1395 . . . . $32.50

G JEANNE. Shock-resistant, dust protected 7 Jewel movement GUARANTEED FOR LIFE* Unbreakable mainspring Gold flashed top, steel back case, raised crystal. Matching adjustable expansion bracelet.

Yellow
H-35456CU1495. . . . . .$37 50
White
H-35459CU1495. . . . . $37 50

H JANICE. 2 sparkling diamonds in gold flashed top steel back case. Matching diamond cut expansion bracelet adjusts to fit wrist. Raised figure dial. 7 Jewel shock-resistant movement is GUARANTEED FOR LIFE*

White
H-35460CU1795 . . . . . $44.50
Yellow
H-35461CU1795 . . . . . $44.50

J MARTHA. Water-resistant! Raised figure luminous dial, sweep second hand 7 Jewel shock-resistant movement GUARANTEED FOR LIFE* Sturdy leather strap

Chrome plated top, steel back.
H-35462CU1495 . . . . $37 50
Yellow gold flashed, steel back
H-35463CU1595 . . . . . .$39 50

**WATERPROOF: Guaranteed waterproof or water resistant as long as case, crown and crystal are intact

Shipping Weight ½ lb

Add 10% Federal Excise Tax if not for Resale

CLINTON

GUARANTEED FOR LIFE

*The movement parts of every conventional watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Clinton Watch Co. with $1.00 handling charge

(A) **THE ONE TEN** Self winding 110 Jewel shock-resistant movement is GUARANTEED FOR LIFE* Automatic calendar and it's WATERPROOF!** Luminous dial sweep second hand. Yellow gold flashed, steel back case Matching 1 20th 10K gold filled expansion band.
H-35424CU5500 . **$139.50**
Steel clad top, steel back case with all steel expansion band.
H-35427CU5500 **$139 50**

(B) **ELECTROMATIC.** The accurate split second impulse timepiece No winding ever! Tiny power cell provides power for over a year Yellow gold flashed case with stainless steel back is Water resistant ** Luminous dial sweep second hand Shock-resistant movement Matching 1 20th 10K gold filled expansion band adjusts to fit. Special Electric Watch Guarantee.
H-35428CU5500 **$139 50**

(C) **TROJAN** 21 Jewel executive dress watch encased in square yellow 10K rolled gold plate case has stainless steel back Dust-protected, shock resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE* Dial has raised gilt figures and markers, sweep second hand Matching 1 20th 10K gold filled expansion band.
H-35430CU2795 . . . . . **$69.50**

(D) **CLASSIC,** AUTOMATIC self winding WATERPROOF** Chrome plated top with stainless steel back All stainless steel Clint O-Flex expansion band can be tied in a knot 17 Jewel shock-resistant movement is GUARANTEED FOR LIFE* No break crystal Luminous dial
White dial
H-35431CU2675 **$67.50**
Black dial
H-35432CU2675 **$67 50**

(E) **AQUA-MAID.** Tiniest self-winding watch made for women. 25 Jewel shock resistant movement. GUARANTEED FOR LIFE.* Yellow gold flashed top, steel back WATERPROOF** Matching tie it in a knot, Clint O-Flex expansion band
H-35433CU3990 **$89.50**
With chrome plated top,
H-35434CU3990 . . **$89.50**

(G) **MERMAID.** The world's smallest WATERPROOF** watch! A sport or nurses watch. Unbreakable mainspring. Luminous dial. 17 Jewel shock-resistant movement is GUARANTEED FOR LIFE* Matching adjustable bracelet.
Yellow gold flashed top,
H-35436CU2995 . **$74.50**
All stainless steel
H-35437CU2995. **$74 50**

(H) **KATHY.** 17 Jewel oval beauty Gold flashed case with steel back. Matching 1/20th 10K gold filled adjustable expansion band. Raised crystal. Unbreakable mainspring, shock-resistant. GUARANTEED FOR LIFE*
Yellow
H-35438CU1895 **$47.50**
White
H-35440CU1895 . **$47.50**

(J) **SWIRL** Unique design sets off this 10K rolled gold plate, steel back case. 17 Jewels. GUARANTEED FOR LIFE* Unbreakable mainspring Adjustable snake bracelet
H-35441CU2450—Yellow **$62.50**
H-35442CU2450—White **$62.50**

(K) **DREAM** 6 superb diamonds blaze on 10K rolled gold plate case 1/20th 10K gold filled adjustable expansion band 21 Jewel movement GUARANTEED FOR LIFE*
H-35443CU4250—White **$109 50**
H-35444CU4250—Yellow **$109 50**

Every watch comes with a stunning presentation box.

**WATERPROOF: Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact

Shipping Weight ½ lb

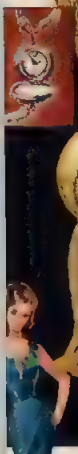
Add 10% Federal Excise Tax if not for Resale

CLINTON

GUARANTEED FOR LIFE

*The movement parts of every watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Clinton Watch Co. with $1.00 handling charge.

Beautiful Gift Box



A, ELINOR Gracefully feminine pendant watch. Yellow gold-flashed case on multiple chain necklace. Easy to read dial has full arabic figures and small second hand. 17 Jewel shock resistant movement with unbreakable mainspring. GUARANTEED FOR LIFE.* A delightful addition to your jewelry collection.
H-35477CU2450 $62.50

B SEA WOLF. 17 Jewel WATERPROOF** Handsome chrome plated top, stainless steel back case for everyday rugged wear. Luminous dial, sweep second hand, unbreakable crystal. All stainless steel expansion band. Shock-resistant movement is GUARANTEED FOR LIFE.*
H-35978CU1595 $39.50
As above with all STAINLESS STEEL case.
H-35979CU1995 $49.50

C 20TH CENTURY. Split second accuracy. 21 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Water resistant**. Unbreakable mainspring and crystal. Luminous dial, sweep second hand. Yellow gold flashed case with steel back. Matching 1/20th 10K gold filled expansion band with newest rainbow color.
H-35980CU2295 $57.50
Chrome plated top. All steel band.
H-35981CU1995 $49.50

D SANTA FE TRANSPORTATION WATCH. A favorite respected for its accuracy. Heavy duty yellow gold flashed timepiece with heavy black numerals, minute divisions, small second hand. 21 Jewel shock-resistant movement GUARANTEED FOR LIFE.* No break mainspring. Sturdy leather fob.
H-35982CU2895 $72.50
Chrome plated case.
H-35983CU2395 $59.50

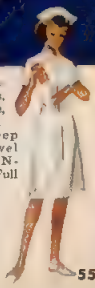
E DIANE. Two blazing diamonds accent the beauty of this tear drop case. 10K rolled gold plate stainless steel back. 21 Jewel shock-resistant movement GUARANTEED FOR LIFE.* 1/20th 10K gold filled expansion band.
H-35984CU2995 White $74.50
H-35985CU2995 Yellow $74.50

G MELISSA. Florentine swirl highlights this ultra modern bracelet watch. Gold flashed top, steel back. 17 Jewel shock resistant movement GUARANTEED FOR LIFE.*
H-35986CU2995 Yellow $74.50
H-35987CU2995 White $74.50

H MARIE. 17 Jewel shock resistant movement is GUARANTEED FOR LIFE.* Unbreakable main spring. Gold flashed case with steel back. Easy to read numerals. Matching 1/20th 10K gold filled expansion band.
Yellow
H-35988CU1595 $39.50
White
H-35989CU1595 ... $39.50

J JOYCE. Nurse's watch. 10K rolled gold plate case, stainless steel back. Sweep second hand. 1/20th 10K gold filled expansion bracelet. 17 Jewel movement GUARANTEED FOR LIFE.*
Yellow
H-35990CU2395 $59.50
White
H-35991CU2395 $59.50

K JUDITH. Water resistant** For career girls, nurses. Classic case, stainless steel back. Luminous dial and sweep second hand. 17 Jewel movement GUARANTEED FOR LIFE.* Full expansion band.
Yellow gold flashed top.
H-35992CU2195 $54.50
Chrome plated top.
H-35993CU1995 $49.50



**WATERPROOF: Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact.

Add 10% Federal Excise Tax if not for Resale

Shipping Weight ½ lb

Hit the Beach with U.S. Army attack force

Launch a full-scale invasion with soldiers, tanks, landing craft and other war gear

A 5.77
183-Piece Set

American Airlines Astro Jet Port

hear actual airport noises!

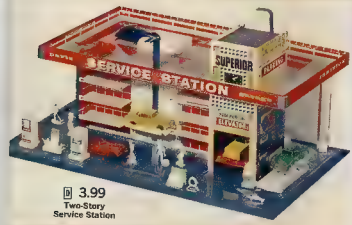
launch BOMARC missile

B 5.77
134-Piece Set

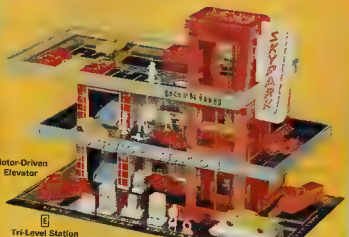
You operate U.S.A.F. Space Control Center

C 3.77
Set

C
Mechanical Farm Set
Over 165 Pieces
6.88



D 3.99
Two-Story
Service Station



Motor-Driven
Elevator

E
Tri-Level Station
6.88

G
4.29
over 120 pieces

"Wagons Ho!" into Fort Cheyenne

Miniature Replicas

. . . perfectly detailed

A
4.99

Extra-sturdy—barn and silo of sheet steel!

Keep this catalog handy for ordering toys the year 'round.

Metal barn—colorful plastic accessories!

B
2.88

A "MODEL FARM" SET. Realistically detailed, made to last. Two-story barn measures 23 x 10½ x 9 in. wide—colorfully lithographed inside and out. Pulley loader swings hay-bale up and across inside of barn. Lithographed steel hen house and silo. Smaller pieces of durable, colorful polyethylene plastic—including farm tractor with attachments, fence sections, tools, livestock, plants and trees, hay-bales, grain sacks, farm people and other accessories. 113-pc. set is easy to assemble.
X 923-7181 A—Shipping weight 4 lbs. 4.99

B "HOME FARM" SET. Hours of fun—at a tiny price! This set has over 110 separate pieces to arrange so many different ways. Lithographed metal barn has open back, second-story hay loft, bale lift—measures 13 x 9 x 10 in., stands on metal base-plate. Accessories of colorful unbreakable polyethylene plastic include: pick-up truck, tractor with attachments, ten rail-fence sections, livestock, farmers, tools, and more. Easy to set up.
X 923-6944 A—Shipping weight 4 lbs. 2.88

C "BLUE RIBBON" MECHANIZED FARM SET. Over 165 realistic, beautifully detailed pieces—everything a "little farmer" could want. Lithographed metal barn measures 23 x 9 x 12 in., is full of mechanical features: hay-lift moves bales into barn, lifter-carrier moves in and out, conveyer loads and unloads corn. Lithographed metal silo is 12 in. high—has corn bin with a release-gate inside the barn. Metal base-plate, chicken coop, pig pen, machine-shop shed. All other accessories, break-resistant polyethylene plastic: pick-up truck, tractor with attachments, variety of livestock, 9 farm workers, 15 fence sections, tools and more. Assembles easily.
X 923-1994 A—Shipping weight 7 lbs. 6.88

D TWO STORY SERVICE STATION. 2-story station and base of colorful, sturdy lithographed metal. 25 x 14½ x 12 in. high. 2 elevators lift cars to parking areas on roof or rack. Break-resistant plastic accessories incl: lots-model toy cars, gas pumps, displays, grease rack, attendants, others. Easy to assemble.
X 923-7157 A—Shipping weight 6 lbs. 3.99

E "SKYPARK" TRI-LEVEL SERVICE STATION. With accessories for extra fun. Station and base are colorfully lithographed metal—measures 26½ x 14½ x 17¼ in. high. Motor-driven elevator lifts cars to service and parking areas. Uses one "D" flashlight battery—not incl. (For batteries, see page 116.) Break-resistant plastic accessories incl. lots-model cars, trucks, gas pumps, displays, grease rack, attendants, more. Easy to assemble.
X 923-7165 A—Shipping weight 9 lbs. 6.88

G "WAGONS HO!" FORT CHEYENNE SET. A fast-moving wagon train outraces the Indians into Fort Cheyenne—soldiers rush out to drive away the attackers! This set provides prolonged delight for young "westerners"—contains over 120 pieces, 2 lithographed metal fort buildings—each measures 7 x 4 x 3¾ in. Plastic stockade sections, gateway with movable gates, movable block-houses with firing platforms. Durable plastic accessories: covered wagons, horses, riders, Indians, soldiers, 2 shooting cannons, shells. Easy to assemble.
X 923-7173 A—Shipping weight 4 lbs. 4.29

 Use-Credit Command—see page 79.

Puzzled about what to get that special boy? Penneys has the answer. For the "military-minded" youngster—exciting play sets of authentically-detailed army weapons. For future pilots and spacemen—airport and space-center sets . . . replicas of latest aeronautical achievements. If your boy is a "natural-born" builder—construction sets with trucks, digging and hauling equipment that really work. Look at our thrilling array!

A **U.S. ARMY ATTACK FORCE.** It's D-Day—everything is set for a maximum effort against the "enemy" . you're ready for the toughest combat with this U.S. Army Attack Force Set. As "general," you command 144 soldiers in 24 different combat poses. You maneuver four M-48 tanks and two M-47 tanks—all with swivel-turrets. Two 155mm self-propelled guns and two .30 caliber machine guns provide "cover" fire for your troops. Artillery includes two trench mortars and howitzers. Your troops hit the enemy beach in two LCVP landing craft. Set also includes four supply trucks and two each personnel carriers, jeeps, trailers. A bridge with obstacles is provided to test your men's courage. Figures measure 2½ in. high. Molded in 3-dimensional plastic. An exciting gift.
X 923-7231 A—Shpg. wt. 5 lbs. . . . . Set 5.77

B **AMERICAN AIRLINES ASTRO JET PORT.** What realism! Hear actual airport noises on 33⅓ rpm record! Metal terminal building has control tower, expending boarding ramps, 2 wings. Planes incl. Boeing 707, Electra, 7 smaller aircraft, friction jet, rocket-firing jets, helicopter that actually takes off from wind-up pad. BOMARC missile can be launched from its own platform! Friction bus, 2 lithographed steel hangars, 50 airport passenger figures, flight/ground personnel, accessories. 27 x 42-in. runway holds entire set. 3-D plastic
X 923-7199 A—Wt. 7 lbs... . . . . Set 5.77

C **U.S.A.F. SPACE CONTROL COMMAND** This Command base is ready to "scramble" at a moment's notice. Nerve-center is metal Control Center, 12 x 4¼ in. wide, with roof-mounted radar tracking equipment and heliport. A battery of multi-rocketed launchers and mobile "Sky-Sweeper" can swing into position to fire ground-to-air rockets. Three gantry towers stand ready to "blast-off" 3-stage ICBM missiles to any target. "Commander" missile carrier also fires giant orbital missile from its gantry. Two flying helicopters—vital for "rescue" operations—are launched automatically from their spring-powered pad. With toy astronauts, missileman, ground crew, command jeep, flag, equipment, weapons. All pieces made of 3-D plastic, except control center
X 923-7207 A—Shpg. wt. 5 lbs. . . . . Set 3.77

D **MOBILE ARMORED BATTLE FORCE.** Get set for the "big push"! Advance on the "enemy" with 20-in long "Goliath" heavy tank. Has aluminum-barreled swivel-action cannon that shoots plastic shells. "Half-Track" tank destroyer equipped with moving shell-firing cannon. 14½-in. long "Puddle Jumper" tank automatically launches 16½-in. long scissors bridge that opens to ford streams—tank crosses over to attack. Set includes command jeep, army supply truck, toy soldiers with weapons and gear. Vehicles roll easily over "rough terrain." Sturdy plastic construction. Made for rugged play.
X 923-7215 A—Shpg. wt. 5 lbs. . . . . Set 4.99

E **SUPER HIGHWAY CONSTRUCTION SET.** Boys! If you're tired of just being "sidewalk-superintendents" and you want to try your hand at big-time "construction," this dig/grade/load and haul set is for you. "Hercules" crane has giant boom that raises and lowers. Six-wheel chassis supports rotating cab. Bulldozer with blade has hitch for sand-carrying dump trailer. Scoop loader hauls sand; lift-dump loader has scoop that lifts dirt and sand into trucks. Road grader smooths out road into its angled blade. Clever lock-arrangement opens and closes 6¾-in. high sand and gravel hopper under which trucks are loaded. Set includes 3 open-backed hauling trucks, foreman's jeep and 14 construction-worker figures. All pieces are multi-colored, high-impact plastic
X 923-7223 A—Wt. 3 lbs. 8 oz.. . . . . Set 3.66

Save this Catalog for your easy reference in ordering toys all year 'round—toys shown will be available until Sept. 21, 1964.

You need no down payment with Credit Command **see pg. 79 for complete details.**

Move into Action fast with this mobile armored battle force

D Set 4.99

Super-highway Construction Set

E Set 3.66

No. 621
Transmits code signals 3 ways
- Morse Code button
- Blinker light signal
- Transmits voice

For kids — for fun — for play
For adults — professional equipment
for hunters, fishermen, boatsmen, campers.
For indoor or outdoor use.

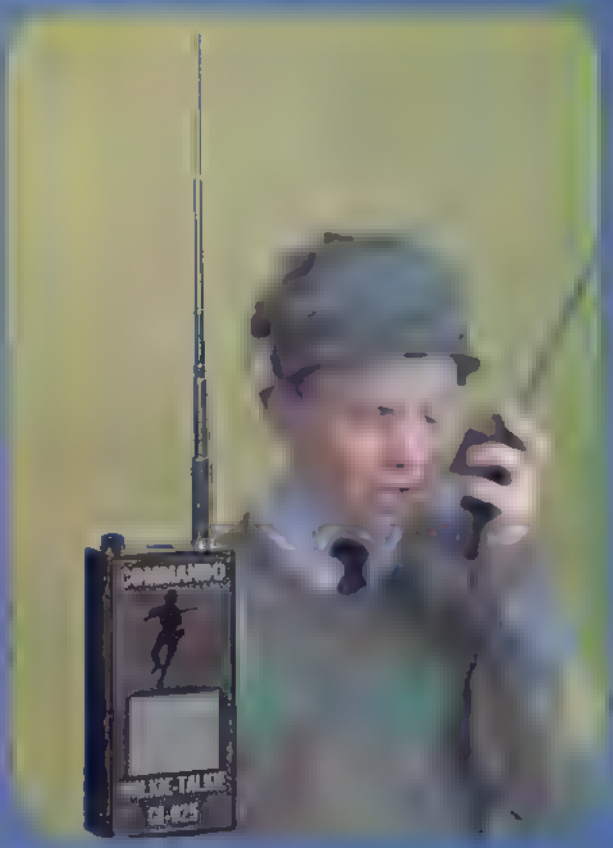
GABRIEL-BELL, INC., ST. LOUIS, MO.
a subsidiary of Gabriel Industries, Inc.

NEW

"McHALE'S NAVY" SIGNAL SENDER

PORTABLE TRANSISTORIZED MEGAPHONE

© MCA ENTERPRISES, INC.



COMMANDO WALKIE-TALKIE SET

No. 025

[illegible] delivery for year-round selling.

GABRIEL TOY CO., INC., JERSEY CITY, N. J.
a subsidiary of Gabriel Industries, Inc.

EMENEE 1964

EXCLAIM!
EXAMINE!
EXPLORE!
ROOM 1434

the sparkling new showrooms of

EMENEE

Musical Toys Electronic Toys Art & Skill Games Youth Physical Fitness Equipment

EMENEE INDUSTRIES, INC

200 Fifth Avenue, New York, N.Y. 10010 • Phone: ORegon 5-4700

MORE...MUCH MORE...

FROM GABRIEL IN '64

Weird-ohs

Kits — hawk

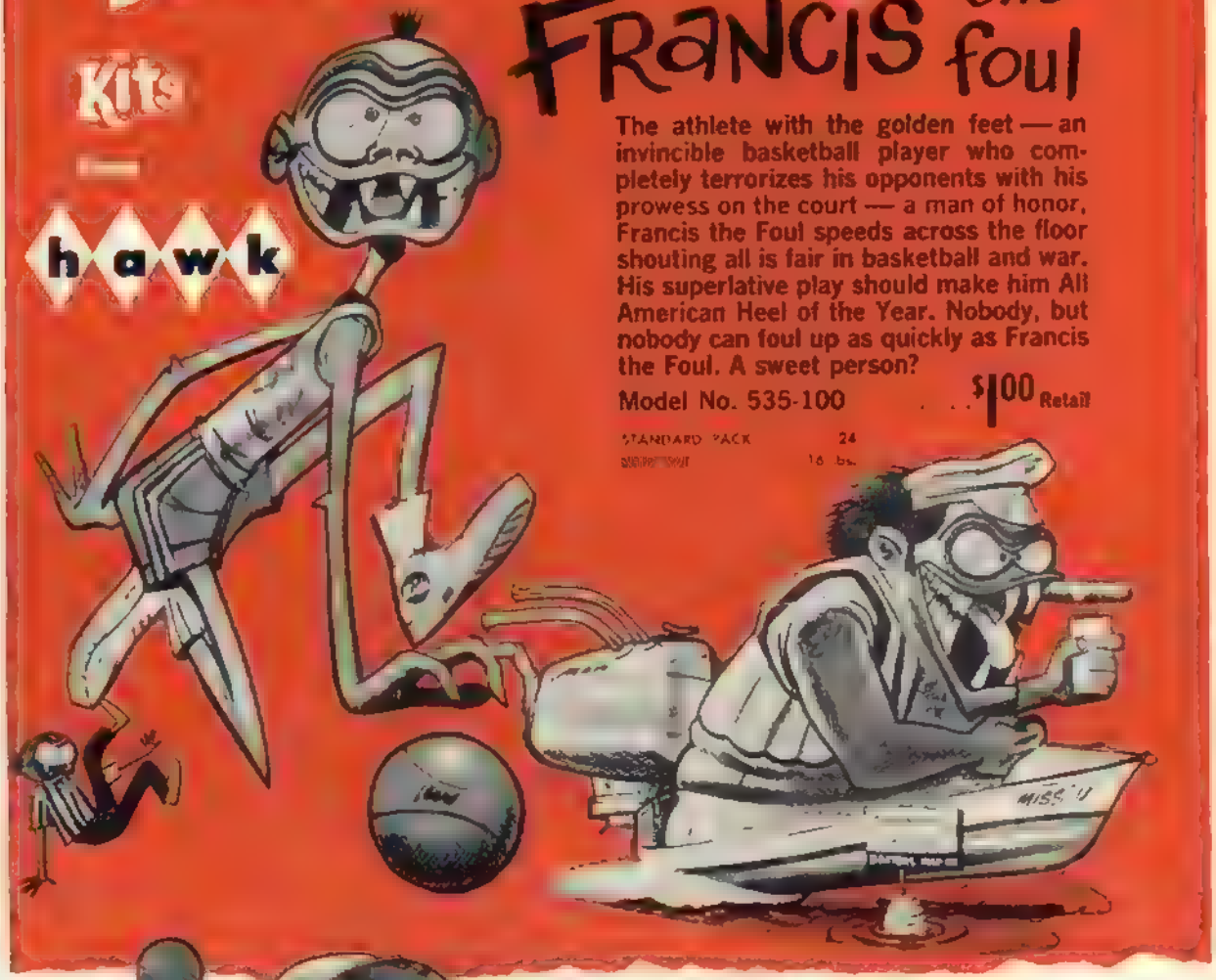
Francis the Foul

The athlete with the golden feet — an invincible basketball player who completely terrorizes his opponents with his prowess on the court — a man of honor, Francis the Foul speeds across the floor shouting all is fair in basketball and war. His superlative play should make him All American Heel of the Year. Nobody, but nobody can foul up as quickly as Francis the Foul. A sweet person?

Model No. 535-100 . . . $1.00 Retail

STANDARD PACK 24

SHIPPING WT. 16 lbs.



LEAKY BOAT LOUIE

Stays afloat only because the waters won't have him. Rides the waves with all the aplomb and grace of a lead elephant — a sailor down to his uncountable fingertips. He's dressed for his dramatic role with yachting cap, cigar in mouth and cooling drink in hand — ready for anything or anyone.

Model No. 534-100 . . . . . $1.00 Retail

FREDDY FLAMEOUT

The slick, breath-taking pilot who seeks out danger and takes it in stride. The one man you'd want at the stick if suicide were your mission. His flying machine is a dying machine and lands with a crunching, screeching roar of disapproval. It's all made possible by the ingenious use of his handy-andy blow torch.

Model No. 533-100 . . . . . $1.00 Retail

PACKAGED TO SELL!
In 4 color cellophane wrapped, individual boxes.

The Largest National Consumer Magazine Advertising Program in Hawk's History Will Keep Everyone Posted On WEIRD-OHS!

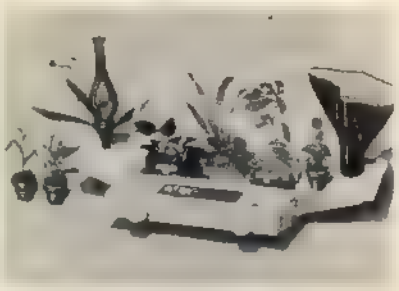
hawk

HAWK MODEL COMPANY
4600 N. Olcott Ave., Chicago 56, Ill.

HOBBYCRAFTS ON PARADE

"Bipe" is a rubber-powered biplane with a 21" wing span that flies 1/10 of a mile. Fuselage model takes off into a long, steady climb, has molded plastic bulkhead, and instructions for adapting. North Pacific Prod Co., North Bend, Ore.

Boys and girls, 9 to 16, will learn by doing with Airplane Book-Kit, book and model combination that teaches fundamentals of flight. Plane is assembled easily, without glue, retails for $1.50. Educators Cooperative, Inc., Chicago.



A ventilated greenhouse, with soil, seeds, accessories; enlarged take-apart model of flower; botany manual; model of leaf; teaching machine, are parts of Botany Kit, manufactured by Renwal Products, Inc., Old Country rd., Mineola, N. Y.

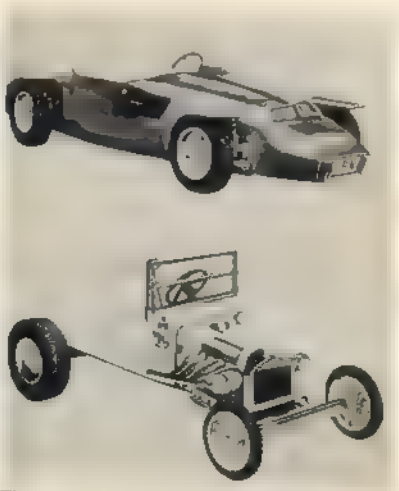
Among the items in the "Matchbox" models for 1964 are Rolls Royce Sedan, pick-up truck, dump truck, crash tender for 49¢ ea.; auto transporter for $2; and "Models of Yesteryear" for $1.25 to $1.50. Fred Bronner Corp., New York.

Golden Tripack has three complete independent power packs in one housing. Its 6-ampere power is more than enough to run 10 HO trains in three separate train sections. Retails at $45.95. Model Rectifier Corp., 5300 21st ave., Brooklyn, N.Y.

"Crazy Cool Colors" paint kit is designed for monsters and anything else far out. In addition to thinner and brush, kit includes gory red, sick pink, ghoul yellow, witch black, four other colors; 98¢. Pactra Chemical Co., Los Angeles.

One of six subjects in new wall plaque kit series is "Summer Setting." Walnut, red cherry, teakwood and bleached cherry wood grains are used to depict subjects. Kit retails for $7.95. Arrow Handicraft Corp., 1464 W. 37th st., Chicago.

Four metal mirrors, periscope materials, experimental equipment and 48-page illustrated book with ideas for projects are included in Science Book-Lab set on Mirrors, $3.95 retailer. Science Materials Center, Inc., 220 E. 23rd, New York



The speed and grace of yesteryear are combined with their modern day counterparts in Ford Double Trophy Kit, consisting of '27 Ford "T" Bucket and XR 6. A real show-and-go pair for any collection. AMT Corp., E. Maple rd., Troy, Mich.

Customized Service Truck Assembly Kit is in 1/32 scale, features front-wheel steer, opening hood, collapsible windshield, removable cab roof, crane that lifts, extends and rotates. Renwal Products, Inc., Old Country rd., Mineola, N.Y

The Skylark kit features jig type spars for warp-free wings, clear fuel-proof canopy, stamped aluminum gear, rubber wheels, hardware. Takes .035 engine. Wing span is 54", length 40"; $11.95 retail Sterling Models, Philadelphia

Hobbyists can make Indian figurines with plaster casting kits that come in colorful window gift packages. Only four items needed—molds, plaster, water, paint. $2 suggested retail from Bersted's Hobby-Craft, Inc., Monmouth, Ill.

"By Outline" is a new line of taffeta picture painting sets consisting of eight subjects. Each set contains materials, two pictures, size 8" x 16", hand screened in gold on white taffeta. $4 95 retailers. CVH Laboratories, W. End, N. J

Useful for scientific projects and general hobby work, laboratory work table has built-in test tube holders, chart showing elements, other features. All metal construction; $29.95. The Perfect Parts Co One N. Haven st., Baltimore.

Rent notwithstanding, house-hunting birds will like new Birdhouse Kit by Gallo. All parts cut from soft, clear wood; can be finished in gay colors. Nails, hanger, instructions included; $1. Gallo Mfg. Co., 1312 Forest st., Racine, Wisc.

Hobbyists can make a wide variety of trays and novelties with Cookin' Crystals, available in bottles, boxes and handy packs. Dealers receive rack free with merchandise. Hazel Pearson Handicrafts, 4128 Temple City blvd., Rosemead, Calif

Mother's Worry consists of a miniature Roth monster in a '23 T bucket. The monster is removable and will stand alone. The car features metal axles and wheels that turn. $1 suggested retail. Revell, Inc., Glencoe ave., Venice, Calif.

"E-Z Crafts Looney Animals" are a series of 10 zoo animals that can be easily assembled by children. Constructed of pipe cleaners, molded plastic bodies and heads, beads; 25¢ ea. Physio-Chem Corp., 208 S. 14th ave., Mt. Vernon, N.Y.

British Jaguar XKE kit includes car body driver's head, tail pipes, headlight, customizing decals, instructions for slot racing adaptation. Parts are made to 1/32 scale. $1.29 retail. Strombecker, div. of Dowst Mfg. Co., Chicago.

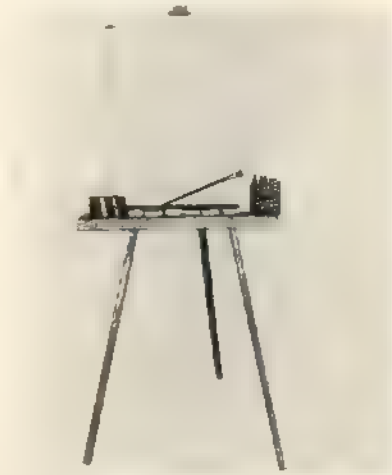
Famous World War II fighter, Chance Vought F4U-Corsair is available in ¼" scale model kit. Working features include folding gull wings, retracting landing gear and doors; $1.49. Monogram Models, Inc., Morton Grove, Ill.

'37 Chevy Coupe measures 5½" long when completed. In 1/32 scale, kit is molded in authentic automobile colors, with clear windshields, windows and headlamps; 50¢ suggested retail. Pyro Plastics Corp., Pyro Park, Union, N. J.

Dodge Polara Ramcharger and Plymouth Fury are stock car models with steerable wheels, drag race slick tires. Done in 1/25 scale, authentically detailed cars retail for $1.49 ea. with engine. Jo-Han Models, Inc., 17255 Moran, Detroit.

Skylark model can be built with twin-engine radio control or as single engine model. Wing span is 56". One to 10 channels for .09 to .19 engines. Retails for $12.95. Carl Goldberg Models, Inc., 2541 W. Cermak rd., Chicago 60608

Budding artists have two finely detailed subjects, 30 bottles of paint to work with in Gold Award Numbered Oil Painting Set. Pictures measure 20" x 16". Brushes, cleaner included. Art Award Co., 390 Wythe ave., Brooklyn, N.Y.



Sargent Easel Coloring Outfit includes adjustable 48" easel with utility shelf, drawing pad with chalkboard back, paint, crayons, color pastels, camel hair brush; list price $7.95. Sargent Art Materials, Inc., 200 Fifth ave., New York.

"Exotic Birds" and "Fantasy" are additions to Golden Scroll line of wall panels. Background is gold moire fabric, accented with black frames and oriental hangar; $4 ea. General Crafts Corp., 3031 James st., Baltimore.

Miniature decals, for cars, models and/or customizing, are easy to apply, come four to a pack. Dip in water for 15 seconds, place on object when design loosens; 5¢ per pack. Imprint Art Products, Inc., Kansas st., Hackensack, N. J.

Kids love monsters. We've got 2 all-time greats. So should you.

What's the biggest craze to hit the toy industry? Monsters.
And can you think of bigger or better monsters than King Kong and Godzilla?
Impossible. Ideal will lead the monster pack with the best in games.
Our packaging is realistic, brilliantly colored, and as scary as can be.
The price is right. Good for your customers, profitable for you.
Order them now. Display them. Get profits *now*–not just later.

KING KONG. The all-time chiller in a great new spine-tingling action game for 2 to 4 players. Players pursue the terrifying monster as he ranges across the country, sowing destruction. The winner is the skillful player who succeeds in trapping King Kong atop the Empire State Building. Game board with adventure illustrations in full color... accompanied by a spinner, and a stack of colorful cards.

GODZILLA—The reprehensible reptile roams his way over a course of rampant destruction, destroying power plants, wrecking dams. Who can catch and kill him? The winner does by hitting Godzilla in one of three vulnerable areas with the atomic playing pieces. Colorfully dramatic, fully illustrated game board, spinner and Godzilla cards.

Ideal gives you variety galore in these special assortments, so you can sell a wide range of hot Ideal games.

ASSORTMENT ONE—SKOOZ-IT™

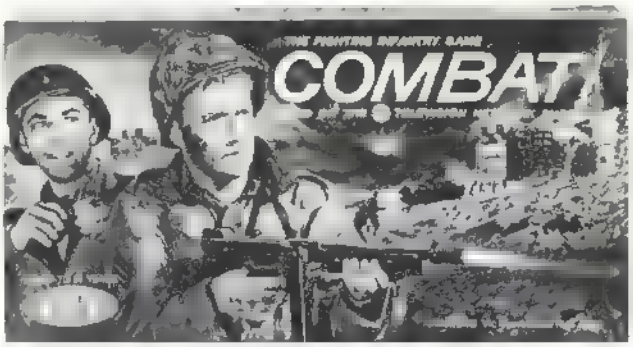
Exciting and competitive puzzle game for 2, 3 or 4 players. Each *Skooz-It* can contains the puzzle parts for four identical pictures of the cartoon character depicted on the container. Players pull out individual pieces from the container to see who can finish the *Skooz-It* picture first. Plenty of fun, and a chance to "steal" a piece from another player, too. For children, and grown-ups who play with children.

SKOOZ-IT DEAL 2023-0—Contains 2 each of above 6. Pack: 1 doz. bulk. Weight: 10 lbs.

SKOOZ-IT DISPLAY DEAL 2030-5—Contains 10 each of above 6 plus FREE display. Pack: 60 per carton. Weight: 55 lbs.

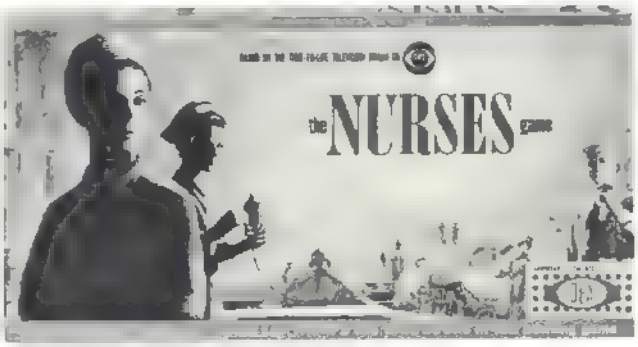
ASSORTMENT TWO

TV Assortment 2256-6 contains 3 each of the following 4 games:



COMBAT 2221-0—Realistic action as seen in popular ABC-TV program. Recreates true war-time challenges and hazards: mines, secret instructions, and combatting forces.

© 1963 SELMUR PROD. INC

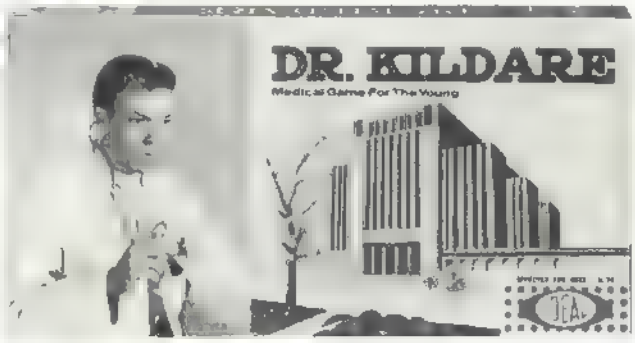


NURSES 2220-2—The game for girls based on the CBS-TV network show. It's filled with all the variety and activity of a student nurse's course at school, and fun after hours. Excitement! Drama! Romance!

© 1963 COLUMBIA BROADCASTING SYSTEM, INC.

TRAVELS OF JAIMIE McPHEETERS 2254-1 —All the best from the wild and woolly west. A game both boys and girls love. Based on the Pulitzer Prize winning novel, Jaimie McPheeters is one of the most popular TV shows on the full ABC-TV network line-up. Jammed with action packed escapades that bring a colorful period of American History to life. Complete with colorful game board depicting the Old West, moving pieces on plastic platforms and spinner.

© 1963 METRO-GOLDWYN-MAYER, INC



DR. KILDARE 2203-8—Behind the scenes, this famous NBC-TV doctor tours his ward, diagnoses his cases. Each player feels like a medical graduate. Exciting, interesting, as the play doctors "solve" their cases.

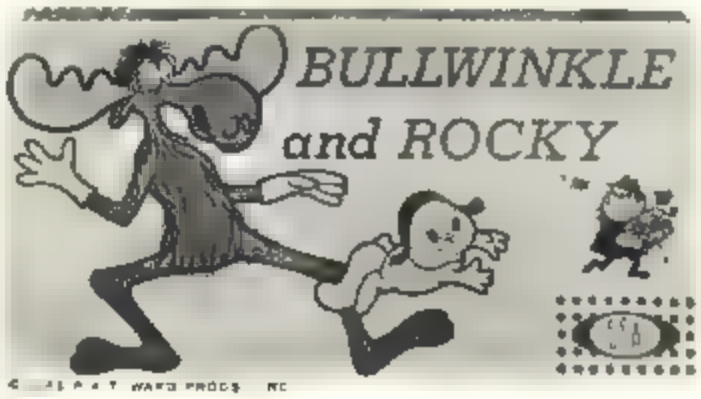
© 1963 METRO-GOLDWYN-MAYER, INC

Packed: 12 per carton. Weight: 24 lbs.

ASSORTMENT THREE—MONSTER PACK

Sell 'em and how! #2255-8 contains 6 each of Godzilla and King Kong. Pack: 12 per carton. Weight: 24 lbs.

Sure, Ideal has great new concepts in games. But we also have a line in depth. Here are some more hot ones for right now–1st quarter, 2nd quarter, 3rd quarter and 4th quarter.



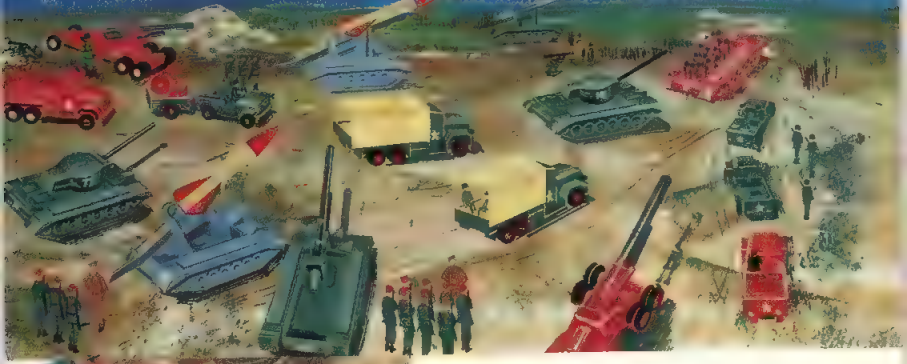
Now, are you through playing games? Let's talk business.

IDEAL TOY CORPORATION · 200 FIFTH AVENUE, NEW YORK 10, N.Y.

© 1973 IDEAL TOY CORP

The exciting New Toy that fits in with the tremendous popularity of Military items!

NOW! MOLD and ASSEMBLE A COMBAT GROUP IN ACTION!



Kenner's ELECTRIC MOLD MASTER

A MACHINE FOR INJECTION MOLDING PLASTIC TOYS

OVER 50 REALISTIC ACTION TOYS shown in battle above: mold and assemble Missile Launchers that shoot, mobile Howitzers and self-propelled guns that swivel, tanks with turrets that turn, radar units, trucks, jeeps, gun carriages that roll into action. All H.O. Scale. Also 3 world famous pistols.

MOLD them OVER and OVER—plastic is re-usable even after being re-molded again and again. So, child can make different combinations each time, and can mold batteries of howitzers, a company of tanks, convoys of trucks, a whole battalion of soldiers.

TERRIFIC VALUE—Toys are solid, not vacuum-formed. Each piece would sell for about 10c to 50c (average of about 25c each). Since the plastic is re-usable, the value of the toys is many times the price of the set . . . and there's the fun of molding, re-molding, assembling, painting and playing with the toys!

A Sensational SMASH HIT!...

NOW BACKED BY TREMENDOUS TV

4 NATIONAL NETWORK TV SHOWS IN OVER 165 MARKETS
Top-rated kids' shows on NBC-TV and ABC-TV
Plus! Local Spot Saturation in 75 Markets!

Printed in U.S.A. Made in U.S.A. Patent Pending

Kenner's ELECTRIC MOLD MASTER

All this—over 50 realistic toys, can be molded with plastic from one set and you can re-mold them over and over again!

MAKE THESE WORLD FAMOUS PISTOLS
that shoot short range plastic bullets

FLINTLOCK SIX SHOOTER LUGER

You get all this with the Mold Master set:

Mold Master machine made of long-lasting black nylon plastic, finished with burnished gold colored metal 8½ inches high 6 foot electric cord. Set is complete with 9 different 3 inch by 1 inch sturdy Polypropylene molds with precision details, 4 boxes of re-usable plastic in 4 colors Metal parts such as springs, trigger assemblies, gun and pistol barrels, etc Adhesive 2 colors of paint, brush, emblems and all-purpose tool.

Retail price range under

Set No. 1410 COMBAT SET pkd ½ doz., wt. 22 lbs. **$13.95***

***For trade guidance only and does not signify regular or actual price.**

EASY!

So simple, any child can operate· plug in, insert any mold, remove Plunger, pour in plastic, wait until plastic is ready to be molded . . . then press plunger easily downward until mold is full Remove mold, allow plastic to harden. Remove and assemble. Add finishing touches with paints and emblems. When filled, Mold Master machine holds enough plastic for 4 complete molding operations.

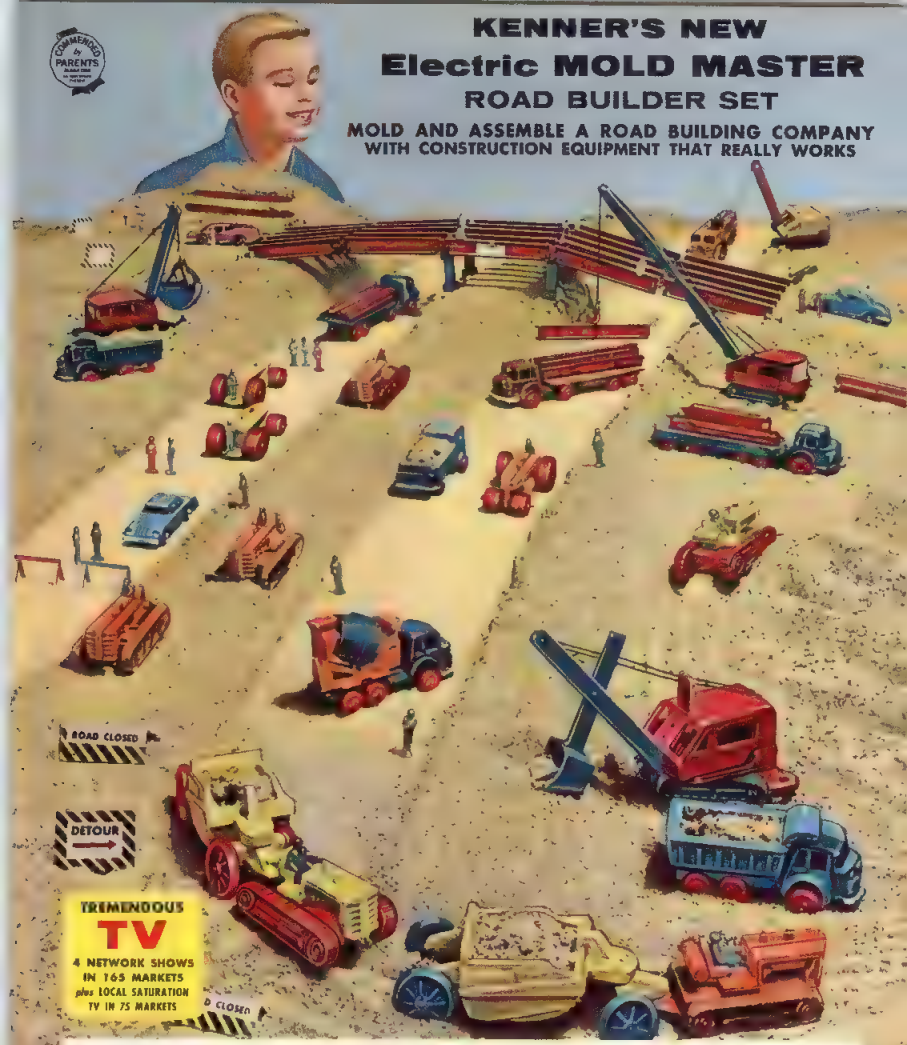
No. 1410 R—RE-USABLE PLASTIC REFILLS AVAILABLE which include enough plastic and metal parts to mold and re-mold 50 additional toys Pkd 1 doz., wt. 19 lbs.

Retail price range under **$1.98***

RETAIL COUNTER DISPLAY SIZE 17" x 6½" x 24". Makes sales! Clear acetate cover, prevents pilferage. Display itself is saleable—contains complete set. Your cost . same as No. 1410 Mold Master. Pkd. 1 only, 7½ lbs.

PACKED IN BIG [illegible] color. Size 21½ x 18 x 4 inches.

© 1964 KENNER PRODUCTS CO., CINCINNATI 2, OHIO New York Rep. Showrooms, 200 Fifth Ave. Bldg.



MAKES OVER 50 REALISTIC PIECES. Solid plastic action toys Cement Mixers revolve. Electro-Magnetic* Crane picks up, releases Truck mounted Dipper and Clam Shovels raise, lower, open and close Bulldozers scoop Dump Trucks haul and dump. Road Graders' Dollies swivel Trucks, Cars, Trailers, Vans, Road Rollers and Graders have wheels that roll, "I" Beams, Columns, Footings build bridges. Also Spotter Airplane, Straw Bosses, Drivers, Surveyors, Dynamiters, Flagmen, Signs Saw Horses, etc. All H.O. Scale.

MOLD 'EM OVER AND OVER—Safe, reuseable plastic, make different combinations everytime! Terrific value—such solid plastic (not vacuum formed) toys would sell for about 25¢ each and there's the fun of molding, remolding, painting and playing with the toys!

*Crane uses one "D" battery not inc.

Kenner's Electric MOLD MASTER ROAD BUILDER SET

SAFE!
Plastic Molds at Low Thermostatically Controlled Temperature

Mold Master machine made of black nylon plastic, finished with burnished gold colored metal. 8½ inches high. 6 foot electric cord. Complete with 9 different molds, 4 bags of re-usable plastic in 4 colors, metal parts, adhesive, 2 colors of paint, brush, signs and tool.

Pat. applied for

A machine for the injection molding of real plastic toys .. Complete with 9 molds, re-usable plastic, metal parts, adhesives and paints.

COMMENDED by PARENTS

No. 1411

13.95* RETAIL

Packed ½ doz. wt. 23 lbs.

2-PIECE FULL COLOR
BOX 21½" x 16" x 4"

TWO CONVERSION KITS AVAILABLE

To add all Road Builder features to Combat Set and all Combat features to Road Builder Set!

Every child who has either Combat or Road Builder Set can now enjoy the play value of *both*—simply by adding one of the Conversion Kits to his Mold Master Set! Each Kit contains full set of molds, plastic, metal parts, adhesives, and paints... *everything* except the Molding Machine

No. 1411 K Road Builder Kit, pkd. ½ doz., wt 13 lbs.

No. 1410 K Combat Kit, pkd. ½ doz., wt 13 lbs.

RETAIL PER KIT **5.95***

No. 1411 R—Re-usable plastic for Road Builder Set Pkd. 1 doz., wt. 19 lbs.

1.98* Retail

RETAIL COUNTER DISPLAY—Size 17" x 6½" x 24". Acetate cover. Display is saleable, contains complete set. Your cost same as No 1411 Mold Master

Packed 1 only, wt. 7 ½lbs.

*Price suggested is top of retail range, shown for trade guidance only and not to signify actual retail price

Made and printed in U S A.

KENNER PRODUCTS COMPANY, CINCINNATI, OHIO

BLUE STREAK

PARTS THAT ARE IN ADDITION TO THOSE OF THE "RED DEMON" FOR BUILDING THE "BLUE STREAK"

Stock soft top Bonnett type air cleaners Finned aluminum valve covers: Modified 1914 "T" radiator with dog bone radiator cap and moto-meter: Custom exhaust headers 1914 cowl lamps: Authentic model "T" tail lights

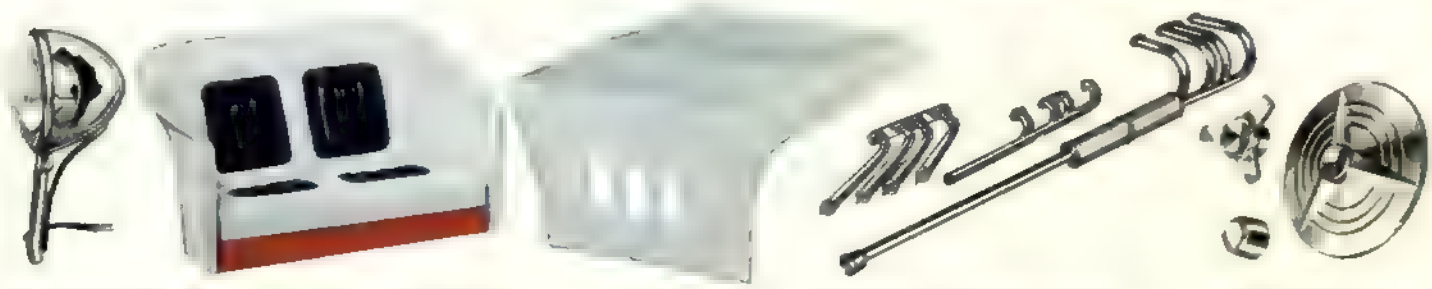
THESE ARE PLUS FEATURES

Fire extinguisher Tools Gas can 2 jacks 6 exhibition stanchions: Customizing decals Whip antenna and radio Telephone Chrome license frames. Plastic parts are molded in RED, BLACK, WHITE, CLEAR, BRASS PLATE AND CHROME PLATE.

KIT NO. 694M

MOTOR DRIVES WHEELS THRU DIFFERENTIAL LIKE REAL CAR

manufactured by LINDBERG PRODUCTS, INC., skokie, illinois



OPERATING HEADLAMPS • SOFT UPHOLSTERED SEATS • SOFT TOP • 3 DIFFERENT EXHAUST SYSTEMS • 3 TYPES OF HUB CAPS

the LINDBERG line®

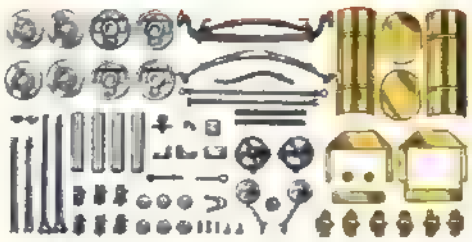
ESTABLISHED SINCE 1933

COMPONENTS FOR CONSTRUCTING THE "HOT CANARY" OTHER THAN THOSE USED IN THE "RED DEMON" —Racing type grill shell: Shortened '29 "A" pickup box with tonneau cover: Tuned exhaust headers with collector and muffler system: Chopped windshield: Special steering wheel: 6-71 GM blower: Blower drive belt and pulley: Nerf bars. Chrome wire wheels and oversize rear tires: Cycle fenders: Custom tail lights: Special intake manifold.

HOT CANARY

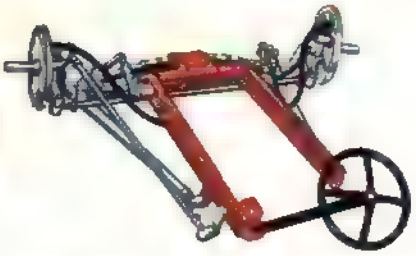
3 IN 1 CUSTOMIZING "T"

MOTORIZED KIT



NUMEROUS CHROME & BRASS PLATED PARTS

STANDARD • OVERSIZE • SLICKS



GEAR OPERATED STEERING MECHANISM

RED DEMON

by Paul Lindberg

OVER 16" LONG

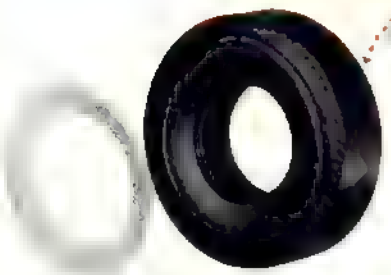
FOLLOWING IS A LIST OF COMPONENT PARTS—Front customized cycle fenders: Customized pickup box with sculptured fenders: 1914 "T" bucket body: Chrome roll bars: Chrome chopped '32 Ford radiator shell: Ford 292 block: 6 Stromberg 97 carbs with racing air intake stacks: Customized valve covers: Dual point distributor with spark plug wires: Custom fire wall with fuel block and clear fuel lines: Dietz headlights and cowl lights: Continental tail lights: Chopped windshield with wind wings: Simulated two tone naugahyde upholstered seats: 1949 Ford 15 inch rear wheels with reversed Buick rims, 8.00 x 15 slicks: Front tires 6 70 x 15: Chrome spinner hub caps: 1936 La Salle transmission with adapter plate: 1932 Ford shocks: Model "A" frame rails and rear spring mount: Shortened torque tube: Extended exhaust headers: Hollywood mufflers: 1948 Ford backing plates and brake drums: '39 Ford radius rods: '48 Ford rear axle and spring: Suicide type front spring mount: "T" steering wheel: Overhanging brake and clutch pedal: Long shift lever with skull shift knob: Custom dashboard.

1 GRILL SHELL & 2 RADIATORS • WIRE & DISC WHEELS • 3 CARBURETOR SET UPS

$12.98

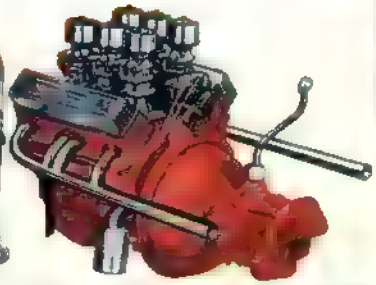
BUILD ANY ONE
OF THREE MODELS OR
NUMEROUS VARIATIONS

ELECTRIC MOTOR INCLUDED



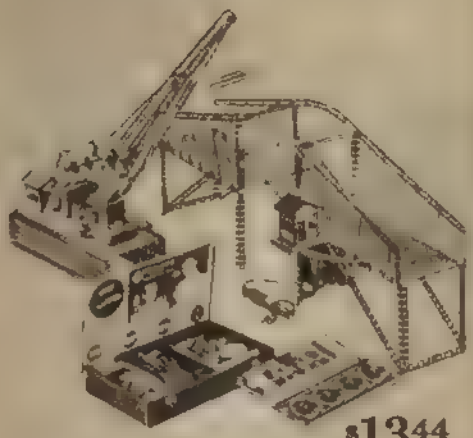
RUBBER-LIKE TIRES WITH SNAP IN WHITE WALLS

ADJUSTABLE WINDSHIELD



SCALE ENGINE & GEAR SHIFT STICK THAT DISENGAGES DRIVE SHAFT

Standard ERECTOR Sets



$13.44

*145-piece Electric Set

Build an operating draw bridge or a jet bomber model. Reversing electric motor has 2 power take-offs. It's *UL approved* (110–120-volt, 60-cycle AC). Chest 17x10x3 inches. Steel.

49 U 2334—Shpg. wt. 10 lbs..... Set $13.44

$7.99

without batteries

*125-piece Battery Set

Battery powered motor lets you build a spinning helicopter or a revolving radar scanner. Cars and trucks, too. Set includes girders, plates, pulleys and wheels. Chest 16x10x3 inches. Steel. Takes 2 "D" batteries. Order below.

49 U 2333—Shipping weight 7 lbs. . Set $7.99

"D" Battery. Shipping weight each 4 oz.
49 U 4660 Each 16c, 4 for 60c

*You also get many nuts, bolts and washers in sets

Motorless Set $3.88

Good starter for your future engineer. Plenty of steel parts to build bridges, cranes, even a giant mobile radar scanner. Includes girders, plates, pulleys, wheels.

Shpg. wt. 3 lbs.

49 U 2332 Set $3.88

Build hundreds of exciting models that are truly realistic in looks and action

MECCANO SETS

Precision-made gears and moving parts are solid brass or steel. Plates and girders are accurately cut and drilled for exacting fit. They're made in England

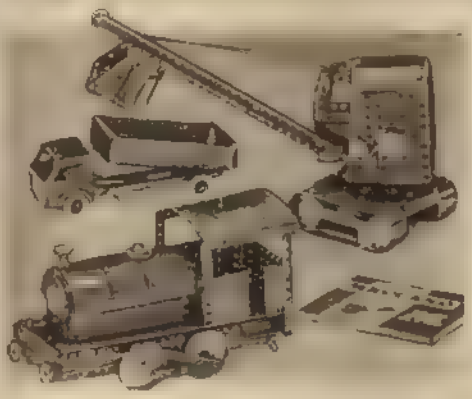
Build a pulley-operated front-loader tractor, a realistic airplane . . trucks and cars, too

*180-piece Set $11.99

Great way to start a hobby or career in engineering. Builds all kinds of models from simple buildings to exciting moving vehicles. Set includes curved, flat, flanged and flexible plates. Rugged girders, pulleys, wheels, rods and cranks, too. Easy-to-understand instruction booklet included.

49 U 2317—Shpg. wt. 5 lbs. 5 oz..... Set $11.99

*You also get large number of nuts, bolts and washers in sets

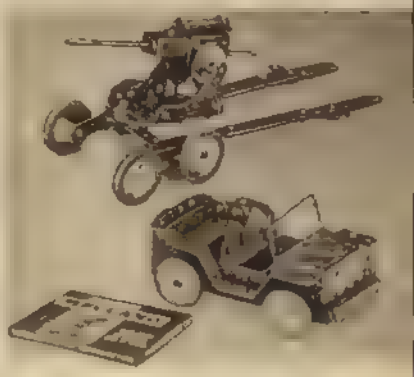


Build geared construction equipment

*230-pc. Set $14.98

Crank-and pulley crane, operating dump truck, realistic locomotive. These and many other moving models can be built with hundreds of parts, all carefully detailed for easy assembly. Set includes gears, as well as girders, plates, pulleys, wheels, rods and cranks. Easy-to-understand instructions.

49 U 2318—Shipping wt. 6 lbs. 9 oz.. .. Set $14.98



Build moving vehicles

*85-pc. Set $6.49

Build a mobile anti-aircraft gun that rises . . a toy jeep that looks real. Set has lots of girders, plates, wheels, pulleys and rods in different shapes and sizes. Comes complete with detailed instruction booklet.

49 U 2327—Wt. 2 lbs. 7 oz.. Set $6.49

Mechanisms Set makes simple pulley setups to complex differentials

$8.49

Huge variety of precision gears. Fascinating alone, exciting with Meccano Construction Sets. Shipping weight 2 lbs. 7 oz.

49 U 2329 ... Set $8.49

Beginner's Set

$4.49

*75 pieces include girders, plates, pulleys, wheels and rods. Instruction booklet.

Shpg. wt. 1 lb. 12 oz.

49 U 2328 .Set $4.49

Join the building boom . . expressways, buildings, bridges are easy to make with

KENNER SETS

Plastic structures are so sturdy, they can be picked up and carried from room to room

All sets can be added to HO and O gauge train layouts. Scale vehicles not included

Girder and Panel Sets

$1.99 to $4.99

Build skyscrapers, railroad stations, houses, etc. Interlocking girders snap on wall, window, roof panels. No motor.

291-pc. Girder and Panel Set.
49 U 2393—Wt. 3 lbs. 4 oz. . . Set $4.99

191-pc. Girder and Panel Set
49 U 2320—Wt. 2 lbs. 5 oz. . Set $3.66

113-pc. Girder and Panel Set.
49 U 2319—Wt. 1 lb. 11 oz. Set $1.99

Bridge and Turnpike Building Sets

$2.99 to $5.99

Design and build an unlimited variety of bridges and roads. Sturdy plastic girders, braces and roadways snap together without tools. No motor unit included.

549-pc. Bridge, Turnpike Building Set.
79 U 2325C—Shpg. wt. 3 lbs. Set $5.99

340-pc. Bridge, Turnpike Building Set
49 U 2322—Wt. 3 lbs. 4 oz.. Set $3.94

215-pc. Bridge, Turnpike Building Set
49 U 2321—Wt. 1 lb. 10 oz. . . . Set $2.99

You can build much more with Combination Building Sets

$7.99 to $14.99 without batteries

Build and run streamlined buildings, elevators, cranes, [illegible] power-operated structures. Just snap together the few basic parts and watch them come to life with the battery-operated motor unit.

The biggest 921 piece set has two motors with switches and electric lights, pulleys, cables, elevator cabs, conveyor belts, other motorized parts and easy to read illustrated planning book.

Order "C" batteries at right for motorized sets.

De luxe 921-pc. 2-Motor Girder, Panel, Bridge and Turnpike Building Set. Order 4 "C" batteries.
79 U 2348C—Shpg. wt. 11 lbs. Set $14.99

675 pc. 1 Motor, Bridge, Turnpike, Building Set Order 2 "C" batteries below.
79 U 2346C—Shipping wt. 8 lbs. Set $10.44

612-pc. Bridge, Turnpike and Building Set. No motor.
79 U 2323C—Shipping wt. 7 lbs. . . . . Set $7.99

"C" Batteries. Shipping weight each 2 oz.
79 U 4665 . . . . . Each 16c, 4 for 60c

30 Metal Cars

Span around highways and byways with these detailed miniature cars, trucks, even sleek sport jets and foreign models. Free rolling. Enameled 1¾ in. long. Japan. Wt. 1 lb. 2 oz.
49 U 2191 . Set $1.98

Watch Sky Cars
streak in and out of buildings,
whiz around curves in a fast race

Kenner's New Deluxe Sky Rail Building Set has 2 Sky Cars, 2 controls and 18 ft. of track $14.99 without batteries

Let your imagination take flight . . and you'll build the most ultra-modern sky stations, sky ports, towers, terminals and heliports.

Two separate remote control units mean that Sky Cars can be operated at the same time by one child or two. Cars go forward or reverse . . even have headlights to add to the excitement.

Plastic girders, panels and insulated-steel sky rail sections snap together without tools, interlock to form strong, rigid structures.

Can be used in combination with any Kenner Girder and Panel set. 753 pieces plus project book. Uses 4 "D" batteries (sold below left).
79 U 1958C—Shipping weight 8 lbs. . . $14.99

Sky Rail Set with 1 Sky Car, 1 control, 9-ft. track $9.88 without batteries

Offers the same fun and excitement of our Deluxe Set above but on a smaller scale . . 481 pieces.

Uses 2 "D" batteries (sold below left).
79 U 1965C—Shipping weight 6 lbs. $9.88

Send colored water rushing through tubes, tip scales, spin meters, fill tanks —all at your control

Kenner's Motorized

Hydro-Dynamic Sets

$9.99 to $14.44 without batteries

Design and build industrial plants, refineries, chemical plants, purification systems up to 2½ feet high. Regulate flow of water with control pumps and valves. Watch water change color as it circulates . . just put color tablets in different tanks. Colorful, sturdy plastic parts snap together in a jiffy—without tools. Sets include plastic tray base and illustrated instructions. Motorized pumps operate on "D" batteries . . not included, order below.

Two Motor 634-pc. Set. 3 lights, 10 ft. of tubing, 20x13-in. base. Order 4 batteries.
79 U 1912L—Shipping wt. 9 lbs. . . $14.44

One Motor 437-pc. Set. 6 ft. of tubing 18x13-in. base. Order 2 batteries.
79 U 1911C—Shipping wt. 6 lbs. . . . $9.99

"D" Batteries. Shpg. wt. each 4 oz.
79 U 4660 . . . Each 16c; 4 for 60c

Build a Kenner Subdivision . . erect 6 houses at one time or design your own mansion

Kenner's 410-piece set has patios, carport, swimming pools, [illegible] TV antennas. Design [illegible] Cape Cod, Colonial, Ranch-style [illegible]

Add the finishing touch of landscaping with trees, shrubs, trellises. Plastic frames, panels are break resistant. Six Masonite Presdwood foundations (four, 8x9 in., two 9x11 in.). Illustrated plans book.
79 U 6327C—Shipping wt. 8 lbs. . . $8.44

Huge 9-unit Set

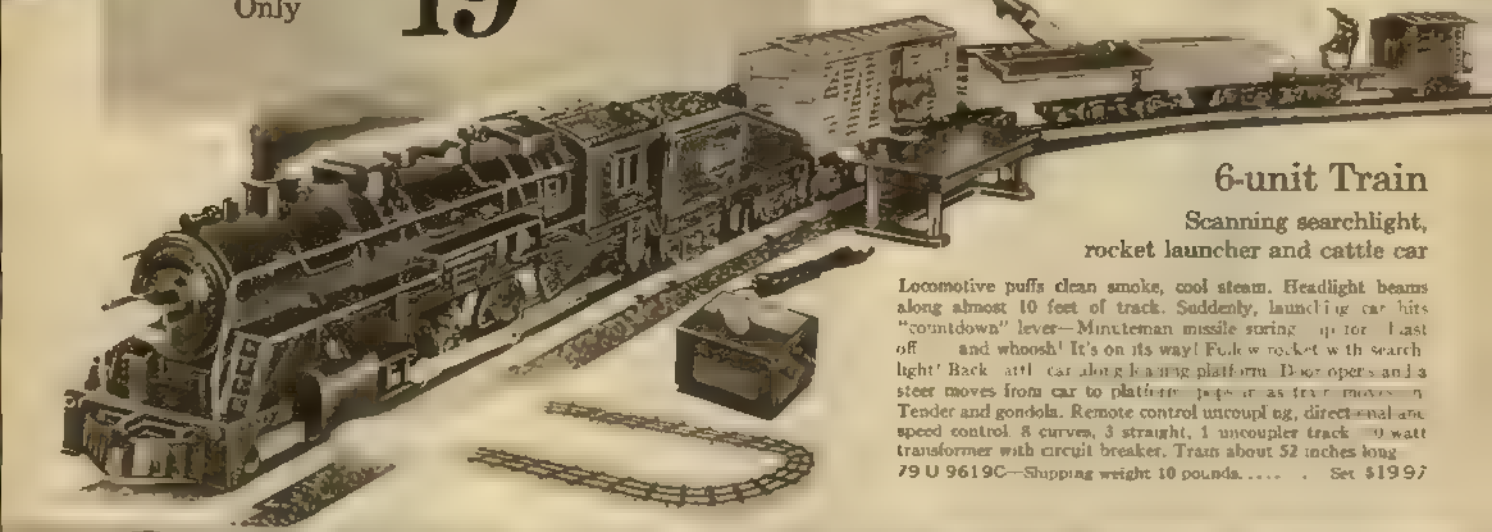
Diesel-type locomotive with headlight . . automatic coupler . . over 14 ft. of track

Train so long engine just misses caboose at crossover. You can run it fast or slow . . . run it in reverse to any point along the sprawling figure-8 roadside track . . . couple or uncouple cars . . . all by remote control. Big New Haven locomotive lights it own way around the 176-inch track circumference. Locomotive and cars scaled to look like the real thing. Includes 5 straight, 12 curved track with roadbed, 90° crossover, 1 uncoupler section, 1 "Uncouple Here" sign and 1 track connector. Train measures approximately 79 inches long. Track makes layout about 63x27 inches wide. 50-watt circuit-breaker transformer. UL approved for 110-120-volt, 60-cycle AC.

79 U 9757C—Shipping weight 13 pounds. . . . . Set $19.97

ALLSTATE
Regular Gauge Electric Trains

Either set Only **$19.97**

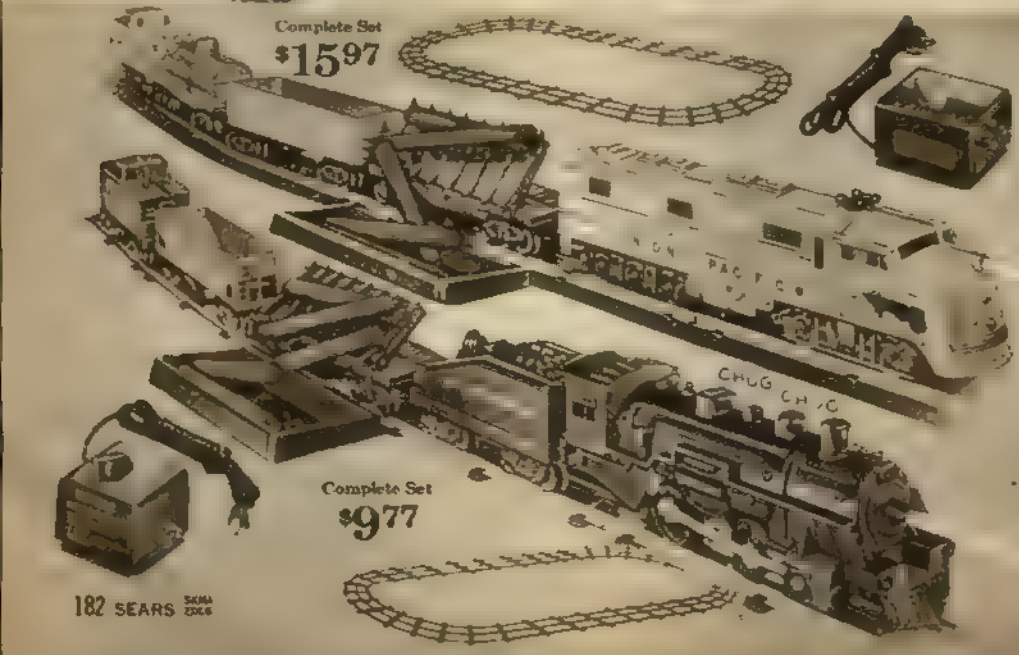


6-unit Train

Scanning searchlight, rocket launcher and cattle car

Locomotive puffs clean smoke, cool steam. Headlight beams along almost 10 feet of track. Suddenly, launching car hits "countdown" lever—Minuteman missile spring up for blast off . . . and whoosh! It's on its way! Follow rocket with searchlight! Back cattle car along loading platform. Door opens and a steer moves from car to platform pops in as train moves on. Tender and gondola. Remote control uncoupling, directional and speed control. 8 curves, 3 straight, 1 uncoupler track. 50-watt transformer with circuit breaker. Train about 52 inches long.

79 U 9619C—Shipping weight 10 pounds. . . . . Set $19.97


Complete Set
$15.97
Complete Set
$9.77

5-unit Diesel Freight Train with unloading log car

Powerful Union Pacific diesel pulls an Allstate tank car, gondola, log car and caboose around 8½-foot track. Press lever . . . log car dumps its load in roadside bin. Detailed metal and plastic train is about 43 inches long.

28x37-inch oval includes 10 sections of roadbed track with attached uncoupling ramp. "Uncouple Here" sign, too. 25-watt transformer is UL approved for 110-120-volt, 60-cycle AC.

79 U 9716C—Shipping wt. 10 lbs. Set $15.97

5-Unit "chug-chug" Freight Train with automatic log car

Steam-type engine makes chug-chug noise as it speeds along. Headlight casts a bright beam. Adjust speed fast or slow. Ease log car alongside bin and unload logs automatically. 8 curved, 2 straight track, 1 track connector form 102-inch oval. Train measures about 41 inches long. Includes 25-watt transformer UL approved for 110-120-volt, 60-cycle AC.

49 U 9715—Shpg. wt. 6 lbs. 4 oz. . . . Set $9.77

Exclusive OHIO ART DRAWING TOYS

No. 495 3 D'S DRAW, DRAFT, DESIGN KIT

Fascinating drawing aid for young architects, engineers, designers and drawing enthusiasts. Professionally designed mechanical square does away with 5 basic drawing tools. 17" x 11" x ⅛" durable drawing board, divider and compass, pencils, masking tape, eraser, drawing pad. Each in shrink pack box.

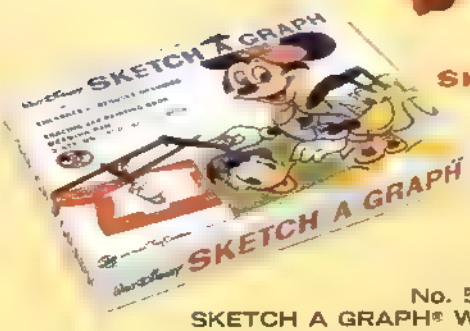
1 doz. ctn. Approx. wt. 33 lbs.

No. 505 ETCH A SKETCH®

Great family fun! Works like magic! Draw! Design! Write! Etch A Sketch® does everything but dot the i. Manipulate knobs to form letters, pictures, charts, designs, etc. Bright red plastic frame. Glass window. Approx. 9½" wide, 7¾" high and 1¾" thick. Each in open display box.

½ doz. ctn. 10½ lbs.

No. 505A Packed 1 doz. to ctn. 20 lbs.



Walt Disney
SKETCH A GRAPH®
with Pantograph

No. 502 WALT DISNEY SKETCH A GRAPH® With PANTOGRAPH

Enlarge or reduce almost any drawing...in color...with this practical concept of the pantograph. Mickey Mouse and Donald Duck pen holders. 4 arms, 3 pens, one each: red, blue, green, drawing paper and Walt Disney Sketch Book. Suction cups keep original copy flat, eliminate slipping. Each in full color box. ®Walt Disney Productions.

1 doz. ctn. Approx. wt. 29½ lbs.

Etch A Sketch®

OHIO ART TOYS ARE WORLD FAMOUS FOR QUALITY

Exclusive OHIO ART MECHANICAL TOYS

No. 600 "TOE JOE" CLOWN

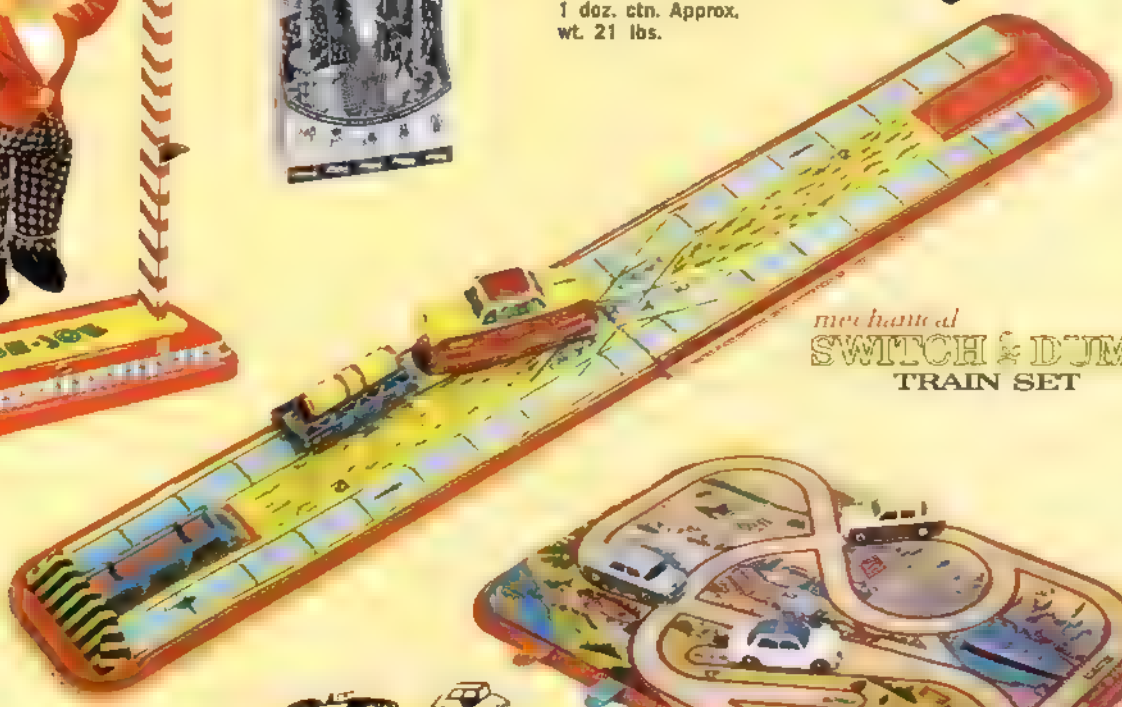
Mechanical clown flops 'round and 'round the trapeze. No winding. No batteries. Fully automatic! Long playing action!! Size: 16¼" high, 9½" wide. Each in window box package.

1 doz. ctn. Approx. wt. 26 lbs.

No. 601 MECHANICAL "SWITCH AND DUMP" TRAIN SET

All lithoed metal. Durable, wind-up mechanical train set 4⅛" x 28⅜", flat car, loading platform. Automatically switches and loads pipe.

1 doz. ctn. Approx. wt. 21 lbs.



mechanical SWITCH & DUMP TRAIN SET

TRAFFIC CONTROL

HI WAY ROAD SET

No. 611 TRAFFIC CONTROL

4 color metal lithoed board with three 3⅜" mechanical cars. Cars are controlled on the board with four hand-operated levers. Each in full color box.

½ doz. ctn. 15½ lbs.

No. 612 MECHANICAL HI-WAY ROAD SET

Large scenic metal lithoed board in 3-dimension, with double lane bridge and underpass. Over 8 feet of road on compact base designed with winding post. 3 metal lithoed cars have strong spring-wound motors.

1 doz. ctn. Approx. wt. 29 lbs.

OHIO ART TOYS ARE WORLD FAMOUS FOR QUALITY

OHIO ART TEA SETS ARE

First in Quality
First in Packaging

No. 426 "HOLIDAY" PARTYWARE SET

Beautiful 35 piece plastic and metal Holiday set with 13½" x 18½" metal tray. Prize winning package.

½ doz. ctn. 21½ lbs.

COUNTRY KITCHEN

No. 421 "Country Kitchen" Tea Set

Outstanding window box package. 14 piece metal lithographed tea set with 8 "x 10" tray.

1 doz. ctn. Approx. wt. 26 lbs.

THE OHIO ART COMPANY • BRYAN, OHIO

NEW YORK OFFICE • 252 FIFTH AVENUE BUILDING • SUITE 626

Exclusive

OHIO ART

tammy®

IRONS
•
IRONING BOARDS
•
COMBINATION SETS

No. 227 TAMMY® ELECTRIC STEAM IRON

Movable temperature and steam control dials. Carries UL seal of approval. 115 volts, 10 watts. Size: 7⅜" long, 3¾" wide, 3⅞" high Each in self display shrink pack box.

1 doz. ctn. Approx. wt. 16 lbs.

No. 233 TAMMY® IRONING BOARD WITH PAD AND COVER

Combination set. Metal board 29" long, 8" wide, 22" high complete with full length pad and cover. Each in shrink pack.

1 doz. ctn. Approx. wt. 39 lbs.

No. 237 TAMMY® IRON, IRONING BOARD, PAD AND COVER COMBINATION SET

Combination set complete with Tammy® metal ironing board, pad and cover, and Tammy® electric steam iron. Each in self display shrink pack box.

½ doz. ctn. Approx. wt. 35 lbs.

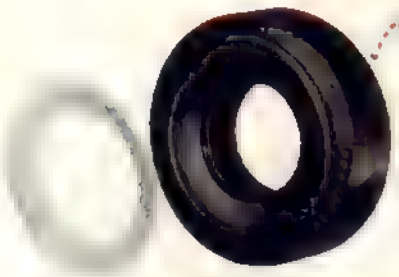
©1964 Ideal Toy Corporation
Trademark Tammy® is used under license from Ideal Toy Corporation

THE OHIO ART COMPANY BRYAN, OHIO

$12.98

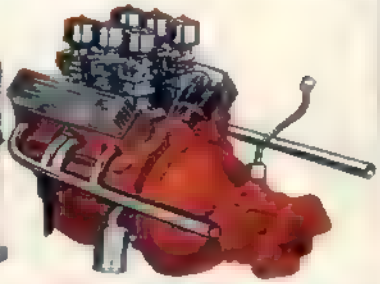
BUILD ANY ONE
OF THREE MODELS OR
NUMEROUS VARIATIONS

ELECTRIC MOTOR INCLUDED



RUBBER-LIKE TIRES WITH SNAP IN WHITE WALLS

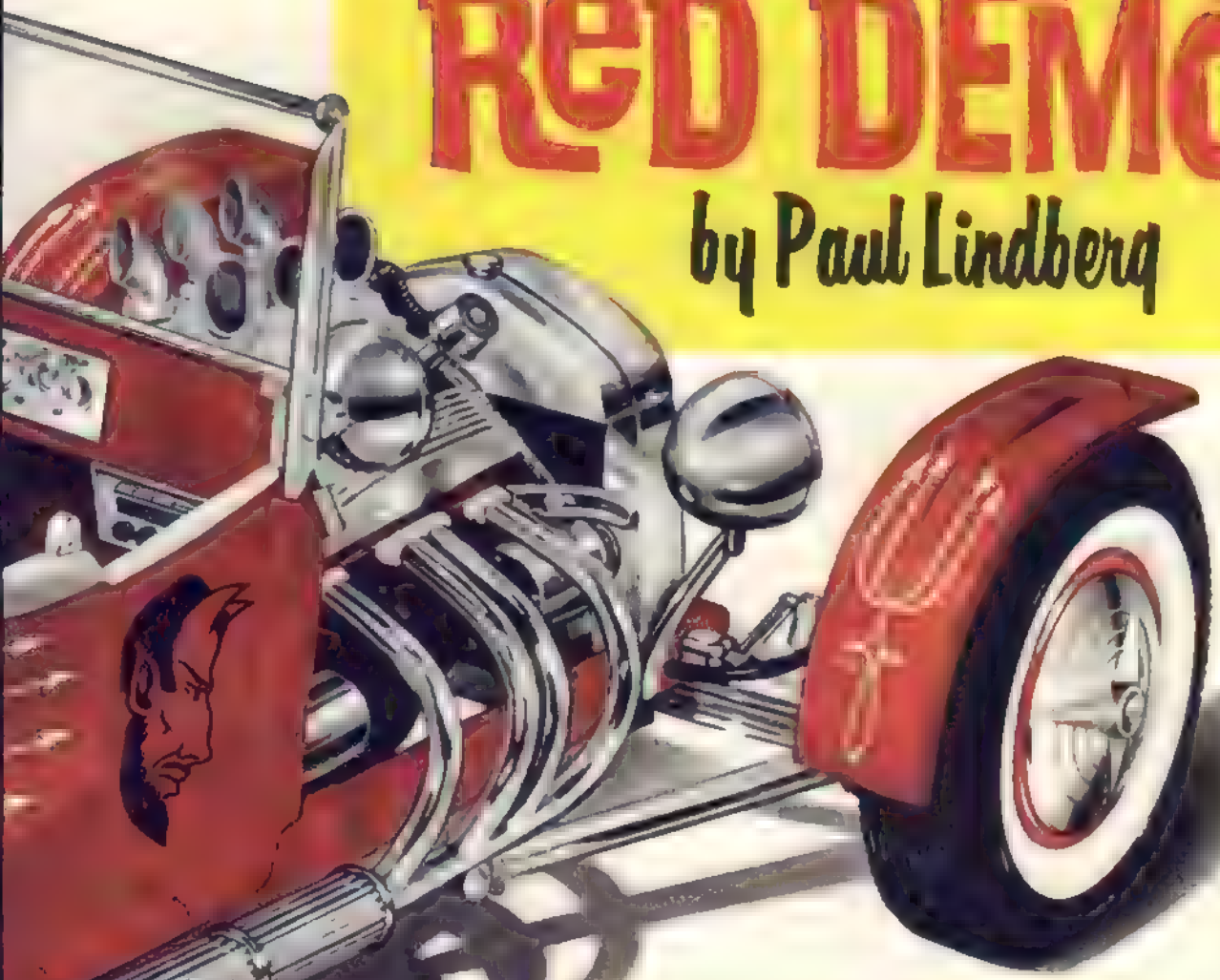
ADJUSTABLE WINDSHIELD



SCALE ENGINE & GEAR SHIFT STICK THAT DISENGAGES DRIVE SHAFT

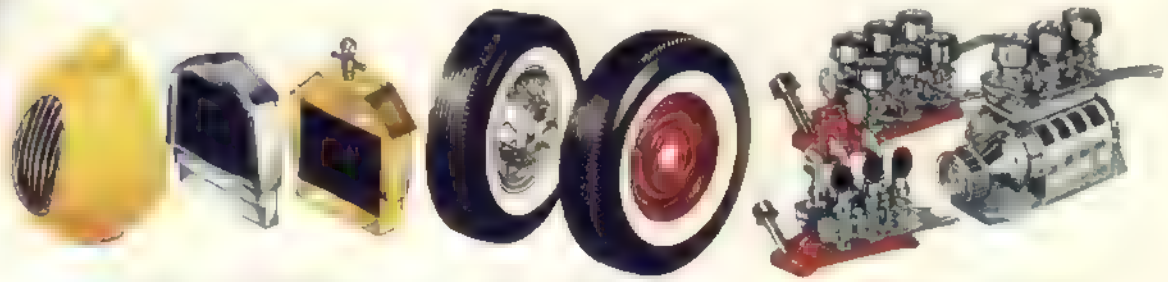
RED DEMON

by Paul Lindberg



OVER 16" LONG

FOLLOWING IS A LIST OF COMPONENT PARTS—Front customized cycle fenders: Customized pickup box with sculptured fenders: 1914 "T" bucket body: Chrome roll bars: Chrome chopped '32 Ford radiator shell: Ford 292 block: 6 Stromberg 97 carbs with racing air intake stacks: Customized valve covers: Dual point distributor with spark plug wires: Custom fire wall with fuel block and clear fuel lines: Dietz headlights and cowl lights: Continental tail lights: Chopped windshield with wind wings: Simulated two tone naugahyde upholstered seats: 1949 Ford 15 inch rear wheels with reversed Buick rims, 8.00 x 15 slicks: Front tires 6.70 x 15: Chrome spinner hub caps: 1936 La Salle transmission with adapter plate: 1932 Ford shocks: Model "A" frame rails and rear spring mount: Shortened torque tube: Extended exhaust headers Hollywood mufflers: 1948 Ford backing plates and brake drums: '39 Ford radius rods: '48 Ford rear axle and spring: Suicide type front spring mount: "T" steering wheel: Overhanging brake and clutch pedal: Long shift lever with skull shift knob: Custom dashboard.



1 GRILL SHELL & 2 RADIATORS • WIRE & DISC WHEELS • 3 CARBURETOR SET UPS

the LINDBERG line®

ESTABLISHED SINCE 1933

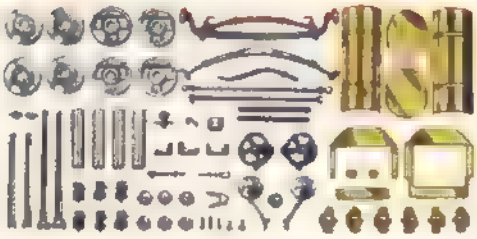
COMPONENTS FOR CONSTRUCTING THE "HOT CANARY" OTHER THAN THOSE USED IN THE "RED DEMON"

Racing type grill shell: Shortened '29 "A" pickup box with tonneau cover: Tuned exhaust headers with collector and muffler system: Chopped windshield: Special steering wheel: 6-71 GM blower: Blower drive belt and pulley: Nerf bars: Chrome wire wheels and oversize rear tires: Cycle fenders: Custom tail lights: Special intake manifold

HOT CANARY

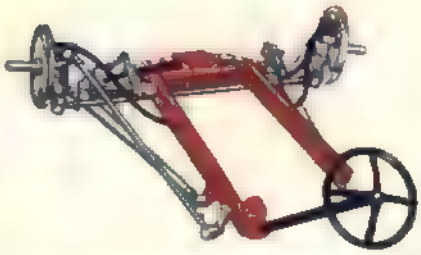
3 IN 1 CUSTOMIZING "T"

MOTORIZED KIT



NUMEROUS CHROME & BRASS PLATED PARTS

STANDARD · OVERSIZE · SLICKS



GEAR OPERATED STEERING MECHANISM

the LINDBERG line®

ESTABLISHED SINCE 1933

BLUE STREAK

PARTS THAT ARE IN ADDITION TO THOSE OF THE "RED DEMON" FOR BUILDING THE 'BLUE STREAK"

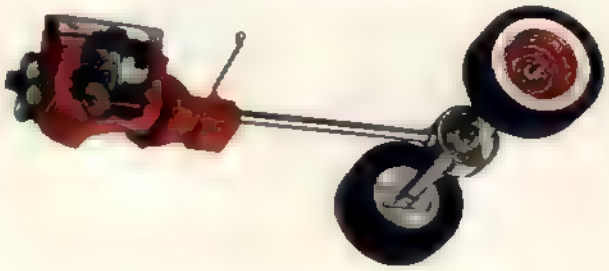
Stock soft top· Bonnett type air cleaners: Finned aluminum valve covers. Modified 1914 "T" radiator with dog bone radiator cap and moto-meter: Custom exhaust headers 1914 cowl lamps Authentic model "T" tail lights.

THESE ARE PLUS FEATURES

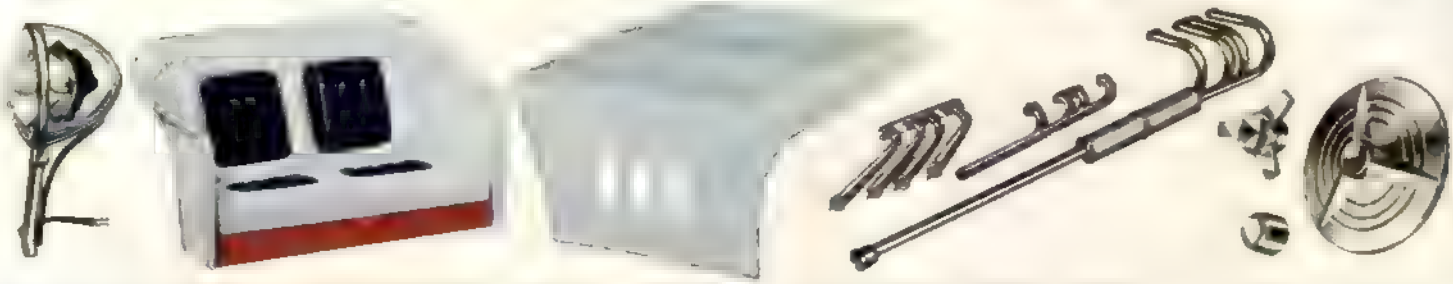
Fire extinguisher: Tools Gas can: 2 jacks· 6 exhibition stanchions· Customizing decals: Whip antenna and radio Telephone Chrome license frames Plastic parts are molded in RED BLACK, WHITE, CLEAR, BRASS PLATE AND CHROME PLATE.

KIT NO. 694M

MOTOR DRIVES WHEELS THRU DIFFERENTIAL LIKE REAL CAR



manufactured by LINDBERG PRODUCTS, INC., skokie, illinois



OPERATING HEADLAMPS • SOFT UPHOLSTERED SEATS • SOFT TOP • 3 DIFFERENT EXHAUST SYSTEMS • 3 TYPES OF HUB CAPS

Additional typewriters shown on page 415

The Royal SAFARI

An exciting new portable unexcelled at this low price!

$109.95

The ideal portable for the whole family

The Royal "Safari" . . . a rugged new portable the whole family will use and use and use! Students of all ages find it helps them do homework better, faster, neater. Mother uses it constantly for social and business correspondence, committee work. Dad needs it when he brings work home. Everyone rates it tops because it offers the same exclusive features, the same size keyboard, the same quality construction of the famous Royal office typewriter. And the type has a clean, etched look.

Here are important reasons why the "Safari" is the most able portable you can buy: Full 88-character keyboard has same spacing and slope as an office typewriter, Finger Flow keys are specially contoured to make typing smoother, easier. Change ribbon in 10 seconds . . . with Twin-Pak changer, your fingers never touch the inky ribbon. Set margins automatically . . . just flick the Magic Margin button. Magic Meter centers headings and sets even margins left and right. Do column of numbers or words by pressing Magic Column Set. Handy fingertip control panel . . . all controls out in front.

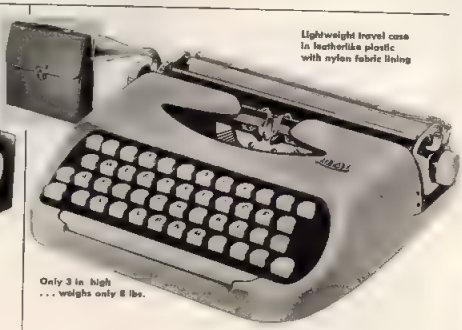
Other features, too: Touch Control adjusts touch to exact degree you prefer. New roll 'n' ready paper feed takes paper straight without coaxing. Big eraser table; handy Line Finder lets you type between lines. All metal structural design with steel frame and steel rib cage to protect working parts. Lightweight . . . only 17 lbs. 14 oz. with deluxe carrying case. Shpg. wt. 19 lbs.

Colors	*Pica Type*	*Elite Type*	*Price*
Gold	79-54-35C	79-54-43C	$109.95
Gray	79-54-50C	79-54-68C	109.95
Blue	79-54-76C	79-54-92C	109.95

This is a sample of pica type.
This is a sample of elite type.

Compact, yet equipped with big-machine features

Complete with deluxe carrying case



Lightweight travel case in leatherlike plastic with nylon fabric lining

Only 3 in. high . . . weighs only 8 lbs.

The Royal SIGNET

You'll be amazed at all the big-machine features built into this handy, handsome portable! It's precision engineered for efficient operation, responsive typing action, durability. Styled for modern tastes . . . ideal for students, housewives, business and professional men. Weighs just 8 lbs. 8 oz.; measures only 3" high! Despite its compact size, it's equipped with many famous Royal features. Full-size keyboard with finger-flow key tops. Quick set margins, 1, 1½, 2-line spacing, ball-bearing carriage action. 2-color ribbon with stencil cutter, automatic ribbon reverse, margin release and anti-jam key. Rugged all-metal body completely enclosed bottom, rubber suction feet. Removable top plate for quick ribbon changes. Smart 2-tone Blue finish. Deluxe carrying case doubles as an attractive overnight bag.

79-55-00C Pica Type. Shpg. wt. 12 lbs. 8 oz. $64.95
79-55-18C Elite Type. Shpg. wt. 12 lbs. 8 oz. 64.95

The Royal ROYALITE '64

Budget-priced portable . . . world-famous for its compactness, its many features, its economy. Meets exacting specifications of professionals and students; travelers find it a lightweight, efficient companion. It's only 3 inches high, yet it boasts a standard size keyboard with same details as on a conventional office typewriter. Touch-set margins with fingertip control. Wide cylinder with 9⅝" paper capacity—large enough to handle commercial envelopes. Lightning action—the lightest touch operates the keys without push or strain. Line space selector—1, 1½, 2 spacing. Finest quality construction features. Rugged 1-piece frame and bottom plate protect vital working parts. Detachable top cover plate for easy ribbon changing. Smooth ball-bearing carriage mount. Black-red ribbon. Sand color. Handsome carrying case with paper compartment.

79-71-42C Pica Type. Shpg. wt. 11 lbs. $55.95
79-74-98C Elite Type. Shpg. wt. 11 lbs. 55.95

Federal Excise Tax is included in all prices on this page

Tonka

No. 514 DRAGLINE—Scoops up load, swivels 360°, dumps Nylon cables

No. 516 'JEEP' RUNABOUT—Detachable trailer, winch loads boat.

No. 518 WRECKER—Winch capable of handling any size wreck.

No. 520 HYDRAULIC DUMP—Unloads automatically. Two-position tailgate.

No. 525 'JEEP' AND HORSE TRAILER—Fully equipped, horses in trailer.

No. 526 SHOVEL—Scoops up load, lever releases it. Cab swivels 360°.

No. 530 CAMPER—Back panel swings out for loading. Windows open

No. 534 TRENCHER—Fully workable. Digs, levels, dumps, hauls, scoops

No. 536 MILITARY GIANT DOZER—Blade adjustable. Traction treads.

No. 616 DUMP TRUCK & SAND LOADER—Endless belt loading

No. 620 CEMENT MIXER—Geared to turn as truck moves. Tilts to pour.

No. 640 RAMP HOIST—Lever lowers ramp, winch pulls vehicle aboard

No. 739 ALLIED VAN—Authentic model. Full width doors for loading

No. 840 CAR CARRIER—Lever positions ramp for loading vehicles.

No. 900 MIGHTY TONKA DUMP—New super-size truck, rideable

No. 926 PUMPER—Flow of water controlled by miniature hydrant. 36" hose.

No. 942 MOBILE CLAM—Bucket opens and closes automatically

No. 998 AERIAL LADDER—Adjusts to 6 positions, base revolves 360°.

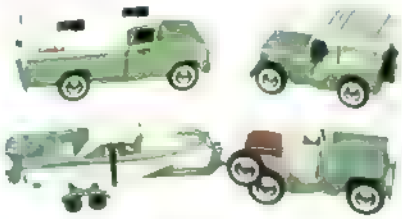
PACKAGED SETS

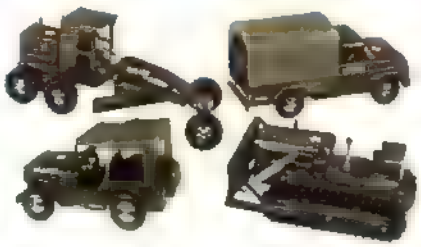
No. 2120 FARM SET—Stake Pick-Up, Stake, Box Trailer, Horse Trailer, realistic animals.

No. 2140 OUTDOOR LIVING—Camper, 'Jeep' Surrey, 'Jeep' Runabout, trailer with winch, boat.

No. 2170 MILITARY SET—Giant Dozer, Road Grader, Troop Carrier, 'Jeep' Commander

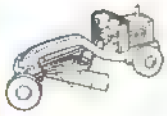
NO. 2120


NO. 2140

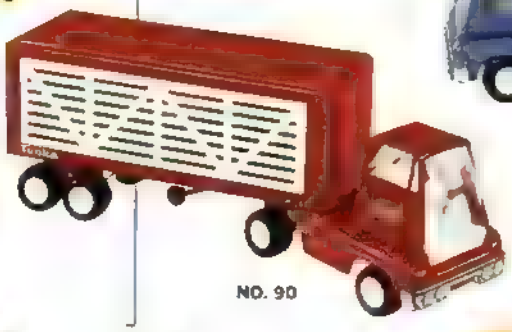

NO. 2170

mini-Tonka

NO. 76

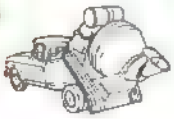


NO. 86



NO. 90

NO. 77



NO. 96

No. 76 GRADER—A good way to let a child discover the fun of building roads Made of steel to stand up to bumps and stones. Steers by handle in front of driver's seat. Levers adjust scraper blade. Rubber tires deep-grooved for traction

No. 77 MIXER—Probably more play value per pound than any other truck Looks and works like real one. Mixer assembly, made of all-weather, tough plastic, turns by crank. Handle tilts mixer for pouring. Equipped with rubber tires.

No. 90 LIVESTOCK VAN—When round-up time on the ranch is over, this is the truck that hauls the livestock to market. It is built of steel and equipped with rubber tires. Retractable landing gear holds up van when cab is detached. Rear doors open for loading.

No. 86 VAN—Ready for cross-town or cross-country moving jobs. Steel truck rolls silently along on rubber tires Newly styled cab is detachable. Van can be supported by retractable landing gear. Rear doors open wide for easy loading

No. 96 CAR CARRIER—Combination toy that offers plenty of action. Detachable steel truck carries two model cars which can be loaded on top or inside truck with aluminum ramps that are stored under Carrier

No. 110 MINI CONTRACTOR SET—A highly instructive set of toys that invites participation and encourages planning. The realistic trucks are fully operational and permit a variety of activity. Pick-Up has snap-open tailgate for unloading. Dump has lever by cab for fast-action dumping Mixer's geared to turn by crank and tilts for pouring Grader steers by handle and scraper blade is adjustable. All units made of steel and equipped with rubber tires. Cabs are "glass" enclosed.

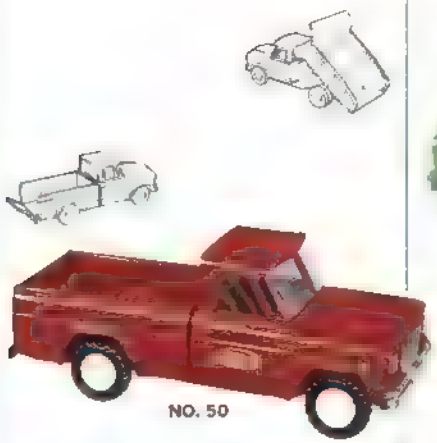
NO. 110

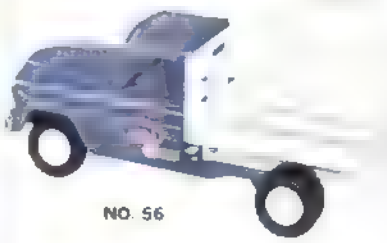
Tonka

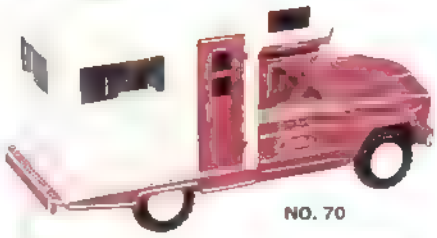
Printed in U.S.A.

TONKA TOYS, INC. • MOUND, MINNESOTA

mini-Tonka







No. 50 PICK-UP—A surprisingly low priced truck with all the appeal of its "big brother." Authentically designed in steel to withstand banging and dropping. Has snap-open tailgate and "glassed in" cab. Noiseless, rubber tires

No. 56 STAKE—All-purpose truck that fits into any play situation. Converts into semi-flatbed truck by removing end stake panels. Back end can be raised for dumping. All-steel body, "glassed in" cab, rubber tires

No. 60 DUMP—A basic toy that never loses its popularity with children. Realistic steel model with "glassed in" cab, wrap-around bumper, genuine rubber tires, dual rear wheels, real truck paint. Lever permits fast-action dump.

No. 68 WRECKER—This truck has the unique ability to make broken cars and trucks fun to play with again. Made of steel with heavy-duty winch that works. Authentic-looking down to "glassed in" cab, wrap-around bumper, and real rubber tires

No. 70 CAMPER—What youngster doesn't like to go camping. This miniature steel Camper has long-wearing rubber tires that will take him anywhere his imagination wants. Side door opens for loading. Windows open and close easily

No. 103 MINI 3-PAK—Represents an outstanding value in toys. All trucks are faithful reproductions in heavy gauge steel and fully workable. Pick-Up has snap-open tailgate for loading. Stake Truck has removable panels, lift-up back section for dumping, and dual rear wheels. Wrecker has operating winch with nylon rope and steel hook. Trucks feature rubber tires, "glassed in" cabs and wrap-around bumpers.

Introduced last year with great success, Tonka has expanded its Mini-Tonka line for 1964. The toys sell briskly the year round because they are a genuine combination of quality and low price. Steel scale models, Mini-Tonka Toys are just as operational, realistic and durable as the regular Tonka line. Surfaces are protected by two coats of real truck paint, and a special phosphatizing process keeps the toys looking "newly waxed" for years. Attractively packaged, Mini-Tonka Toys are designed for eye-catching mass display. A full-color picture of the toy is printed on each package, and Tonka's famous name is boldly identified.

Tonka

No. 125 ANIMALS—Six life-like animals molded in durable polystyrene.

No. 200 'JEEP' DISPATCHER—Scale model of world famous vehicle

No. 201 SERV-I-CAR—Steers by handle, box in back lifts for dumping.

No. 250 MILITARY TRACTOR—Rugged steel body, front wheel steering

No. 251 MILITARY 'JEEP' UNIVERSAL Fully equipped staff car.

No. 300 BULLDOZER—Construction workhorse with adjustable blade.

No. 302 PICK-UP—All-around truck with snap-open tailgate for loading.

No. 304 'JEEP' COMMANDER—"Canvas" top, spare tire, gas tank.

No. 308 STAKE PICK-UP—Steel body, removable panels, rubber tires.

No. 315 DUMP—Fast-action dump, dual rear wheels, rubber tires.

No. 350 'JEEP' SURREY—Cloth fringe top, detachable spare tire

No. 352 LOADER—Scoops and dumps. Moves on silent, grooved treads.

No. 375 'JEEP' WRECKER—Workable winch, "flasher" light, "steering" wheel.

No. 380 TROOP CARRIER—Removable "canvas" top, benches Army insignia.

No. 384 MILITARY 'JEEP' AND BOX TRAILER All-steel combination.

No. 404 STAKE—Removable panels, converts to flatbed truck

No. 406 DUMP—Tailgate opens for straight dumping or spreading

No. 422 BACK HOE—Scoops up load. Pivots to either side for dumping.

No. 425 'JEEP' PUMPER—Retractable hose squirts water, detachable ladder

No. 504 STAKE PICK-UP AND TRAILER Removable panels

No. 512 ROAD GRADER—Steers from all-weather cab, adjustable blade.

The fun and excitement of Tonka Toys are reflected right in the packaging. Bright and bold in design, each package carries a detailed picture of the colorful toy inside. And the name Tonka, famous as a maker of realistic and operational steel trucks, is readily identified. In short, Tonka Toys have all the requirements for a profitable, self selling mass display

TONKA TOYS, INC.

MOUND, MINNESOTA Printed in U.S.A.

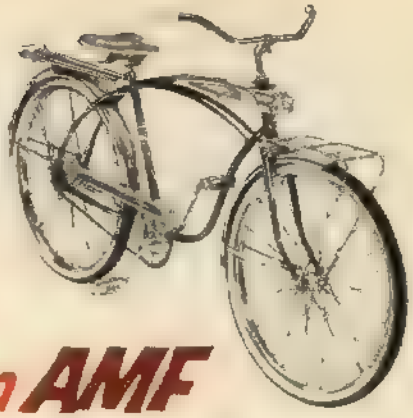
Exciting

NEW PRODUCTS

from

More Sales...More Profits!

Roadmaster Jet Pilot R-1653—All time champion of the middleweight class—a bike built to take off like a jet plane. Sturdy, cantilever frame designed to be able to "take it." Slim cantilever tank with built-in horn, powerful headlight. Beautifully styled in flam red with white trim.



Three Great Bicycles from AMF

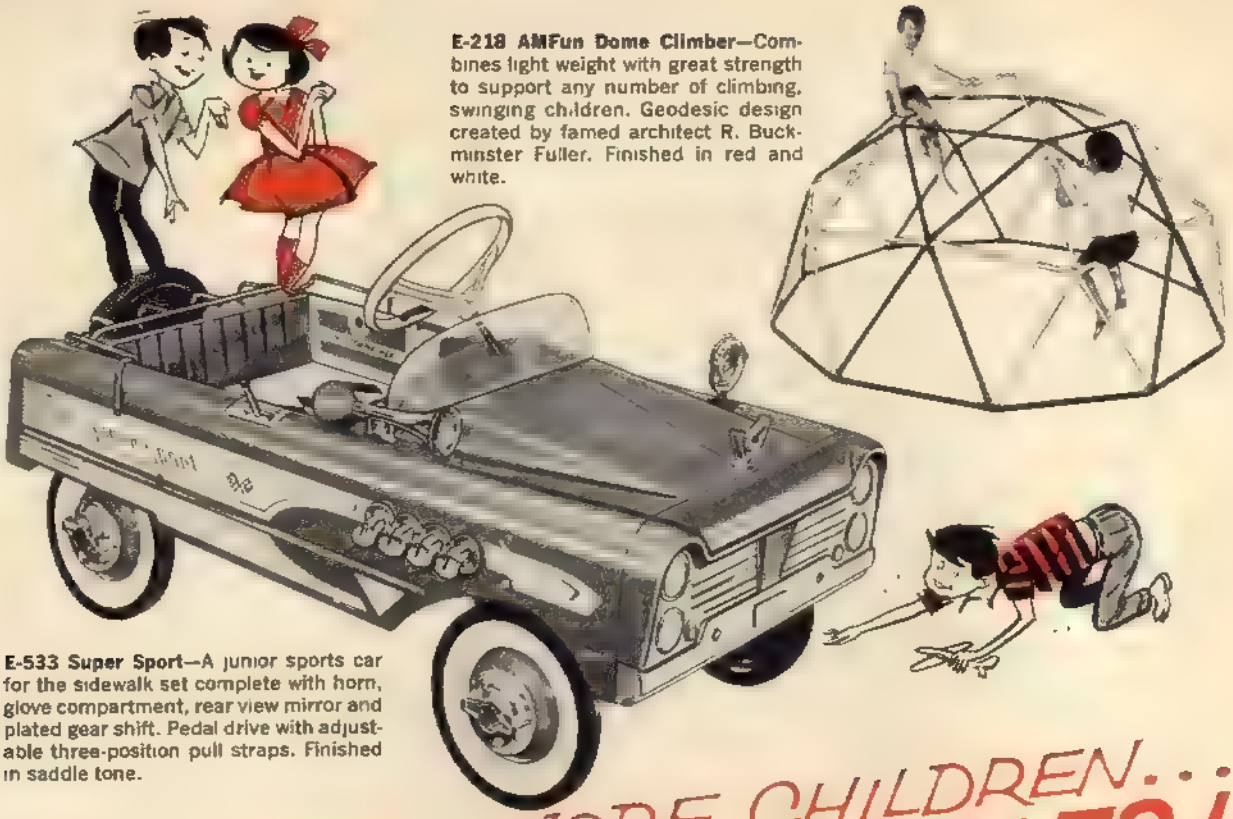
...a bike for every rider!

AMFlite R-5650—The newest concept in advanced bicycle design. The single sweep of the strut-like top bar from the front mast to the rear axle provides easier riding, better balance, improved maneuverability in a sturdy bicycle built for long trouble-free use. Chrome with red trim. Continental flair in an All-American bike.

Hercules Lightweight 4000—The ultimate in English style lightweight bikes. Three speed hub with twist grip control; two bulb generator headlight; lightweight chrome rims. Finished in flam gold.

AMF WHEEL GOODS DIVISION

American Machine & Foundry Company • Olney, Illinois



E-218 AMFun Dome Climber—Combines light weight with great strength to support any number of climbing, swinging children. Geodesic design created by famed architect R. Buckminster Fuller. Finished in red and white.

E-533 Super Sport—A junior sports car for the sidewalk set complete with horn, glove compartment, rear view mirror and plated gear shift. Pedal drive with adjustable three-position pull straps. Finished in saddle tone.

TO PLEASE MORE CHILDREN... TO MAKE MORE SALES!

Scat Car E-499—Chain drive with plated heavy tubular frame. New easy clasp seat belts for additional safety Solid nylon bearings in rear axle supports. Airplane type steering wheel. Trimmed in flam red and white.

AMF WHEEL GOODS DIVISION

American Machine & Foundry Company • Olney, Illinois

E-987 Junior Roadmaster Sidewalk Bike—Red with chrome fenders Riser type handle bars—bicycle coaster brake. The junior bike with the big bike feel

E-539 "Big 4" Four Wheel Tractor—Finished in prairie gold with white trim. Chain drive with ball bearing pedal drive Simulated motor block and practical single cell chrome ball lite. Attractive sun canopy in white and prairie gold. The last word in play farm equipment.

AMF's EXPANDED LINE

E-10 Deluxe Roadmaster Wagon—Desert Bronze heavy gauge steel body, big double disk 10" wheels. AMF tiller type handle with finger grip. Top of a coaster wagon line for children of all ages.

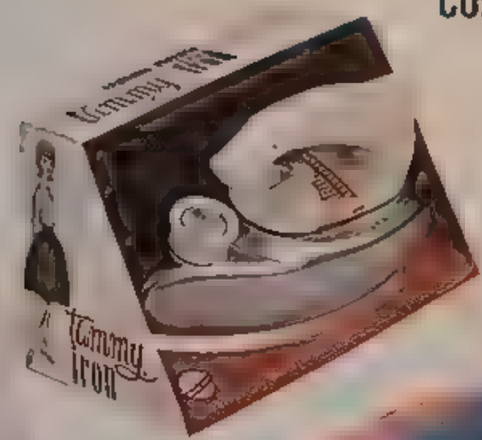
E-965 Velocipede with 2" Backbone—Riser type adjustable handle bar with white sabre knuckleguards. Double deck step, deluxe saddle with white top and silver mylar binding. Beautifully finished in flam red and chrome.

Exclusive

OHIO ART

tammy

IRONS
•
IRONING BOARDS
•
COMBINATION SETS



No. 227 TAMMY® ELECTRIC STEAM IRON

Movable temperature and steam control dials. Carries UL seal of approval. 115 volts 10 watts. Size: 7⅝" long, 3¾" wide, 3⅞" high. Each in self display shrink pack box.

1 doz. ctn. Approx. wt. 18 lbs.

No. 233 TAMMY® IRONING BOARD WITH PAD AND COVER

Combination set. Metal board 29" long, 8" wide, 22" high complete with full length pad and cover. Each in shrink pack.

1 doz. ctn. Approx. wt. 39 lbs.

No. 237 TAMMY® IRON, IRONING BOARD, PAD AND COVER COMBINATION SET

Combination set complete with Tammy® metal ironing board, pad and cover, and Tammy® electric steam iron. Each in self display shrink pack box.

½ doz. ctn. Approx. wt. 35 lbs.

©1964 Ideal Toy Corporation
Trademark Tammy® is used under license from Ideal Toy Corporation

THE OHIO ART COMPANY BRYAN, OHIO

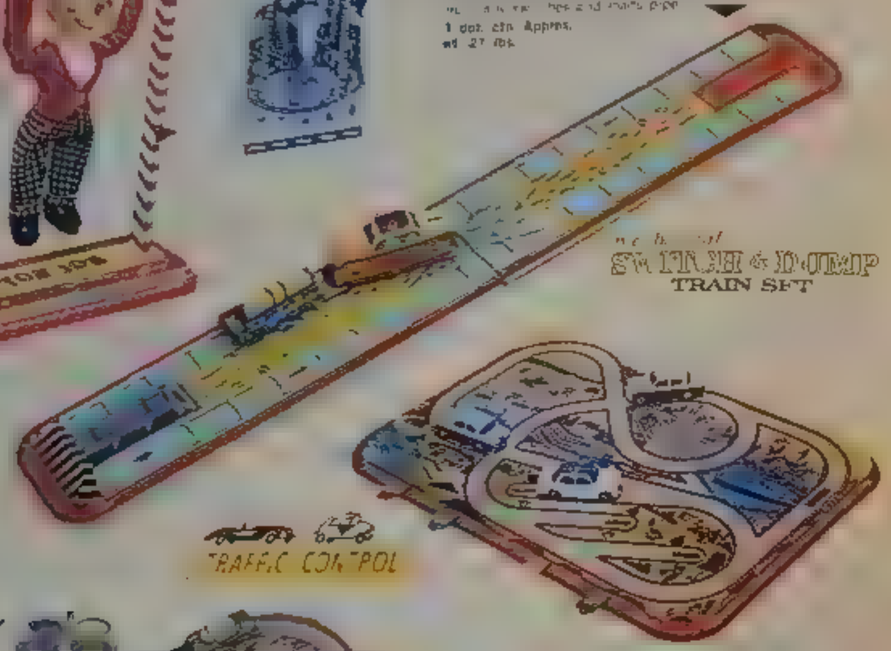
Exclusive OHIO ART MECHANICAL TOYS

No. 600 "TOE JOE" CLOWN

1 doz. ctn. Approx. wt. 26 lbs.

No. 601 MECHANICAL "SWITCH AND DUMP" TRAIN SET

1 doz. ctn. Approx. wt. 27 lbs.



No. 611 TRAFFIC CONTROL

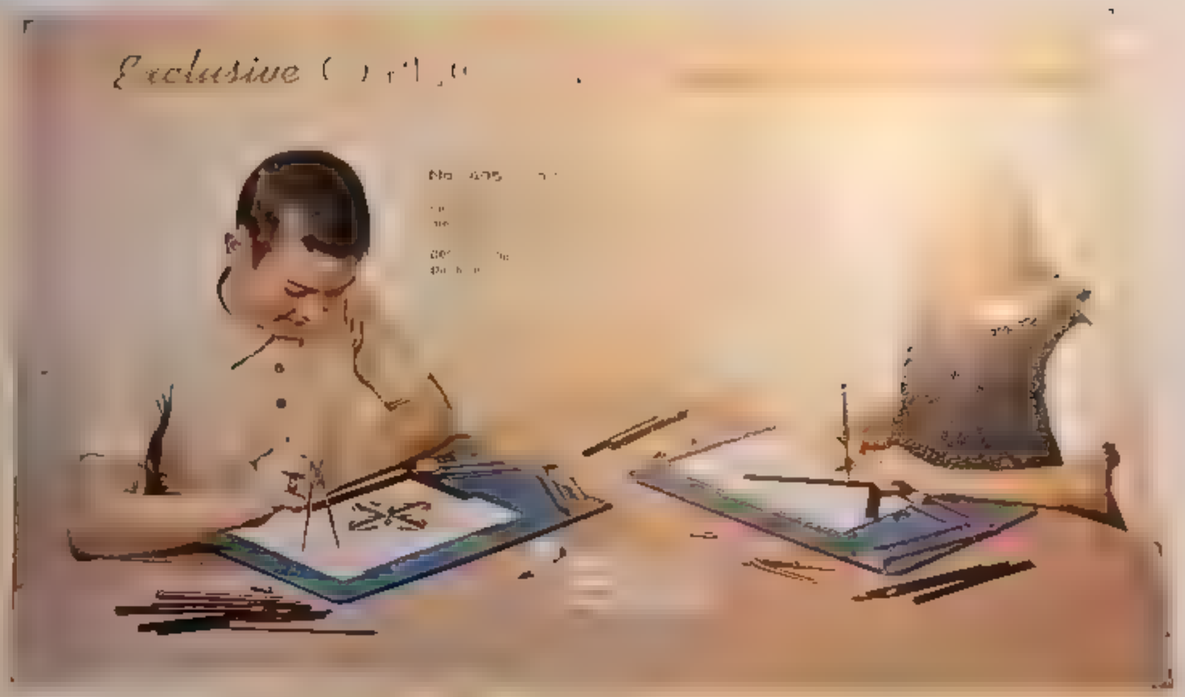
4 color metal lithoed board with three 3¾" mechanical cars. Cars are controlled on the board with four hand-operated levers. Each in full color box.

½ doz. ctn. 15½ lbs.

No. 612 MECHANICAL HI-WAY ROAD SET

Large scenic metal lithoed board in 3-dimension, with double lane bridge and underpass. Over 8 feet of road on compact base designed with winding post. 3 metal lithoed cars have strong spring-wound motors.

1 doz. ctn. Approx. wt. 28 lbs.



No. 505 ETCH A SKETCH®

Great family fun! Works like magic. Draw! Design! Write! Etch A Sketch® does everything but dot the "i". Manipulate knobs to form letters, pictures, charts, designs, etc. Bright red plastic frame. Glass window. Approx. 9⅝" wide, 7¾" high and 1¾" thick. Each in open display box.

½ doz. ctn. 10½ lbs.

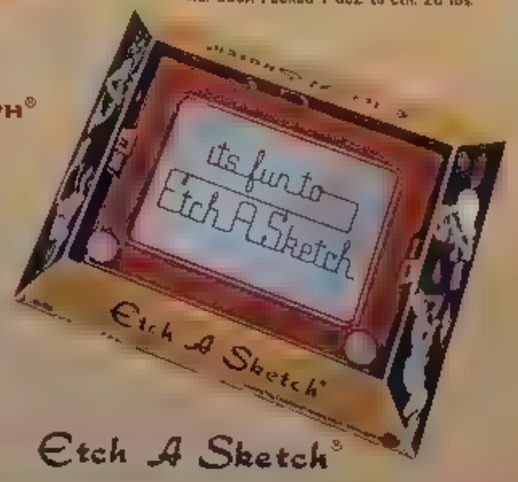
No. 505A Packed 1 doz. to ctn. 20 lbs.

Walt Disney
SKETCH A GRAPH®
with Pantograph

No. 502 WALT DISNEY SKETCH A GRAPH® With PANTOGRAPH

Enlarge or reduce almost any drawing — in color — with this practical concept of the pantograph. Mickey Mouse and Donald Duck pen holders. 4 arms, 3 pens, one each: red, blue, green, drawing paper and Walt Disney Sketch Book. Suction cups keep original copy flat, eliminate slipping. Each in full color box. ®Walt Disney Productions.

1 doz. ctn. Approx. wt. 29½ lbs.



Etch A Sketch®

OHIO ART TOYS ARE WORLD FAMOUS FOR QUALITY

OHIO ART TOYS ARE WORLD FAMOUS FOR QUALITY

OHIO ART TEA SETS ARE

First in Quality
First in Packaging

No. 426 "HOLIDAY" PARTYWARE SET
Beautiful 35 piece plastic and metal Holiday set with 13½" x 18½" metal tray. Prize winning package
½ doz. ctn. 21½ lbs.

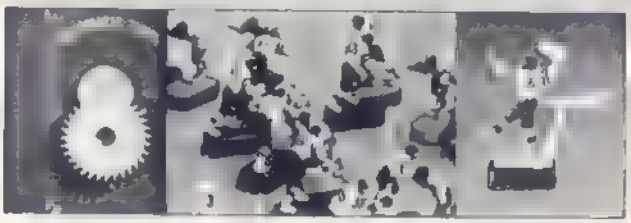
COUNTRY KITCHEN

No. 421 "Country Kitchen" Tea Set
Outstanding window box package. 14 piece metal lithographed tea set with 8 ½" x 10" tray.
1 doz. ctn. Approx. wt. 26 lbs.

THE OHIO ART COMPANY • BRYAN, OHIO
NEW YORK OFFICE • 200 FIFTH AVENUE BUILDING • SUITE 838

THE BEST SELLING OF ALL FOOTBALL GAMES FOR THE LAST 15 YEARS...BUT THAT DIDN'T STOP TUDOR FROM IMPROVING IT...

tudor®



Automatic timer — Action poses duplicate live game realism — Triple threat quarterback

No 500
Box size 27" x 16½" x 2⅛"
½ doz. ctn wt 25 lbs
110 Volts, A.C. only
$7.00 retail

Tru-action®

Electric Football

Check these new features about this consistent leader...

NEW All the features and action of the game described right on the cover of the box in a beautiful full color illustration ... perfect for P.O.P. display in self-service operations

NEW Exclusive timer that automatically starts and stops with each play

NEW Colorful grandstand with adjustable score board.

NEW Larger figures in five realistic 3-dimensional action poses ends tackles, guards offensive backs defensive backs...plus an additional kicking, passing running quarterback for each team.

NEW Virtually unbreakable figures with increased stability

NEW Brush and water soluble paints to color the players.

NEW Magnetic ten yard marker with movable chain marker to measure the close ones out on the field.

NEW Magnetic down and ball marker

NEW Four goal line flags

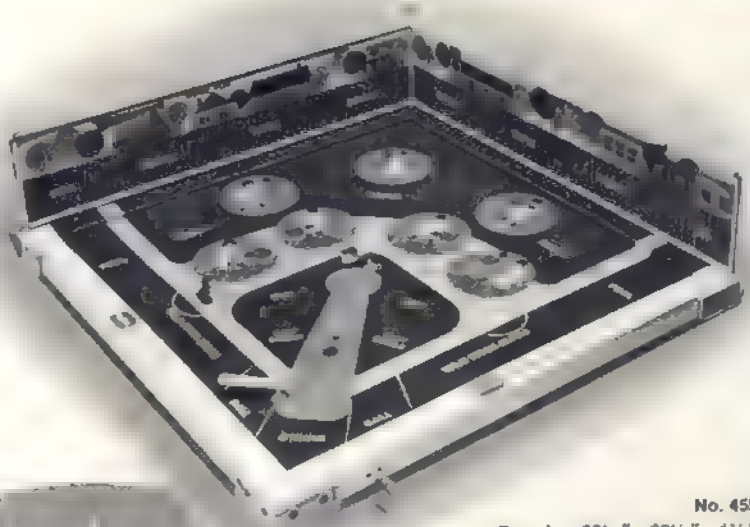
NEW Speed control improved with printed dial and plastic knob.

NEW Brighter, livelier, gridiron color.

NEW Movable goal posts for college or pro positions.

TUDOR METAL PRODUCTS CORPORATION/200 FIFTH AVE., NEW YORK 10, N.Y.

Jr League Magnetic Baseball



A new exciting, popular priced version of our electric baseball designed specifically for the "Little League" age group.

Because it is non-electric it can be played anywhere

- True-to-life game situations and action are all spelled out on the playing field. . each play is determined by where the magnetic ball stops
- Remote pitching and batting plus the unique 'put-out device lets youngsters test and improve their skills in this action game
- Beautiful full color picture of the game on the box cover turns the package into a "silent salesman" this combined with its low price makes it a year-round natural for self-service merchandising

No. 455
Box size 20½" x 20½" x 1⅜"
1 doz ctn wt 40 lbs
$4.00 retail

tudor

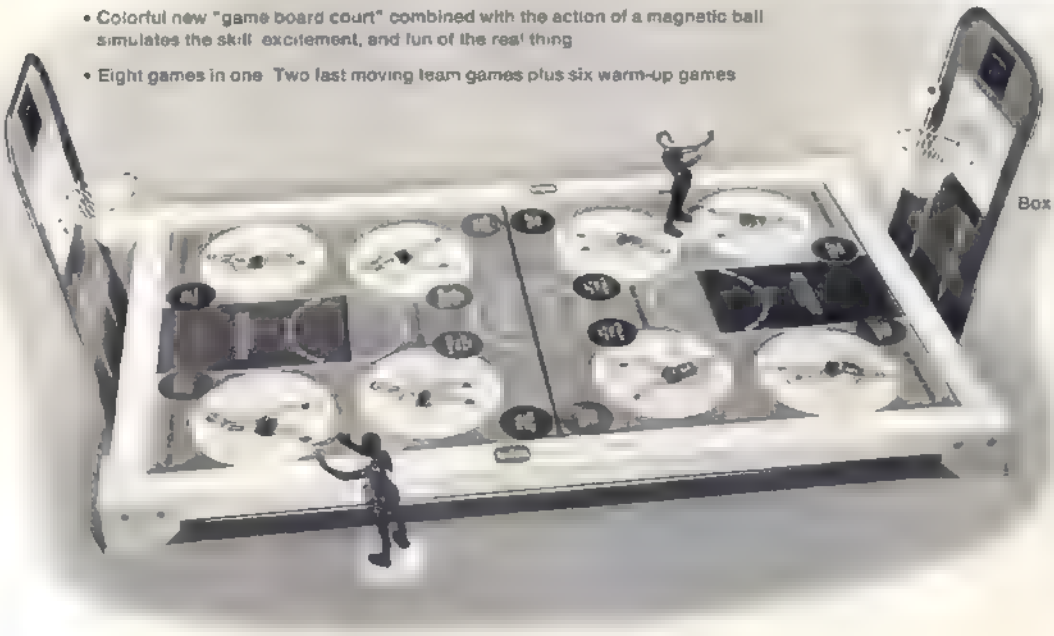
Tru-action®

Magnetic Basketball

NEW game + NEW full color "self-service" packaging + NEW lower price makes Tudor Magnetic Basketball a prime contender for the basketball game market.

Look at these exclusive features.

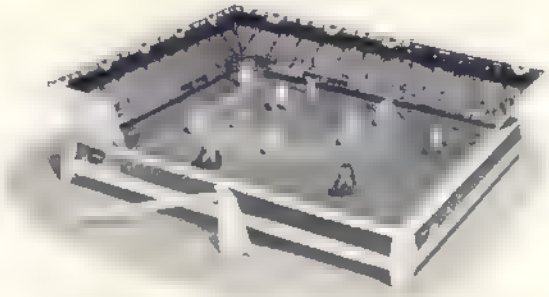
- Two life-like players that are used to pass the ball to any player on the court, shoot from any place on the court, make foul shots, center jumps even lay-up shots from under the basket
- Colorful new "game board court" combined with the action of a magnetic ball simulates the skill excitement, and fun of the real thing
- Eight games in one Two fast moving team games plus six warm-up games



No. 475
Box size 27" x 16½" x 2½"
½ doz ctn wt. 27 lbs
$5.50 retail

More Tudor Sports Games and Xylophones

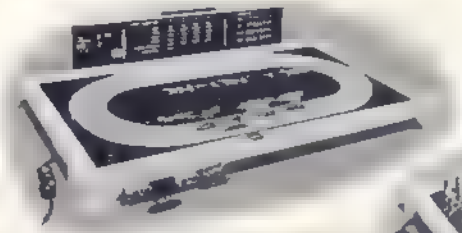
No 600 CLASSIC ELECTRIC FOOTBALL $16.00 retail



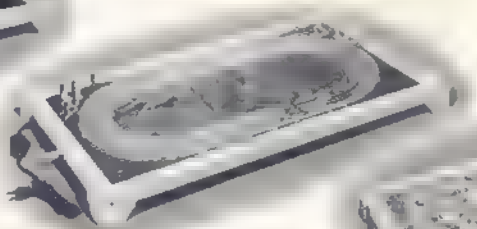
No 650 CLASSIC ELECTRIC BASEBALL $20.00 retail

No 710 TRU-ACTION DE LUXE HOCKEY $16.00 retail

No 550 ELECTRIC BASEBALL $7.00 retail

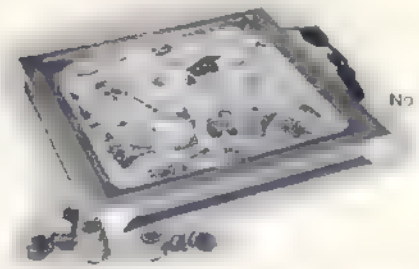


No 525 ELECTRIC HORSE RACE $7.00 retail



No 527 ELECTRIC TRACK AND FIELD MEET $7.00 retail

No 530 ELECTRIC SPORTS CAR RACE $7.00 retail



No 590 MICKEY MOUSE ELECTRIC TREASURE HUNT $7.00 retail

No 110 DONALD DUCK XYLOPHONE 8 NOTE $2.50 retail

No 135 WALT DISNEY XYLOPHONE 8 NOTE $4.00 retail

TUDOR METAL PRODUCTS CORPORATION/200 FIFTH AVE., NEW YORK 10, N.Y.

Pool Tables

Tudor tables have been prec sion engineered to provide maximum playab lity and are styled for the opt mum n visua retal onship to regu ation tables

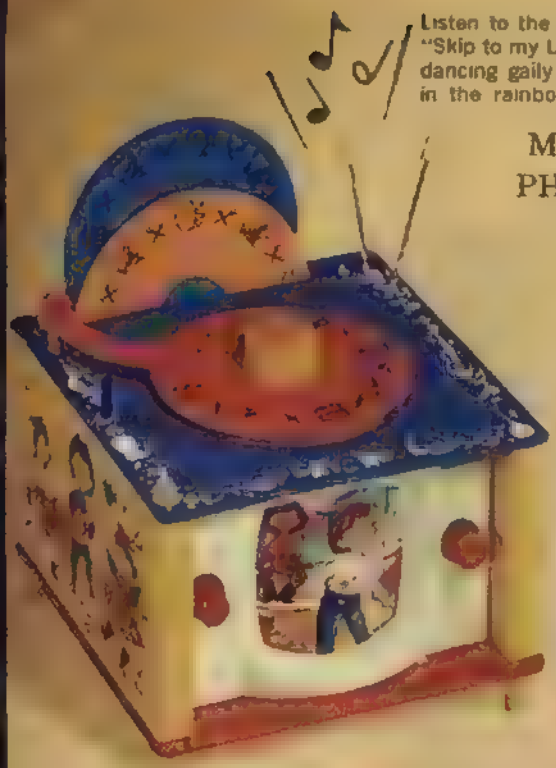
These exclusive features make Tudor tables the finest—Jumbo 1" balls for better "feel" and accuracy... one piece pockets, injection mo ded of super-high-impact styrene. .three point suspension ball returns p us the heavy gauge of metal used assures dependable performance in this usual trouble spot slide-out tray makes ba ls readily accessible during play. green felt c oth playing surface is re nforced against warping and sagg ng with "U" channel cross braces of heavy gauge metal

No 850
40" Pool Table w/legs
30" cue sticks
1/2 doz ctn wt 19 lbs
$22 00 reta l

No 840
40" Pool Table
30" cue st cks
1/12 doz ctn wt 10 lbs
$18 00 retail

No. 800
30" Pool Table
24" cue sticks
1/3 doz ctn wt 33 lbs
$10 00 reta l

TUDOR METAL PRODUCTS CORPORATION/200 FIFTH AVE., NEW YORK 10, N.Y.



Listen to the music-box sound of "Skip to my Lou" . . see children dancing gaily on revolving screen in the rainbow's brightest colors

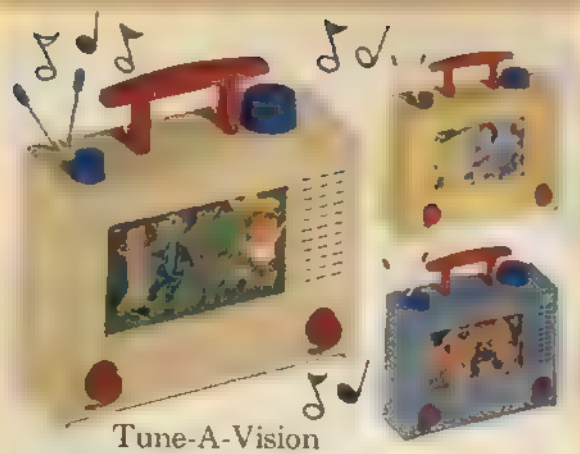
MUSICAL TV PHONOGRAPH

$3.99

Wind knob to turn on fine quality music box. As music plays, 3½x3¼-inch screen and pretend records revolve. Movable tone arm, retractable [illegible] prong spring [illegible]. There are 3 [illegible] and storage slot in wooden cabinet. Cannot be overwound. Size 8x6x7 inches.

Shpg. wt. 2 lbs. 12 oz.

49 N 4615 . . $3.99



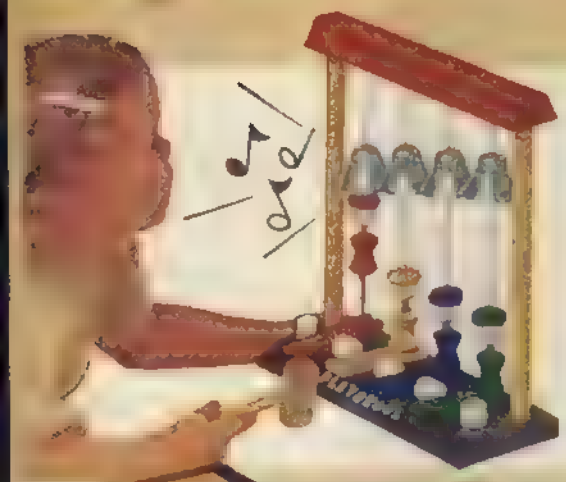
Tune-A-Vision

Hear favorite nursery rhymes see all the action on "TV" screen $2.22

While the [illegible] story in eye-catching [illegible] Screen [illegible] wide. High-impact [illegible] be overwound. Spring [illegible] Ages 2 [illegible] years. Shpg. wt. 1 lb.

49 N 4686	'Round the Mulberry Bush	$2.22
49 N 4687	The [illegible]	2.22
49 N 4688	MacDonald's Farm	2.22

PLAYSKOOL TOYS keep little



Bouncing Bell Boys

Turn playful pounding into delightful music $2.99

Hammer the spring [illegible] bell boys sail up to ring a shiny silver color bell. With [illegible] energetic pounders get pleasing sound every time. Four bell tones are [illegible] to [illegible] easily [illegible] scale. [illegible] Wood [illegible] 11 inches high.

49 N 4607 Shpg. wt. 2 lbs. $2.99

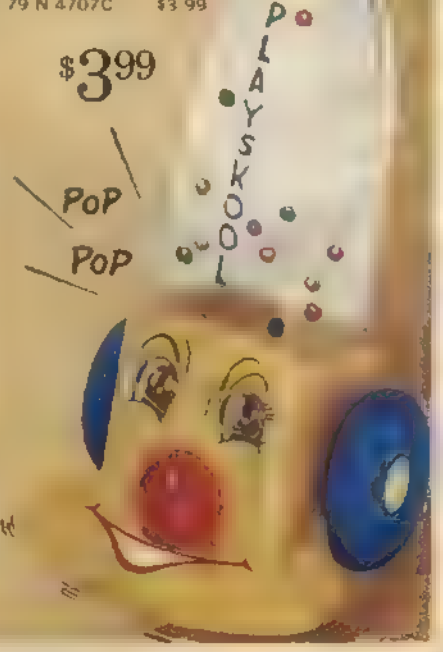
Listen to the sound of colorful wooden balls bouncing around merrily

POPPETY-POP-POP SWEEPER

Push sweeper and balls strike see-thru dust bag for "happy" sound. Front of wood base spots jolly faced [illegible] strung down. [illegible] marking [illegible] White rubber [illegible] 3½ in. high. Ages 1 to 3½.

Shpg. wt. 4 lbs.

79 N 4707C $3.99



Pay Telephone

Child deposits wooden coins (2 nickels, 2 dimes, 2 quarters). Replace receiver, money returns. Dial turns and clicks.

Shipping wt. 4 lbs.

49 N 4589 . . . $4.19

Postal Station

Child "mails" 12 wooden blocks in 4 shapes. Learns right slots. Stringer for beading. 6x6x11 in. For children ages 1½ to 3½.

Shpg. wt. 2 lbs. 14 oz.

49 N 4719 $3.19

Lacing Boot

Unlace wooden shoe to sing "Old Woman" and 6 children. Replace by matching colored string with colored holes. For ages 2 to 5.

Shpg. wt. 1 lb. 10 oz.

49 N 4628 $2.29

Dairy Wagon

Pull cord to wheel 6 wooden, colored bottles around, then lift carrier to make a delivery. 7½ in. high. Good fun for ages 1½ to 3½.

Shpg. wt. 2 lbs. 6 oz.

49 N 4718 . $2.29

Tot Train Sets by Child Guidance Toys

314 pieces $7.95

Complete city of sturdy plastic . . large 44x36-inch street plan with buildings, vehicles, 48 people, over 35 feet of track

1 Amuses young engineers ages 2 to 4 for hours. Comes unassembled . . many varied track layouts are possible using either or both track sections. Includes 54 track sections, wide assortment of railroad cars and equipment, signal and water towers, turntable, drawbridge, garage, barns & other buildings. Also sells stick signs, assorted trees and shrubs.
79 N 4698C Shipping weight 7 pounds **$7.95**

2 **163-piece Set** 45 track sections, railroad cars, signal and water towers, turntable, buildings, drawbridge, car barns. Plus trestle, bumper, train station and 20 varied accessories. Shipping weight 6 lbs.
79 N 4692C **$5.92**

3 **72-piece Set.** Switch tracks with turntable. Has 28 track sections, railroad cars, signal and water towers, drawbridge. Plus trestle, bumper, train station and 30 varied accessories. Shpg wt 3 lbs 6 oz
49 N 4691 . . **$3.92**

4 **37-piece Set** Even our smallest set has many track layouts possible. 15 track sections, railroad cars, signal and water towers, bridge starter. Also train station and 10 accessories. Shipping weight 2 pounds
49 N 4690 . **$1.92**

Build the most exciting structures you can imagine . . everything from castles, to cannons, to an ultra modern building

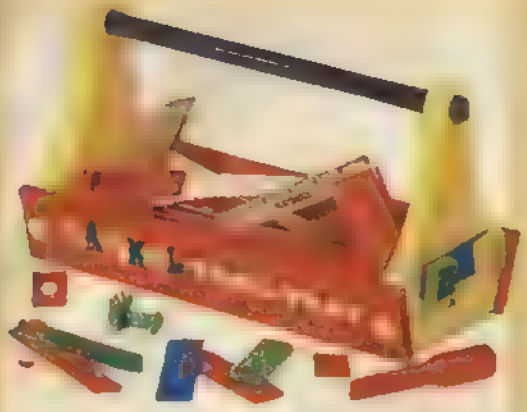
ZYLYSS CUBES from SWITZERLAND

$3.55 to $9.45

A Sears exclusive . . . ingenious design that lets your children use their imagination to the limit . . allows them to build a greater variety of things in a much more natural way than other building sets. The cubes create a medieval castle, a towering skyscraper, a Viking ship or a futuristic modern factory, or even a Chinese pagoda or a barn complete with furniture. Indeed, this is the building toy that keeps pace with the ever changing interests day by day.

Built of the toughest Swiss plastic cubes. It's designed with sturdy stone-like grooves for interlocking. And it's so versatile your children can create . . . houses, towers, beds, chairs, anything they can think up. Other pieces include 24 wheels and axles.

49 N 4745	114-piece Set Shipping weight 1 1 lb	$3.55
49 N 4746	304-piece Set Shipping wt 4 lb 12 oz	5.85
49 N 4747	340-piece Set Shpg wt 2 lbs 12 oz .	9.45



Carry tools along for on-the-spot repairs

$3.59

Colorfully finished wooden tool tray filled with wooden claw hammer screwdriver saw 6-in try square and belting cleats with plastic wrench nuts and bolts. Measures about 12x7x6 inches
49 N 4709—Shipping weight 2 lbs. 8 oz. $3.59

BIG-BIG WORK BENCH

Pound, build or repair with large-scale tools

Get two toys in one. Work or tinker on bench top and base becomes a saw horse with tray.

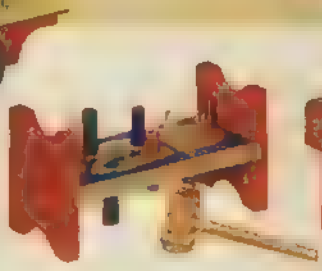
Includes wooden claw hammer screwdriver, try-square, peen hammer. You also get 10 bolting cleats, vise, 4 wooden nails, saw plastic wrench, 3 nuts and bolts 5 screws and a cotton work apron. Partly assembled. About 17x17x8 in. Shipping weight 9 pounds
79 N 4710C..... $6.99

$6.99

fingers busy, teach coordination

Take-apart Truck $4.19

Smoothly-finished wood. Take off sides and ends for a flat carrier. Screwdriver incl. Pull cord. Size about 16x6x7 in. Ages 2 to 5.
49 N 4736—Shpg. wt. 4 lbs. 6 oz...$4.19



Cobbler's Bench $1.19

Wooden pounding bench so tough, so ruggedly built it's practically indestructible. You get a mallet, 8 large pegs. Non-toxic. Drug it finish. About 10 by 5 inches. Just the thing for ages 1½ to 5½ years.
49 N 4625 Wt. 1 lb. 6 oz. $1.19

Work Bench $1.87

Here's a quick, fun way to help your child learn coordination as he grips hammer, wrench, screwdriver or ruler. Working with bolts, nuts is great, too. Wood. About 11x5 in. Ages 2 to 5. Shpg. wt. 2 lbs. 4 oz.
49 N 4721 . . $1.87

Nok-out Bench $1.77

Child can pound to his heart's content. Pegs inside pop out when pegs in holes are hit.

Smoothly-finished wood painted to prevent splinters. 10 inches long. Ages 2 to 5. Shpg. wt. 2 lbs. 4 oz.
49 N 4727 $1.77

Popeye Pounder

$2.37

Grip Popeye's "pipe" (it's really a hammer), hit one of two triggers—see can of "spinach" fly to other foot. 13x8x3 in. Shpg. wt. 2 lbs.
49 N 4680 $2.37

Hammer & Nail Set $1.59

See your children create their own designs with hammer, nails and sticks. 12 inch square board. Ages 3 to 6. Designs included.
49 N 4724 Shpg. wt. 1 lb. 12 oz. $1.59

Landscape Peg Set $1.87

Arrange cars, houses, trees or stemples. 13-in. hardboard. Designs. Ages 3 to 6.
49 N 4735 Shpg. wt. 1 lb. 12 oz. . $1.87

MUSIC BOX LACING SHOE

Plays nursery rhyme "*The Old Woman in the Shoe,*" as storybook pictures revolve in the windows . . Toe raises to lift out 3 children. Helps teach tots to tie and untie shoes

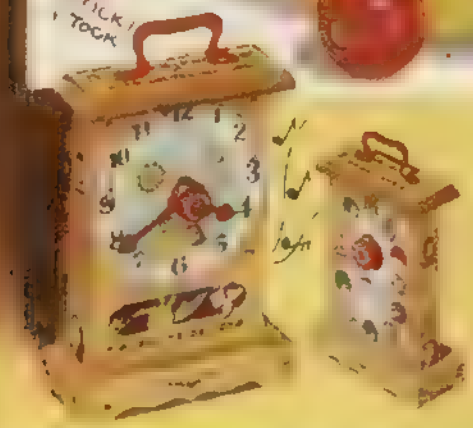
$3.49

Wind up chimney to play the tune and sing along. Doubles as musical pull-toy. Wood and plastic, non-toxic colors. 11 in. long. Wt. 2 lbs. 4 oz.
49 N 5324 .....$3.49

Double-screen Music Box TV $2.77

Hey, diddle, diddle", this miniature TV set synchronizes the delightful nursery-rhyme melody with bright pictures that "move" across the screen. Realistically detailed. Wood base . . plastic case . . carrying handle. Fine mechanism. About 6x7x8 inches high
49 N 5333—Shipping weight 2 pounds..... $2.77

FISHER PRICE TOYS



Learn to tell time with a Musical Clock

$3.37

Just wind knob on back of clock to delight little ones with "tick tock" sounds and "Grandfather's Clock" melody. Face and minute hands turn showing pictures of daily events. Attractive wood case is delicately trimmed . . durable, too. Break-resistant plastic crystal handle and face. Cannot overwind. Stands 10½ inches high
49 N 4715 Wt. 2 lbs. 2 oz . $3.37

Tuneful TV Radios

$2.19 each

Wind center knob for nursery rhyme tunes and pictures. Can't overwind. Each with handle and springy "aerial". Brightly-decorated wood cases. About 8 in. long. Shpg. wt. 1 lb. 4 oz.

4 **10 Little Indians.** 49 N 4654. . $2.19
5 **Jack and Jill.** 49 N 4656 2.19
6 **Farmer in the Dell.** 49 N 4658 $2.19

MATTEL'S "POP-UP" BOXES

$1.94

1 **Bugs Bunny-in-the-Box.** Plays "Hail, Hail, the Gang's All Here." Steel, plastic. 5½ inches high.
49 N 4568 Shipping weight 1 lb. 2 oz. $1.94

2 **Casper-in-the-Box.** The Friendly Ghost pops up [illegible] Matty's [illegible] plays [illegible] About 6 inches high.
49 N 4501 Shipping weight 1 lb. 2 oz..... $1.94

3 **Clown-in-the-Box.** Jumps up to tune "Pop Goes the Weasel." Metal, plastic. 5½ inches high.
49 N 4571 Shipping weight 1 lb. 2 oz.... $1.94

Cash Register makes it easy to learn numbers and colors $3.37

[illegible] numbered keys [illegible] Wood construction, [illegible] "coins". Plastic keys. [illegible]
49 N 4603—Shipping weight 3 lb. 2 oz. $3.37

6

7

8

9

10

11

Gleaming Aluminum Tree . . branches swirled for fullness

Sale $11.29

1 **A really magnificent tree.** Shimme[illegible] are swirled and tapered to a bar[illegible] [illegible] Branches slide to pre[illegible] [illegible]

71 N 95017C [illegible] branch Wt [illegible] $18.95
71 N 95056C [illegible] 11.29

[illegible]
71 N 95[illegible] $4.29
71 N 95012 [illegible] 2.29

2 [illegible] Skirt [illegible] 79c
71 N 932[illegible]

Soft-spun Fiber Glass Tree

Sale $22.95

3 [illegible] branch [illegible]

7 foot size Wt [illegible]
71 N 95047C $26.95

6-foot size Wt [illegible]
71 N 95046C $22.95

"Northwoods" look Green Vinyl Tree

$17.95

4 **So natural looking** each branch is like [illegible] tree that [illegible] the entire [illegible] that extra [illegible] [illegible] Wt [illegible]
71 N 95070C $17.95

5 **Red cotton flanne[illegible]** Skirt, [illegible]
71 N 97251 [illegible] $1.79

NOTE All electrical items [illegible] volt [illegible] Canadian [illegible]

NOTE Plow [illegible] Skirts [illegible] not included. All [illegible] unassembled

Hang these Colorful Decorations on door, window or wall

6 **Lighted 3-bell Cluster** [illegible]
71 N 91318 Wt [illegible] $1.92

7 **Lighted 16-in. Holly Wreath.** [illegible]
71 N 91300 Wt [illegible] $2.89

8 **Lighted 28-in. Tree.** Metal [illegible] 12 replaceable [illegible]
71N9[illegible] $5.79
71N91309C [illegible] 3.29

9 **16-in. Wreath of plastic** [illegible] needles and holly. Cones
71N9[illegible] $2.37

[illegible]
71 N 91179 Wt [illegible] $3.89

[illegible] Wreath
71 N 911[illegible] Wt [illegible] $3.29

10 **White-flocked 16-in. Wreath** [illegible]
71 N 91106 Wt [illegible] $2.69

11 **Lighted 17-in. Wreath** [illegible] 12 [illegible] Extra [illegible]
71N91[illegible] Wt [illegible] $5.79

[illegible] Wreath [illegible]
71 N 91196 $3.29

Personally selected for you by *Vincent Price*

Once again Sears has drawn upon the impeccable taste of Vincent Price. We now offer the same delicate ornaments, the same tree that Mr. Price selected and decorated in his own home

Tree and Ornament Set

$49.95

Vincent Price chose our most precious handblown ornaments, our most beautiful American ornaments, the most dazzling tinsel and garland to grace the limbs of our stately white-tipped green tree

The tree is 7½ ft. high. 3-ply vinyl needles on strong wood dowel branches. Extra full and bushy. Flame and weather-resistant. Complete set includes tree, stand and everything Vincent Price used to decorate his own tree. Unassembled
71 N 93901 N2 - Wt. 27 lbs. Set $49.95

The Tree only, with stand

$27.95

Described in set above

GREEN, WHITE-TIPPED
71 N95096L-7½ ft. Wt. 17 lbs. $27.95
71 N95088L-6 ft. high. Wt. 13 lbs. 19.95

Also available in colors below

1 BLUE-GREEN
71 N95095L-7½ ft. Wt. 17 lbs. $27.95
71 N95094L-6 ft. high. Wt. 13 lbs. 19.95

2 WHITE
71 N95098L-7½ ft. Wt. 17 lbs. 27.95
71 N95089L-6 ft. high. Wt. 13 lbs. 19.95

Ornament Set only

$26.95

Includes 89 ornaments, 54-ft. vinyl garland, 200 plastic icicles.
71 N 93900N—Wt. 10 lbs. $26.95

Novelty
Miniature
Lights

[illegible]

Low as $1.89

[illegible]

[illegible]	71 N 94269	[illegible]	[illegible]	[illegible]	[illegible]	$2.09	71 N 94[illegible]	[illegible]	Pkg. 25c
[illegible]	71 N 94[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2.89	[illegible]	[illegible]	[illegible]
[illegible]	71 N 94306	[illegible]	[illegible]	[illegible]	[illegible]	1.89	71 N 94[illegible]	[illegible]	Pkg. 25c
[illegible]	71 N 94351	[illegible]	[illegible]	[illegible]	[illegible]	2.89	71 N 94356	[illegible]	Pkg. 45c
[illegible]	71 N 94354	[illegible]	[illegible]	[illegible]	[illegible]	2.89	71 N 94356	[illegible]	Pkg. 45c
[illegible]	71 N 94350	[illegible]	[illegible]	[illegible]	[illegible]	2.89	71 N 94[illegible]	[illegible]	Pkg. 45c
[illegible]	71 N 94352	[illegible]	[illegible]	[illegible]	[illegible]	2.89	71 N 94[illegible]	[illegible]	Pkg. 45c
[illegible]	71 N 94353	[illegible]	[illegible]	[illegible]	[illegible]	2.89	71 N 94[illegible]	[illegible]	Pkg. 45c

8-light Bubble Set assorted color C6 lights "bubble" constantly. Metal spring [illegible] lamps in position. Includes [illegible] UL listed for safety.
71 N 94006 Shpg. wt. 1 lb. Set $1.92

7-light Ice Glo Set round bulbs [illegible] with plastic crystal [illegible] effect [illegible] lamps from Japan. UL listed.
71 N 94115 Shpg. wt. 1 lb. Set $1.52

Replacement Bulbs [illegible]

17 **C9½ Bulbs for outdoors** [illegible]
71 N 94209 Wt. [illegible] Pkg. 51c

[illegible] Imported from Japan
71 N 94097 [illegible] Pkg. 45c

C7½ Bulbs for indoors [illegible]
71 N 94202 [illegible] Pkg. 37c

[illegible] Imported from Japan
71 N 94090 [illegible] Pkg. 32c

18 **Bubbling C6 for indoors** Box of 4
71 N 94034 [illegible] Box 89c

19 **Ice Glo for indoors** [illegible]
71 N 94033 [illegible] Box 54c

20 **Twinkle-Glo Bulbs** [illegible]
71 N 94250 [illegible] Wt. [illegible] 59c
71 N 94256 [illegible] 75c

Flame and orange bulbs for candleliers

21 **Flame-type Bulbs** [illegible]
71 N 94221 [illegible] 42c

Orange-color Bulbs [illegible]
71 N 94[illegible] [illegible] 22c
71 N 94205 [illegible] 3[illegible]

22 **Miniature Bulbs** [illegible]
71 N 94[illegible] [illegible] 45c
71 N 94[illegible] [illegible] 45c

Indoor Dainty Sets

23 **35-light Set.** Push in replaceable lamps. If one burns out the rest stay on.
71 N 94301 Wt. 9 oz. Set $1.59

Replacement bulbs. Pkg. of 5
71 N 94189 Wt. 2 oz. .... Pkg. 25c

Twinkle Lights blink on and off

24 **30-light Set,** assorted colors (No replaceable)
71 N 94270 Wt. [illegible] Set 83c

25 **15-light Set** assorted color replaceable lamps, green cord. UL listed for safety. Japan
71 N 94268 Wt. 10 oz. Set $1.72

24-light Set. As above. Japan
71 N 94267—Wt. 12 oz. Set $2.29

Replacement Bulbs. 5 in. Pkg.
71 N 94181—Wt. 2 oz. Pkg. 25c

26 **50-light, 5 way Twinkle set.** 45 replaceable push-in, 5 push in flashers. 5 circuits. Japan
71 N 94302 Wt. 1 lb. 6 oz. Set $3.29

Replacement Bulbs. 5 in. package
71 N 94193 Wt. [illegible] Pkg. 45c

35-light Weatherproof Outdoor Midget Set

27 **Assorted color push-in lamps.** If one goes out, rest stay on. 19 ft. long, add-on plug at end.
71 N 94312 Wt. 9 oz. Set $2.49

Replacement Bulbs. 5 in. package
71 N 94188 Wt. 2 oz. Pkg. 25c

As above, except clear lamps.
71 N 94313 Wt. 9 oz. ....Set $2.49

Replacement Bulbs. 5 in. package
71 N 94189 Wt. 2 oz. Pkg. 25c

TREES WITH A NATURAL LOOK . . stiff plastic needles look like real pine and spruce—even cover trunk of tree, tips of branches. Strong wire branches easily bear weight of ornaments and lights.

Scotch Pine with 4-inch needles

$17.49 6 feet high

1 Full and plump . each branch a full 4 in diameter. Plastic* needles won't shed, crinkle, or fade Flame resistant Use miniature lights only Plain stand incl. Stand shown sold below. 6 ft.
71 N 95206L –
Wt. 13 lbs. $17 49
7 ft. high. Wt 23 lbs
71 N 95207N . . $21 98

Real pine cones on Spruce, 2-in. needles

$18.95 6½ feet

2 So authentic looking . Plastic* needles and real pine cones combined to give the impression of a strong young spruce Brush type needles won't crinkle fade, dry. Weather-resistant. Use miniature lights only Plain stand incl. Stand shown sold below Shpg. wts 9,15,20 lbs
71 N 95234L -4-ft.. . .$ 9 98
71 N 95236N—6½-ft.. 18 95
71 N 95237N—7½-ft. 23.98

3 Revolving musical stand plays Christmas Carol Revolving outlet for tree lights, stationary outlet for colorwheel, floodlight 18x7½ in. high
71 N 92019—Shipping weight 9 pounds $11.49
71 N 92018 Without music Shpg. wt. 8 lbs. . 8.59

4 Our best Revolving Musical Stand for natural or artificial trees. Plays Christmas Carol on Swiss music box, 2 revolving outlets, stationary outlet. 18x7½ in. high. Waterproof cup, holds up to 4-in. trunk.
71 N 92020 Shipping weight 12 pounds $18.79

Slim Scotch-Pine with 3½-inch needles

$14.29 7 feet

Looks like a real Scotch Pine Needles around trunk of tree, cover tips of branches for added safety Still vinyl needles won't crinkle, fade or dry out. Flame, shock and weather resistant. 7 feet high Stand included
71 N 95217L—Shipping weight 11 pounds $14 29

*Polyvinyl chloride

Simply Elegant . . a tree so unbelievably detailed with fine lacy needles, full craggy branches, and intricate design. This BEAUTIFUL BLUE SPRUCE . . crafted in Hong Kong by skilled artisans.

$26.98 6 feet

Soft, misty silver-blue with feather-like leaves. Made of polyethylene . . superbly detailed. An unmatched beauty. Strong branches support lights. Stand included
71 N 95176L—6 ft. high. Wt. 16 pounds $26 98
71 N 95177L—7 ft. high. Wt. 20 pounds 35.98

Shipping note for both pages

All trees are sent unassembled. "N" items (as 71 N95207N) freight (rail or truck or express

Precious as Time Itself

Sears puts at your fingertips more of what America's children want most

BARBIE AND HER FRIENDS WITH
4 PAGES OF WARDROBES AND ACCESSORIES

Barbie Ken Midge FASHION QUEEN Barbie

$1.97 $2.38 $1.97 $3.99

My three differently styled Saran wigs can be changed to wear with various outfits

These famous Dolls by MATTEL come dressed for a day at the beach

Barbie . . . smart chic, fashion-wise. Stands 11½ inches tall, has movable legs, arms and head for easy dressing. Rooted Saran hair. Shpg. wt. 12 oz.
49U3701 Bubble-cut hair style $1.97
49U3805 Ponytail hair style 1.97

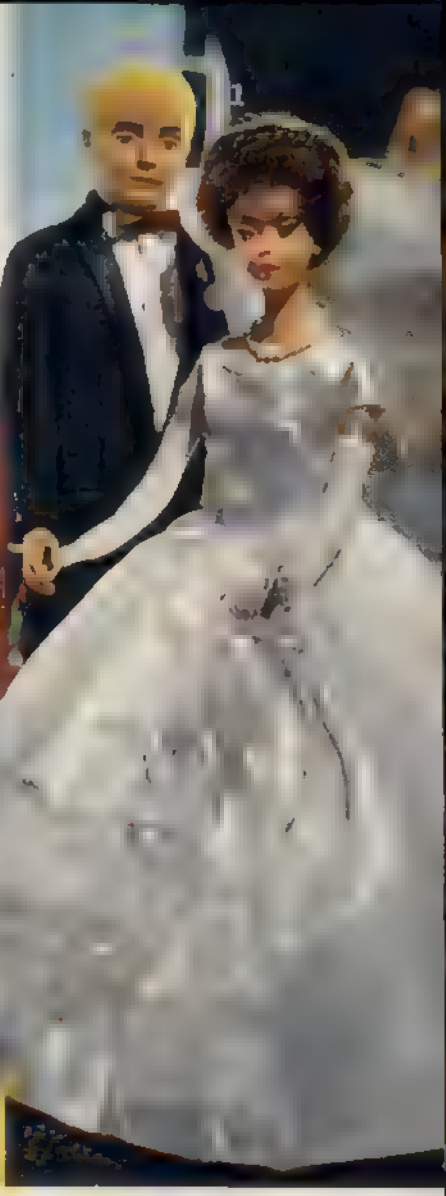
Ken . . . Barbie's boyfriend, and a teenager's ideal. Stands 12½ inches tall. Realistically molded hair. Movable arms, legs and head. Shpg. wt. 12 oz.
49 U 3731 $2.38

Midge . . . Barbie's best friend and she's exactly the same size, so she fits perfectly in Barbie's clothes. Jointed for easy dressing. Rooted hair. Shpg. wt. 12 oz.
49 U 3806 $1.97

Fashion Queen Barbie . . . the new 11½-inch Barbie doll that lets you change her hair style and color. Complete with 3 high fashion wigs . . . Bubble-cut, Page boy and Side-part flip styles. Special wig stand included.
49 U 3819 Shpg. wt. 12 oz. . . $3.99

Barbie, Ken, Midge are plastic and include stands. Dolls and their clothing on these 4 pages are made by fine artisans in Japan

Barbie and *Ken* the most popular twosome in doll town now have coordinated outfits



1 49 U 3820—Barbie **Bride's Dream.** Shipping weight 8 oz. $2.33
49 U 3821—Ken: **Tuxedo.** Shipping weight 8 oz. 3.57

2 49 U 3823—Barbie. **Red Flare.** Shipping weight 8 oz. 2.23
49 U 3822—Ken: **Saturday Date.** Shipping weight 8 oz. ... 3.29

3 49 U 3825—Barbie **Tennis Anyone.** Shipping weight 8 oz. 2.33
49 U 3826—Ken. **Time for Tennis.** Shipping weight 8 oz. 2.33

4 49 U 3829—Barbie: **Ski Queen.** Shipping weight 4 oz. 2.77
49 U 3830—Ken. **Ski Champion.** Shipping weight 8 oz. 2.77

5 49 U 3833—Barbie **Masquerade.** Shipping weight 8 oz. $1.66
49 U 3837—Ken: **Masquerade.** Shipping weight 8 oz. 1.65

6 49 U 3840—Barbie **Icebreaker.** Shipping weight 8 oz. .. 2.36
49 U 3838—Ken **Fun on Ice.** Shipping weight 8 oz. 2.36

7 49 U 3842—Barbie **Graduation.** Shipping weight 8 oz. 1.21
49 U 3841—Ken. **Graduation.** Shipping weight 8 oz. 1.21

8 49 U 3846—Barbie **Registered Nurse.** Shipping weight 4 oz. . 2.33
49 U 3845—Ken **Doctor.** Shipping weight 8 oz. 2.33

Give a Mix 'N Match Outfit from Barbie's fashion bar

Packages of attractive clothes and accessories with their own delicate hangers. Designed and color coordinated to blend with other fashions in Barbie's wardrobe. Sorry, no choice of color or style.

9 **Dress with accessories.**
49 U 3862—Shipping wt. 2 oz. . .99c

10 **Shoes, gloves, sunglasses, jewelry.**
49 U 3864—Shipping wt. 2 oz. . .89c

11 **Lingerie with slippers and mirror.**
49 U 3868—Shipping wt. 2 oz. 92c

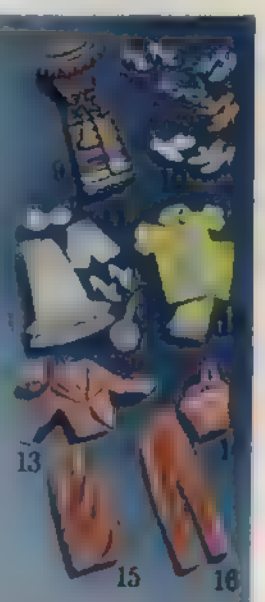
12 **Two-piece pajama set.**
49 U 3867—Shipping wt. 1 oz. . . 99c

13 **Jacket with matching hat.**
49 U 3870—Shipping wt. 2 oz. 92c

14 **Blouse.**
49 U 3866—Shipping wt. 1 oz. . .77c

15 **Skirt with accessories.**
49 U 3869—Shipping wt. 1 oz. . .77c

16 **Slacks with accessories.**
49 U 3863—Shipping wt. 2 oz. . . .77c



More fashions for special occasions

17 **Barbie Baby Sits.** Apron, clock, snacks, Jointed baby doll, diapers, basket bottles. Dress not incl.
49 U 3848—Wt. 8 oz. $2.34

18 **Ballerina.** Leotard plus silver color white tutu. Tiara, shoes, bag.
49 U 3735—Wt. 8 oz. $2.43

19 **Winter Holiday.** Warm in hooded skirt, gloves. Tote bag holds shoes.
49 U 3859—Wt. 8 oz. . $2.94

20 **Rain Coat.** With hat, umbrella and boots.
49 U 3850—Wt. 8 oz. $1.84

21 **American Airlines Stewardess Outfit.** hat, shoes. Carries hand and tote bag.
49 U 3860—Wt. 8 oz. $2.94

All dolls on page not included

FORMAL WEAR for New Year's Eve and fancy Balls

Where is she going? What will she wear? Pick from this complete selection of evening wear to suit any occasion. Includes matching accessories as shown. Dolls not included.

(1) 49 U 3705—**Sophisticated Lady.** Full, collared coat gown. Shipping wt. 8 oz. $3.27
(2) 49 U 3707 **Solo in Spotlight.** Tight-fitting sheath flounce. Shipping wt. 8 oz. 2.44
(3) 49 U 3723—**Party Date.** Strapless cocktail dress, wide belt. Shipping wt. 4 oz. . . . 1.27
(4) 49 U 3709—**Senior Prom.** Strapless gown with tulle overskirt. Shipping wt. 8 oz. 2.19
(5) 49 U 3708—**Dinner at Eight.** One piece hostess capt pants, coat. Wt. 8 oz. . 1.97
(6) 49 U 3719—**Enchanted Evening.** Stole. Gathered swirl sheath. Shpg. wt. 8 oz. 3.22

So that all 3 dolls can share them..

Clothes fit *Barbie, Midge* **and**

CASUALS for day-long good looks

Any time of the day, any season, Barbie's flare for fashion gets admiring glances everywhere. Accessories shown are included. Dolls not included.

7 **Knitting Pretty.** Matching skirt, sweaters.
49 U 3730—Shipping weight 4 oz. $2.22

8 **Garden Party.** Print dress with eyelet, ruffles.
49 U 3784—Shipping weight 4 oz. $1.65

9 **Movie Date.** Candy stripe, organdy overskirt
49 U 3779—Shipping weight 4 oz. $1.27

10 **Fancy Free.** Two-toned cotton with ricrac.
49 U 3774—Shipping weight 4 oz. . . . $1.22

11 **Busy Morning.** Suntop dress, hat.
49 U 3775—Shipping weight 4 oz $1.98

12 **Mood for Music.** Capri slacks, cardigan
49 U 3785 Shipping weight 4 oz $2.42

13 **After Five.** Organdy dress with collar, hat
49 U 3776 Shipping weight 4 oz. . . . $1.65

14 **Swinging Easy.** Full skirted, cummerbund.
49 U 3778—Shipping weight 4 oz. . . . $1.65

15 **Sheath Sensation.** Fitted with large pockets
49 U 3781—Shipping weight 4 oz. . . . $1.27

16 **Friday Nite Date.** Jumper, blouse slip
49 U 3783—Shipping weight 8 oz. . . $2.11

Ultra-elegant DRESS UPS

For Barbie and Midge, good taste means dressing "just right" for the particular occasion. For such occasions, their wardrobe includes these

(1) **Career Girl.** In the office, 2-piece tweed suit. Sleeveless pull-over. 49 U 3787 Shipping weight 8 ounces $1.99

(2) 49 U 3797 **Golden Elegance.** Trimmed with fur Wt 8 oz. 3.19

(3) 49 U 3796 **Theater Date.** Satin coordinate Shpg wt 4 oz.. 1 95

(4) 49 U 3795 **Sorority Meeting.** Sweater, sheath Wt 4 oz 1 97

(5) 49 U 3794 **Orange Blossom.** As bridesmaid. Shpg wt. 4 oz 1.97

Dolls not included on this page

1

Fashion Queen Barbie

Lovely, frothy LINGERIE

6 **Nighty Negligee Set.** Full-length gown, grecian bodice. Pleated peignoir. Dog included. 49U3798 Wt. 8 oz $2.39

7 **Sweet Dreams.** Embroidered Baby Doll pajamas. Clock, diary 49U3802 Wt. 4 oz 99c

8 **Floral Petticoat.** Springtime fresh pattern . . matching bra, panties. Mirror, brush. 49U3803 Wt. 4 oz 99c

Barbie Patterns
(they fit Midge, too)

Sew your own Barbie fashions with 12 specially designed Advance patterns. Each of the 12 patterns are different. All are printed on tissue. Simply pin the tissue to your fabric and cut it out. You're ready to sew a new dress for Barbie. Step-by-step instructions are easy to follow, plus a "Barbie Sewing Book" included

49 U 3804—Shpg. wt. 2 oz.. 97c

Ken has an outfit for every occasion

Ken's smartly-tailored wardrobe fits perfectly. Accessories, as shown.

9 **Campus Hero.** Duck-style slacks with striped pull-over, oxfords. 49 U 3791—Shpg. wt. 8 oz... .$2.17

10 **Casuals.** Knit T-shirt complements cotton slacks. Cap, 2-tone shoes 49 U 3810 Shpg. wt. 4 oz... .$1 65

11 **Dreamboat.** Sport jacket, tailored slacks, short sleeve shirt Hat. 49 U 3808 Shpg. wt. 8 oz.. . $2.99

12 **Terry Togs.** Matching terry scuffs and robe . . "K" on pocket 49 U 3812—Shpg. wt 8 oz.... $1 65

13 **Sailor.** Anchors aweigh in muddy with tie, bell-bottom pants. Cap. 49 U 3813—Shpg. wt. 8 oz. ...$2.42

14 **Play Ball.** Regulation 2-piece striped uniform. Bat, ball, mitt 49 U 3818—Shpg. wt. 8 oz. ...$2.19

15 **Touchdown.** Padded pants, shoulder guards over sweat shirt. Matching helmet . . football. 49 U 3815—Shpg. wt. 8 oz. $2.42

16 **Army and Air Force.** Summer uniform, tie. Overseas cap, Wings. 49 U 3814—Shpg. wt. 8 oz... .$2.42

17 **Sleeper Set.** Striped 2-piece pajamas. Accessories: snacks, clock 49 U 3811—Shpg. wt. 4 oz. . .$1.33

18 **Rally Day.** Three-quarter length car coat, cap. (Slacks not incl.) 49 U 3809—Shpg. wt. 4 oz. .. $1.65

19 **Bermuda Shorts.** Contrasted with gay print shirt. Socks, shoes. 49 U 3789 Shpg wt. 4 oz... .$1.65

20 **Yachtsman.** Denim jacket and slacks. Knit trim. Striped T-shirt. 49 U 3790—Shpg. wt. 8 oz.... $2.29

Pert Betsy McCall

Walks, sits, kneels . . has 5 outfits

1 8-inch plastic doll dressed in chemise, socks and shoes. Saran hair. Moving eyes.
49 U 3002 Shipping weight 8 ounces $1.69

Extra Outfits below

2 **Bon Voyage** . . cotton corduroy skirt, matching jacket. Print blouse. Shoes and socks. Toy hatbox.
49 U 3883—Shipping weight 4 ounces..... $1.83

3 **Party** . . dress, panties, straw hat, shoes, socks.
49 U 3955—Shipping weight 4 ounces.....$1.83

4 **TV Time** . . jumper, toreador pants, plastic TV set.
49 U 3954 –Shipping weight 4 ounces $1.39

5 **Winter Weekend** . . ski outfit with skis and poles.
49 U 3953 Shipping weight 4 ounces $1.83

6 **Patio Party** . . perfect hostess outfit. Tea set, tray.
49 U 3956—Shipping weight 4 ounces $1.83

Cuddly Li'l Dear has 4 outfits

7 This chubby, lovable doll is a wee bundle of joy. 8 in. long with soft cloth body, arms and legs of skin-like vinyl plastic. Vinyl head has sleeping eyes, rooted Saran hair. Dressed in robe of easy-care cotton.
49 U 3949—Shipping weight 7 oz.....$2.93

Extra Outfits . Doll not included

8 **Lace-trimmed topper set** . . perfect for playtime.
49 U 3950—Shipping weight 2 oz.....$1.49

9 **Pajamas** . . of light blue jersey for sweet dreams.
49 U 3952—Shipping weight 2 oz. $1.49

10 **Embroidered dress, lace trimmed** . . fit for a queen.
49 U 3951—Shpg. wt. 2 oz.....$2.89

Bride, trunk, 3-pc. outfit

$4.99

11½-inch bride with embroidered bridal gown plus 3 complete changes: robe, party dress and sport outfit. Jointed plastic. Trunk has plastic handle.
Shpg. wt. 2 lbs. 6 oz.
49 U 3873... $4.99

Teenage Doll, trunk, outfit

$4.99

12-in. doll with rooted hair. Plastic. Wears shoes, multicolor print dress. 4 extra outfits: sport outfit, street dress, afternoon dress, playsuit. With trunk. Wt. 2 lbs. 8 oz.
49 U 3874.....$4.99

Ben Casey and Nurse

$4.49

12-in. Ben has stethoscope, intern's outfit. 11½-in. nurse wears dress, cap, cape. Plastic. Movable arms, legs, head. Each can wear clothes of like-size dolls.
Shpg. wt. 1 lb. 4 oz.
49 U 3957... $4.49

Debbie Drake does exercises

$2.89

11½-inch plastic doll assumes almost any pose. She's fully jointed, amazingly flexible. Has leotard, just like the real Debbie. Can wear clothes of like-size doll. Wt. 12 oz.
49 U 3958 $2.89

11½-inch tall Fashion Dolls

Do only **88c**

Extra outfits 88c each

Tall slim model has pretty painted features framed by shining, rooted Saran hair. Plastic, movable vinyl head, arms. Arriving in cotton-knit swim suit, heels, she looks lovely in outfits to order below.

11 White doll.
49 U 3962—Wt. 7 oz.....88c

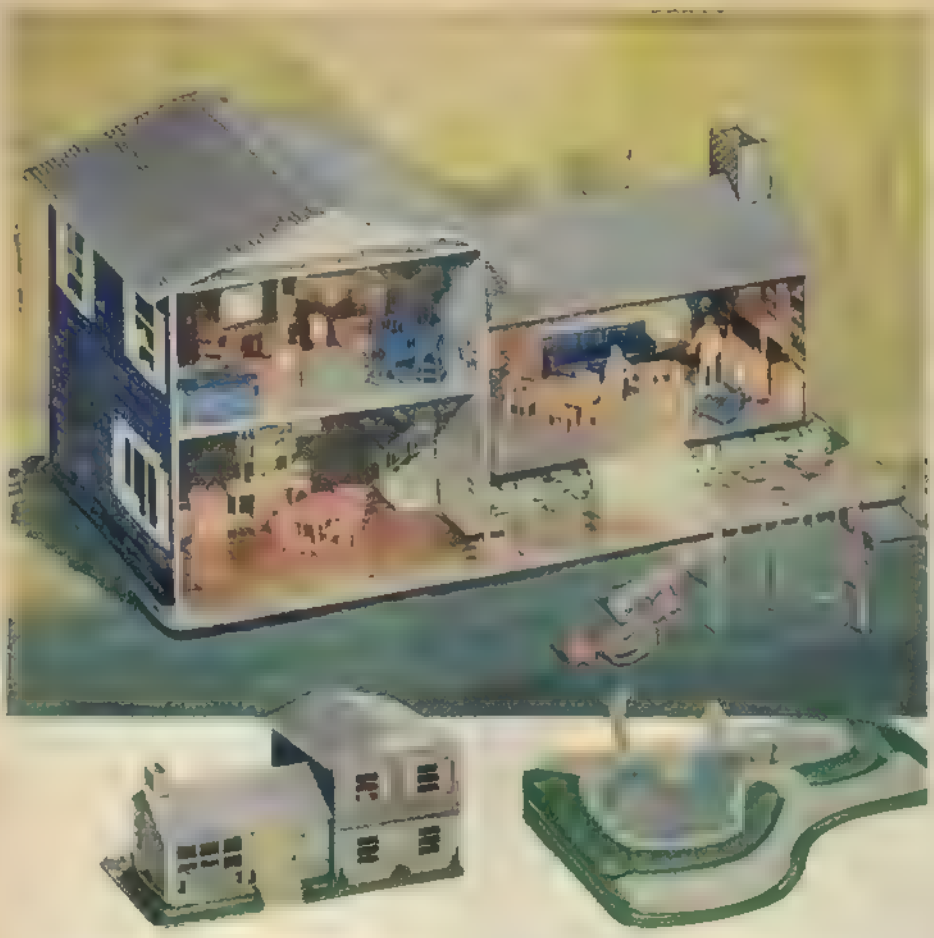
12 Colored doll.
49 U 3963—Wt. 7 oz..... 88c

Extra outfits for doll above

13 **Tutu and ballet slippers.**
49 U 3959—Wt. 3 oz..... 88c

14 **Sports jacket, slacks.**
49 U 3961 –Wt. 3 oz. ... 88c

15 **Sports jacket, pleated skirt**
49 U 3960—Wt. 3 oz..... 88c



Fully furnished Split-level House of sturdy steel

Nicest house in the Dolltown suburb has 65 total pieces. Dive into the fun, with swimming pool and accessories. There are 6 doll figures, playground items and even a barbecue pit

Only $7.99

Have a whirl at the most luxurious [illegible] [illegible] room, [illegible] bedroom, [illegible] kitchen and bath, utility room and [illegible] of there. [illegible] everything from sectional sofa, TV [illegible] to washer-dryer, refrigerator [illegible] more fun, a swimming pool [illegible] the [illegible] playground with all the [illegible].

Four dollhouse figures are ready to move in. About [illegible] high house in steel, accessories, pool in plastic. Unassembled.

79N1413C Shipping weight 11 pounds $7.99

The roomy playroom extension is an added plus on this big

Two-story Rambler

$4.99

Table tennis anyone? This delightful Colonial mansion gives [illegible] owner not only table tennis [illegible] and TV [illegible] the [illegible] playroom extension [illegible] room [illegible] bedroom [illegible] bath, utility room and patio [illegible] pieces of [illegible] playpen [illegible] and [illegible].

About [illegible] inch steel house has a [illegible] Accessories are plastic. Unassembled.

79N1411C Shipping weight 8 pounds $4.99

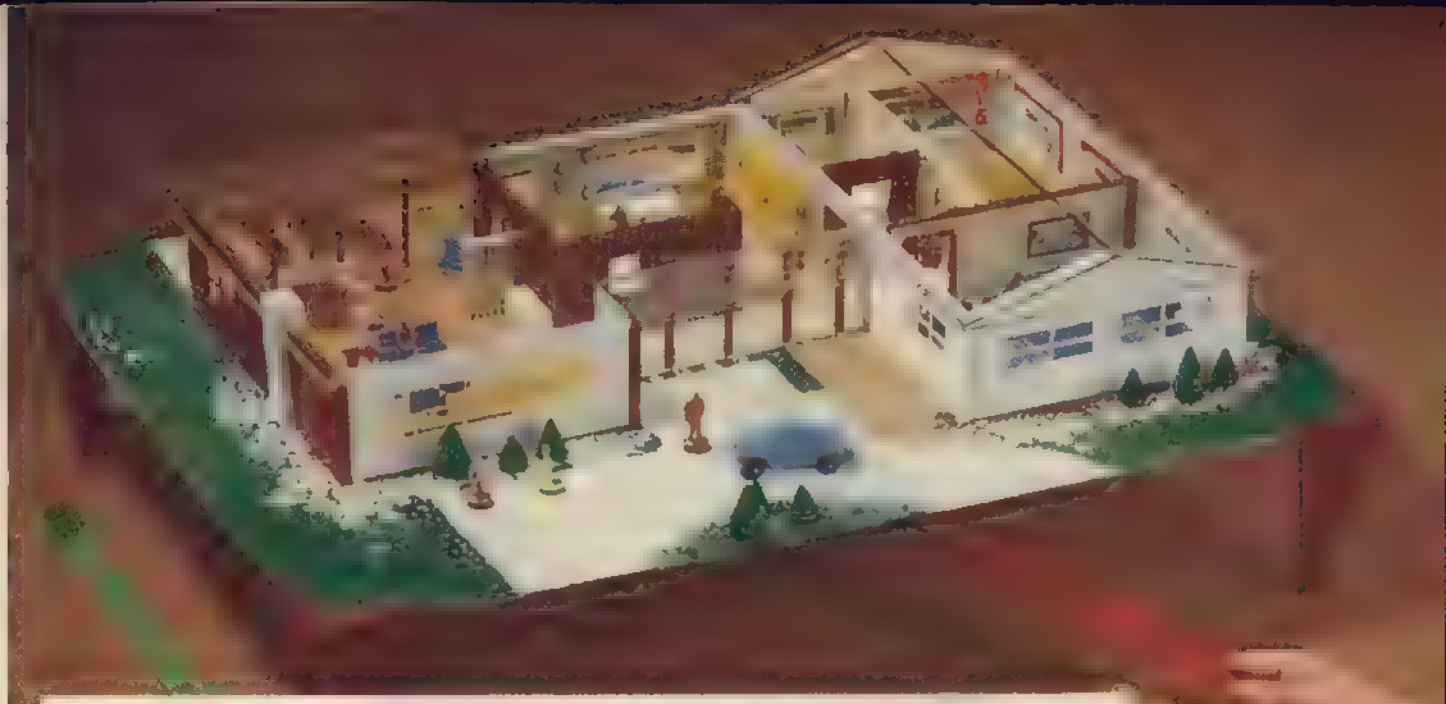
Comes with plastic awning, patio chairs, 4 doll figures

The Classic Colonial House

$3.97

Plenty of fun for [illegible] dolls [illegible] room [illegible] kitchen [illegible] bedroom, [illegible] utility room [illegible] About [illegible] inch high steel house with plastic [illegible] Unassembled.

79N1402C—Shipping weight 7 pounds $3.97



Move family of 5 dolls from room to room as you watch through clear plastic roof

Magnetic House $3.97

Over 100 pieces

Point a Magic Mover wand [illegible] the magnetized doll family glides into motion. Modern 5 room house with over 40 pieces of furniture and accessories [illegible] 15 walls, 2 removable roofs, trees, shrubs. Also 5 dolls and a [illegible] 20x26-inch sturdy Masonite Freedwood base with 4 legs. Partly assembled.

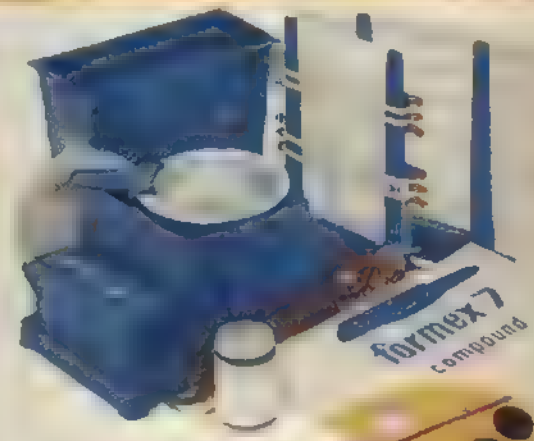
79 N 1465C Shipping weight 6 lbs ...$3.97

$3.97

Unfold this Ranch House, and there are all the people

[illegible] Provincial" furniture . . . this house [illegible] so complete, with 48 pieces of furniture and [illegible] bedroom, kitchen and bath fully equipped. [illegible]

79 N 1466L Shipping wt. 3 lbs . . . $3.97



Make your own dolls with EMENEE'S FORMEX "7" Doll Casting Set

$4.99

Melt Formex "7" compound [illegible] on Dyna Cast [illegible] into plastic molds, cool in tank. Now take out Mother, Dad, 2 children and their 2 pets. Paint included with set. Non-toxic natural-color compound is re-usable (order extra compound on page 98). Thermal unit 6x4 in., heats with electric bulb (included).

79 N 1464C Wt. 6 lbs.. Set $4.99

Extra Mold Kits.
49 N 1467—School Room (2 students, desk and teacher)
49N1468 3 Dolls of other [illegible]
Shipping weight [illegible] $1.92c

Table Lamps light up her doll house

Set 97c

Shining success in any doll room. Only 2½ in. high but they really work on 3 batteries (included). Plastic. 3 bulbs.

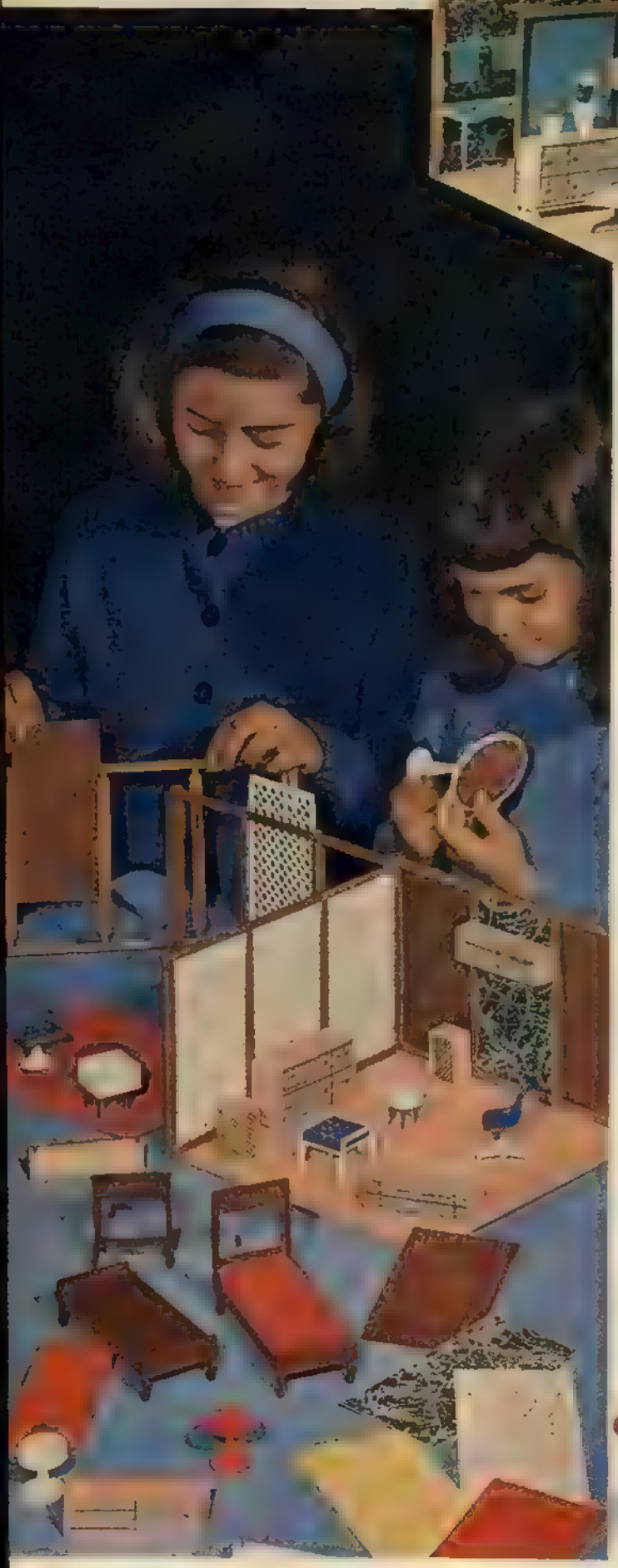
49N1426 Wt. [illegible] Set 97c

You can really pose these Bendable Dolls

Set $1.89

Bend these 5 Twistoys into almost any position, and they'll stay put. 2½ to 5 in. high, in plastic. From Hong Kong.

49N1404 Wt. 8 oz. Set $1.89



Build and move furniture, design room settings to suit your own taste

INTERIOR DECORATOR SETS

Just for play, or for budding architects and decorators . . hundreds of combinations limited only by your imagination

Simply move wall panels to enlarge a room, put cushions on benches or in chairs, combine chair base with table top to have a coffee table . . it's all up to you. Furniture is accurately scaled, beautifully styled. Included are floors, paintings, sculpture, lamps, even towels for the bathroom . . all in House and Garden coordinated colors. Every homemaker, be she six or sixty, will enjoy letting her imagination run free to create her dream rooms. A gift to delight the entire family.

5-piece
Doll Family

$1.33

[illegible]

Shipping wt. [illegible] lbs.
49N1476 Box $1.33

236 separate pieces . . enough furniture for 5 rooms

$7.99

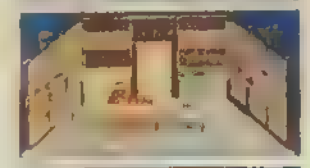
Five rooms with furniture, all in coordinated colors from House and Garden magazine. Decorate rooms, design furniture in combinations you alone dream up. Interlocking plastic parts are interchangeable [illegible] or tools needed. Make tables, chairs, cabinets, fixtures. Decorate carpet, [illegible] paper, [illegible] even fabric rugs, 5 piece doll family. Also [illegible] inches high. Accurate scale.

49 N 1469—Shipping weight 5 pounds 6 ounces. . . . . Set $7.99

Individual Room Sets

68-piece Dining Room Set. Ready to be transformed into a room, handsomely furnished for dining. Has dining table with centerpiece, comfortable chairs and storage cabinets. About 10x10x6 inches high.

49 N 1471 Shpg. wt. [illegible] lb. [illegible] oz. Set $2.99



64-piece Kitchen Set. With sink, range, refrigerator and cabinets . . . even dishes and [illegible] to [illegible], interchange and enjoy. Set is [illegible] for free planning your real kitchen. About 10x10x6 inches high.

49 N 1472—Shpg. wt. 4 lb. 11 oz. Set $2.99

62-piece Bedroom Set. Watch room take shape before your eyes . . with cabinets, shelves, beds that can be varied, even stacked to form bunk beds. Includes walls, floor, lamps, too. About 10x10x6 inches high.

49 N 1473—Shpg. wt. 1 lb. 12 oz. Set $2.99

43-piece Bathroom Set. [illegible] family size [illegible] House and Garden magazine [illegible]. Walls [illegible] Vanity [illegible] not needed.

49 N 1474 Shpg. wt. 4 lb. [illegible] Set $2.99

94-piece Living Room Set. Has a fireplace, modern chairs, wall [illegible] tables and 6x10-in. step up floor. About 19⅝x10x6 in. high. Wt. 2 lbs. 1 [illegible]

49 N 1470 Set $3.33

164-piece Studio Apartment 5 junior-size rooms

$4.99

[illegible] walls, floors, furniture [illegible] assortment of [illegible]. Decorate [illegible] arrangements possible as many [illegible] no tools or glue needed. An exciting lesson in [illegible] homemaking for future decorators. About 19¼x10x6 in. high. Architectural scale ¼ inch equals 1 foot.

49 N 1475 Shipping weight 3 lbs. 6 oz. . . . Set $4.99

The most luxurious play furniture we've ever offered . . precise in every detail

This is the majestic

Petite Princess

FANTASY FURNITURE™

For the little girl who delights in fine doll furniture, and who wants to treasure it for years to come. Pieces are luxuriously designed in fine satins, exquisite brocades, porcelains, glass mirrors, and other fine materials.

Illustrated at the right is a perfect example of the kind of Japanese hand-crafted detail that makes this plastic furniture so cherished

Elegant Grand Piano

$2.32

The top opens to a full art set collection, which [illegible] shows the [illegible] Delft, [illegible] blows, [illegible] red velvet [illegible] [illegible] [illegible]

G
Tiny Tears
8.97

J
Tiny Kissy
7.99

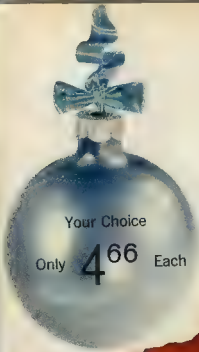
H
Teeny Tiny Tears
With Wardrobe
7.88
Doll Alone
4.22

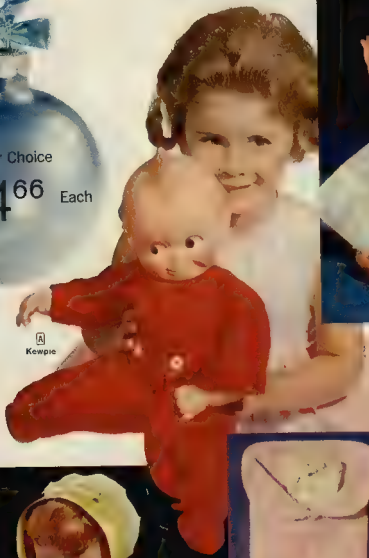
Life-size
Thirstee
Cry-Baby
K
12.88

L
Little Cries
9.88

She cries until
she's fed
or comforted

Save this catalog—use it
to order toys now—and till Sept. 21, 1964


Your Choice
Only 4.66 Each



A
Kewpie

B
"Mama Baby Doll"

16 PENNEY

B
Drink-wet doll
complete with layette

E
Pigtails
3.67

B
Coat Doll
4.77

I have a "bubbly" bottle

K
Walking Toddler
5.44

winsome *Wonderful Dolls*

little girls love their heart-winning ways

A SMILING KEWPIE DOLL. Her impish little smile and sparkling eyes will warm the heart of any little girl. Tiny Kewpie has an all-vinyl body with fully jointed arms and legs. Arms have full swivel-joint to the body. Her sweet Kewpie face is flesh-colored with brightly painted blue eyes, molded hair, Little imp, 19 in. tall, dressed in bright red cotton-flannel pajamas—sure to delight youngsters.
X 921-2929 A—Shpg. wt. 3 lbs. 6 oz... 4.66

B SNUGGLE SOFTEE "MAMA" DOLL. Looks just like a real baby—says "mama" when turned on her tummy and back again. "Little mother" will be delighted to have this baby for her very own. She has soft rooted blond hair in a cute pixie style, deep-set sleeping eyes. Made of soft polyethylene with chubby arms and legs. A full 17 in. tall—she is dressed in a lovely organdy dress delicately lace-trimmed. Matching bonnet, diaper, and booties.
X 921-0527 A—Shpg. wt. 2 lbs.....4.66

C NEW "MELANIE" DOLL. For hours of playtime fun—it's Melanie, the new character head doll with cunning knock kneed legs and outstretched character hands and arms. Sweet little Melanie is just 18 in. tall with polyethylene body and legs, soft vinyl plastic head and arms. Jointed arms and legs, soft rooted hair with "bangs." She's all dressed up, too, in a pretty polished cotton polka-dot dress with nylon pinafore and lace trim, panties, shoes, and socks, matching polka-dot and nylon bonnet. Gift-boxed.
X 921-0493 A—Shpg wt. 2 lbs.....4.66

D DRINK-WET DOLL WITH LAYETTE. She sheds tears, drinks from the bottle, wets just like a real baby. Comes complete with her own layette. This lovable little doll is just 11 in. high, made of soft vinyl plastic with fully-jointed arms and legs, moving eyes, soft rooted curly hair. Various hair colors. Sorry, no color choice. Baby is dressed in fine shantung coat, hat, scarf, knit panties, socks, and booties. With this layette: bunting-jacket, diaper, flannel snowsuit, pajamas, taffeta dress, and hat, three powder puffs with bows, soap, sponge, wash cloth, and rattle.
X 921 0535 A—Shpg. wt. 1 lb.....4.66

E PIGTAIL TODDLER. A perfect little pigtailed playmate for the "little miss." Little girls will spend hours playing with her, telling her secrets, or re-doing her pretty pigtails. This darling toddler is 19 in. tall, with poly body and legs, vinyl plastic head and arms. Fully jointed arms and legs, moving eyes, and rooted pigtails. She looks so pretty in a cotton print percale dress with white nylon pinafore, panties, shoes, socks, ribbon bows. A sweet little playmate for a dear girl
X 921-0501 A—Shpg. wt. 2 lbs 3.67

G SWEET TODDLER DOLL. A lovable toddler. She's all dressed up to go shopping, visiting, or just strolling in her pretty blouse, red slacks, coat and hat, knit socks, and cute plastic shoes. 19 in. tall, with rooted ponytail-styled hair, soft polyethylene body and legs, vinyl plastic head and arms—arms and legs are fully jointed. Her sparkling eyes open and close. A perfect gift idea for any little girl.
X 921-0543 A—Shpg. wt 1 lb. 8 oz....4.77

H "YUMMY KISS" DOLL. The dearest doll ever, and quite irresistible. She acts like a real little girl—just squeeze her tummy and she puckers up for a sweet "Yummy Kiss." Imagine a doll doing that! What a delight. Made of soft vinyl plastic with sparkling moving eyes, moving arms and legs, soft rooted hair tied with a lustrous ribbon bow. Dressed in a cute romper of tiny-checked cotton gingham, trimmed with lace. 12 in. high. Made to be loved.
X 921-0550 A—Wt. 1 lb. 4 oz..... 2.77

J TINY TODDLER DOLL. This tiny toddler is sure to enchant every little girl on your gift list. She's only 11 in. tall, made of all vinyl plastic with fully jointed arms and legs, moving eyes and soft rooted hair. She's prettily attired in a blue cotton dress with quaty striped bloomers, shoes and socks—has a brightly-colored ribbon. A welcome addition to any doll family.
X 921-0485 A—Shpg. wt. 1 lb.....2.77

Enjoy the time-saving convenience of Penneys catalog-shopping. Marvel at its armchair ease, its reliability of quality, its assurance of satisfaction.

J
Toddler
2.77

H
"Yummy Kiss"
2.77

Squeeze her . . . see her pucker up

make perfect playmates

Tiny Chatty Baby talks—says 11 different things

E
Complete Set
9.99

Pull the Chatty-Ring—
Chatty Cathy says 18 different phrases

J

MATTEL, INC. TOYMAKERS

Set
4.77

3-pc. nursery set for Tiny Chatty Baby

spins in cage

N
4.99

Just change the record
Charmin' Chatty says 216 different phrases in English and 6 foreign languages

CHARMIN' CHATTY travels 'round the world --complete travel outfit inlcuded; also 9 Chatty records

K
Set
19.99

Charmin' Chatty and "let's play" sets

Get a Chatty record with each "Let's Play" game

N 2.44

M
2.44

L
1.66

a dream "wardrobe" of Dolls

A "SNUGGLE SOFTEE" DOLL. By Horsman. So soft and lifelike, is vinyl-plastic—her chubby arms and legs look like a real baby's. Rooted brown Saran hair in cute pixie-cut, eyes that close—even makes "baby" sounds. 17 in. tall—wears bed-jacket, diaper, bootees. In plaid receiving blanket with rayon satin trim and bow
X 921-0386 A—Shpg. wt. 2 lbs. 4 oz. 3.77

B OFFICIAL BROWNIE SCOUT DOLL. By Effanbee. Freckled-face little Brownie is 15 in. tall—all vinyl-plastic with fully jointed arms and legs, moving eyes and brown rooted Saran hair. Wears uniform and panties made of the very same material used by the Girl Scouts of America, brown felt beanie, shoes, socks, and belt.
X 921-0477 A—Shpg. wt. 1 lb. 6 oz. 5.97

C CHARMING "RUTHIE" DOLL. By Horsman. 20 in. tall—all vinyl plastic with turning head, fully jointed arms and legs. Closing eyes with long lashes—brown rooted Saran hair in "curly tie-back" style. So realistic—even to clearly defined knuckles and nails on her dainty hands and feet. Wears cotton flannel sweater and simulated corduroy skirt with panties, stockings, and shoes.
X 921-0402 A—Shpg. wt. 2 lbs. 12 oz. 4.87

D CUDDLY "FLOPSIE" DOLL. Such a wonderful doll—by Horsman! Soft, almost weightless—ideal to snuggle with. Vinyl-plastic head with rooted hair in "wispy baby" style. Cute painted baby face. Chubby all-cotton body in pretty printed cotton flannel pajamas. 16 in. high in see-through acetate carrier with handle
X 921-0410 A—Shpg. wt. 1 lb. 8 oz. 3.47

E TWO LOVABLE DOLLS WITH ROCKING BASSINET. By Effanbee. A precious "sister-outfit." 10-in. Tiny "rubber drinks from her bottle, wets like a real baby—wears printed cotton-flannel pajamas. 14-in. "big sister" Mary Jane watches over cradle in matching pajamas, scuffs. Dolls are vinyl-plastic, fully jointed, with soft rooted Saran hair. Plastic rocking bassinet—16 x 12½ x 9 in. high with lace-trim dotted cotton batiste covering and pillow.
X 921-0451 A—Shpg. wt. 4 lbs. ..... Set 12.99

F "TINY TEARS" WITH LAYETTE. A sweet, dear little doll that cries real tears. Washable vinyl-plastic with soft blond rooted pixie hair. Her eyes close, cry real tears. She drinks and wets, blows bubbles. Wears 3-piece knitted outfit—layette includes party dress, panties, shoes, socks, bottle, pacifier, bubble pipe. 17 in. high.
X 921-0352 A—Shpg. wt. 2 lbs. 4 oz. ..... Set 8.97

G "TEENY TINY TEARS" WITH TRAVELING TRUNK. A precious miniature of Tiny Tears—only 12 in. high. She cries real tears, drinks and wets, blows bubbles—even takes a bath. Vinyl-plastic with rooted blond pixie hair, sweet baby face with eyes that close. Wears daintily trimmed dress and panties, bootees with rayon satin bows. In traveling trunk—with lace-trim "Baby Doll" pajamas, applique'd felt jumper, knit shirt, bottle, bubble pipe, pacifier.
X 921 0378 A—Shpg. wt. 2 lbs. 6 oz. ..... Set 7.88

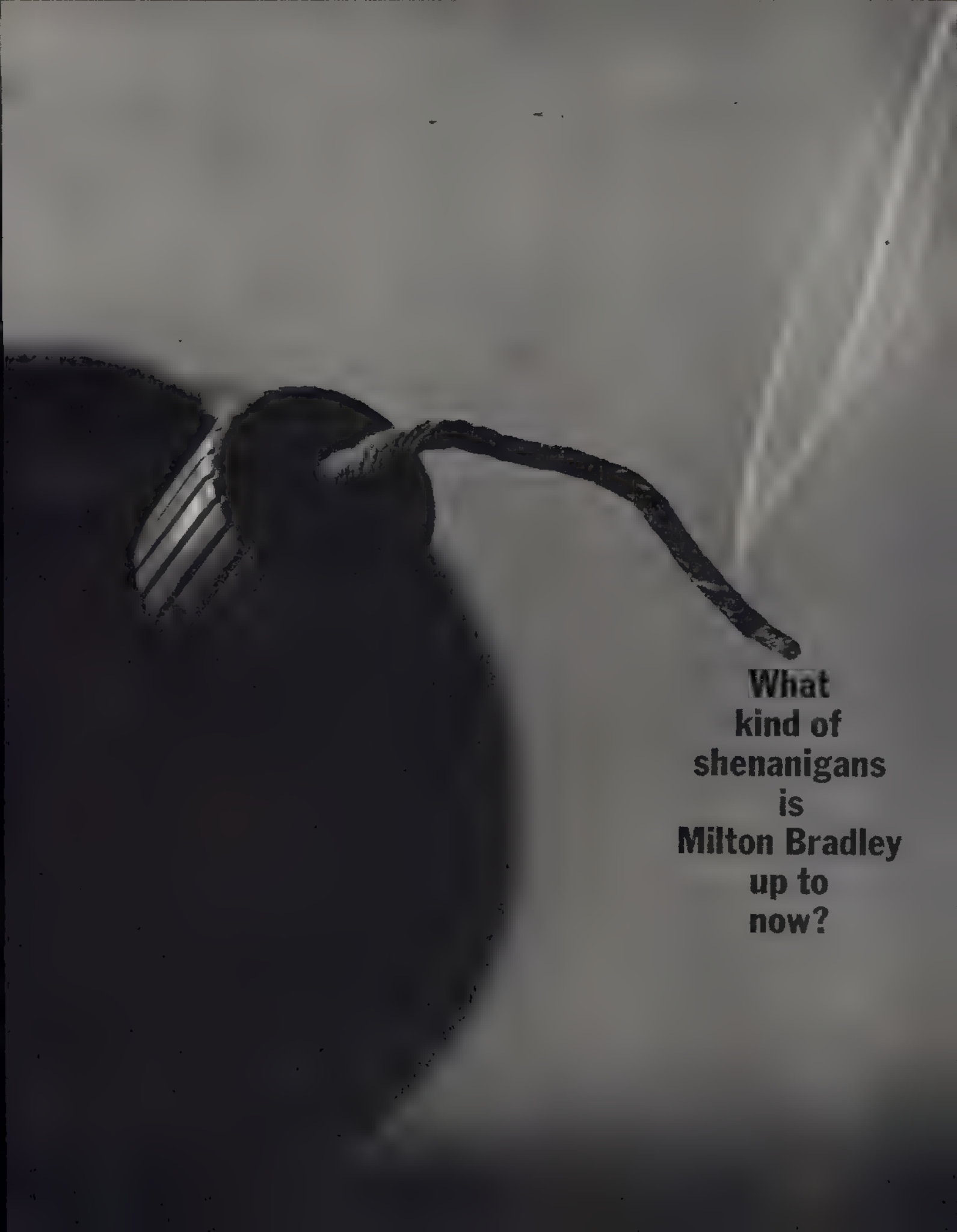
Same, but without traveling trunk. Includes Teeny Tiny Tears in pastel dress and diaper—with bottle, bubble pipe, and pacifier.
X 921-0360 A—Shpg. wt. 1 lb. 4 oz. ..... Doll only. 4.22

J IDEAL'S "TINY KISSY" DOLL. Just as lovable as her big sister, Kissy. Tiny Kissy puckers-up and gives you a sweet little kiss each time you squeeze her arms together. Soft polyethylene with sleeping eyes and blond rooted Saran hair. Wears crisp red-and-white dress and panties with starched white trim. 16 in. high.
X 921-0436 A—Shpg. wt 3 lbs. 7.99

K HORSMAN'S "THIRSTEE CRY-BABY" DOLL. Nationally advertised on TV. So realistic that when she's hungry she cries—gurgles happily when she's fed. Just push the button on her back to start the magic record—then give baby her "Carnation" disappearing-milk bottle and she stops crying. Life-size, 23 in. long—soft polyethylene with chubby arms and legs like real baby, dainty wisps of rooted "pixie" hair. Wears knit shirt and rubber panties—wrapped in blanket. Uses one "D" flashlight battery (not incl.).
X 921-0428 A—Shpg. wt. 5 lbs. 12.88

L BABY "CARRIE CRIES" DOLL. Baby cries until "little mother" comforts her, feeds her the "bubbly" bottle, puts thumb in mouth, or turns her on side. Lifelike polyethylene, soft rooted Saran hair, eyes that close. 20 in. high—wears footed knit pajamas, is wrapped in bow-tied blanket. Uses 2 "C" batteries (not incl.).
X 921-0444 A—Shpg. wt. 3 lbs. 4 oz. 9.88

Shenanigans – Milton Bradley's a brand-new line of action


What
kind of
shenanigans
is
Milton Bradley
up to
now?

own TV Game Show – promotes games!

Shenanigans, a great, new game-show on ABC Network TV, is fully-sponsored by Milton Bradley! Starts September 26th in prime Saturday morning time!

And the M.C. of Shenanigans is Stubby Kaye, star of TV, movies and Broadway (Li'l Abner, Guys and Dolls). Kids love him. And we'll bet he'll sell millions of Milton Bradley's new action game, Time Bomb!

Other brand-new action games featured on Shenanigans are: Pow!, Wow!, Tussle, Kookie Chicks and Tilt 'n Roll. Plus these proven best-sellers: Boob Tube, Magic Mary, Lolli Plop and Candy Land. Plus Glitter Color Kit and a new board game, Shenanigans, based on the show. See them all at the Toy Fair. Get your orders in early.

What else is Milton Bradley, the leader, up to?

The Today Show with Hugh
Plus the biggest spot TV campaign
ever launched by a game maker!

Downs! The Steve Allen Show!

Hugh Downs, the salesman who sold Milton Bradley's American Heritage Games so successfully last year will be back for eight weeks starting October 26th. And another great salesman, Steve Allen, will start to work for Milton Bradley on the same day. Together they'll be promoting: The Game of Life, Stratego, Dogfight, Broadside, Battle Cry, Go to the Head of the Class, Easy Money, Game of the States, and Rack-O!

TV Spots will cover the 75 important markets in the country starting October 26th and running all the way through to Christmas. This barrage of spots will feature: The Game of Life, Stratego, Go to the Head of the Class, Game of the States, Rack-O, Easy Money, Dogfight, Broadside, Battle Cry, Password and Concentration!

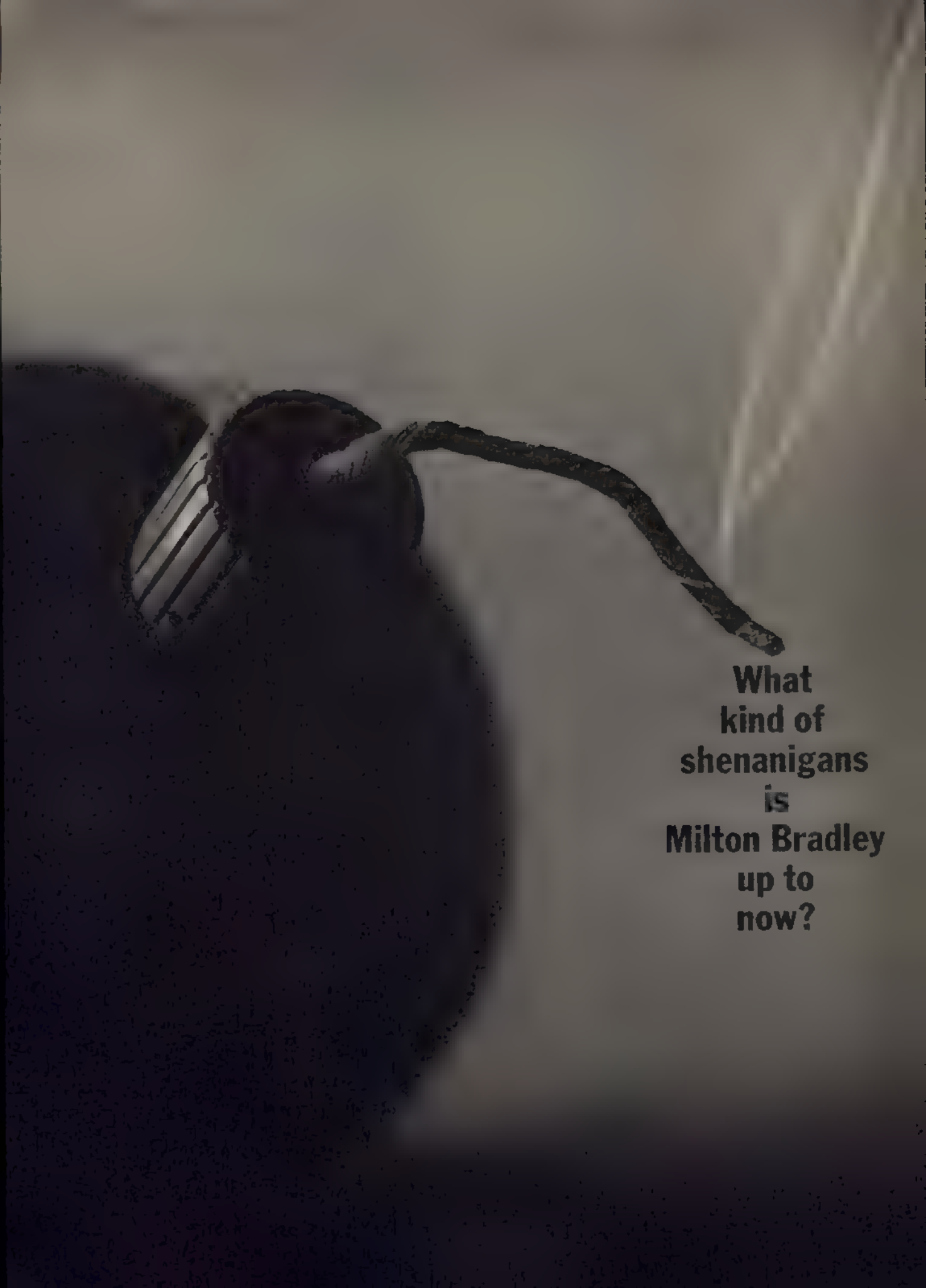
Good Housekeeping and Parents' Magazines, too. Ads feature Milton Bradley's new World's Fair items, plus Why, Park and Shop, Video Village, Concentration, Uncle Wiggily, Happy Little Train, Chutes and Ladders and Pirate and Traveler.

And Milton Bradley, the leader, gives you still more...

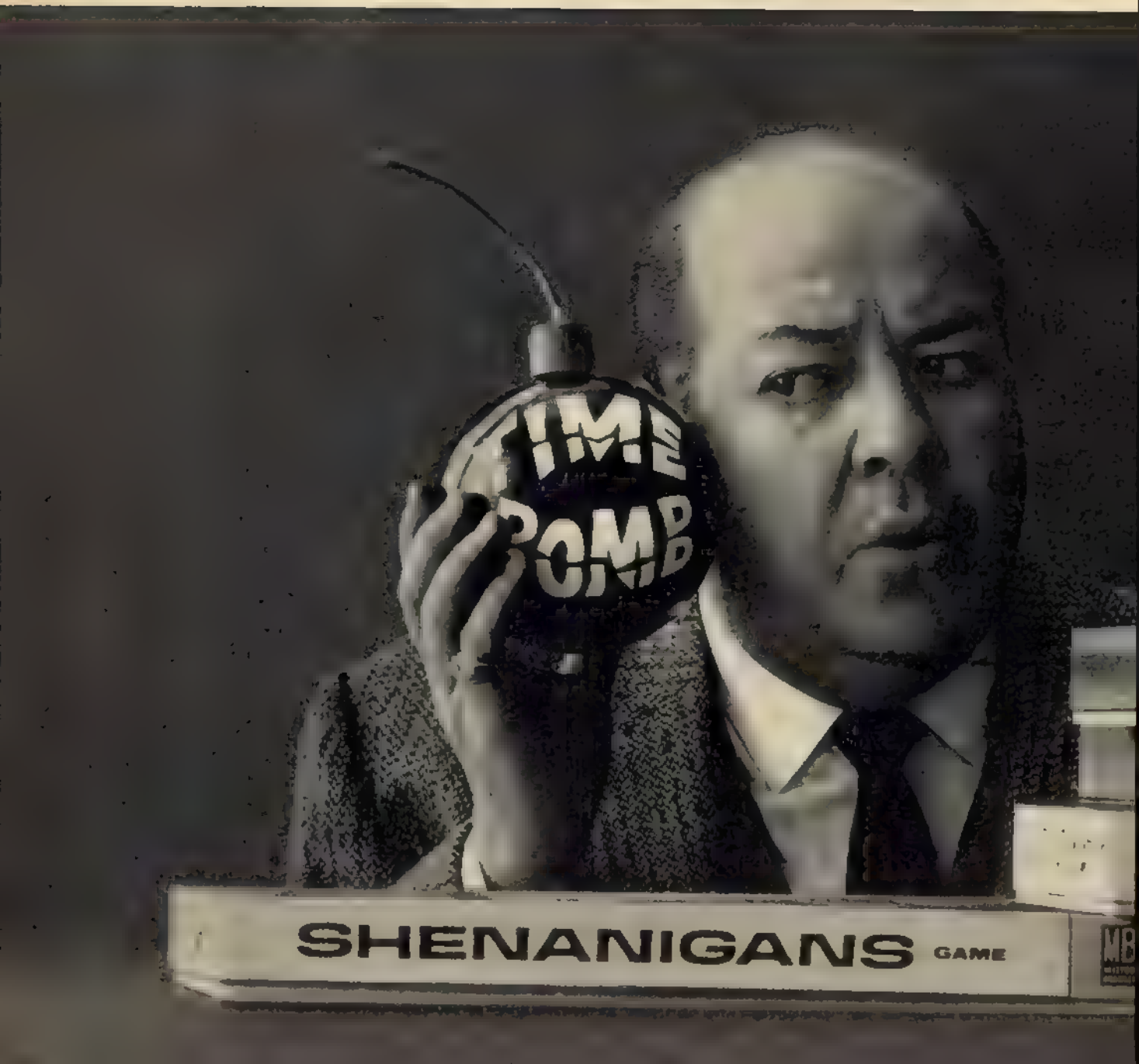
Plus the TV support that sold more than 3,000,000 copies of Password in 1963!

Hit TV Shows (like Password on CBS) pre-sell your customers on Milton Bradley's TV Show Games: Concentration (another top best-seller in '63), You Don't Say, The Match Game, Beverly Hillbillies. And this year there'll also be new game versions of Bid it Right, The Price is Right; Get the Message and Let's Make a Deal. This is the kind of support you get from Milton Bradley, the leader! So...

Follow the leader in '64! MB MILTON BRADLEY


What
kind of
shenanigans
is
Milton Bradley
up to
now?

Shenanigans – Milton Bradley's a brand-new line of action



own TV Game Show – promotes games!

Shenanigans, a great, new game-show on ABC Network TV, is fully-sponsored by Milton Bradley! Starts September 26th in prime Saturday morning time!

And the M.C. of Shenanigans is Stubby Kaye, star of TV, movies and Broadway (Li'l Abner, Guys and Dolls). Kids love him. And we'll bet he'll sell millions of Milton Bradley's new action game, Time Bomb!

Other brand-new action games featured on Shenanigans are: Pow!, Wow!, Tussle, Kookie Chicks and Tilt 'n Roll. Plus these proven best-sellers: Boob Tube, Magic Mary, Lolli Plop and Candy Land. Plus Glitter Color Kit and a new board game, Shenanigans, based on the show. See them all at the Toy Fair. Get your orders in early.

What else is Milton Bradley, the leader, up to?

The Today Show with Hugh Plus the biggest spot TV campaign ever launched by a game maker!

Downs! The Steve Allen Show!

Hugh Downs, the salesman who sold Milton Bradley's American Heritage Games so successfully last year will be back for eight weeks starting October 26th. And another great salesman, Steve Allen, will start to work for Milton Bradley on the same day. Together they'll be promoting: The Game of Life, Stratego, Dogfight, Broadside, Battle Cry, Go to the Head of the Class, Easy Money, Game of the States, and Rack-O!

TV Spots will cover the 75 important markets in the country starting October 26th and running all the way through to Christmas. This barrage of spots will feature: The Game of Life, Stratego, Go to the Head of the Class, Game of the States, Rack-O, Easy Money, Dogfight, Broadside, Battle Cry, Password and Concentration!

Good Housekeeping and Parents' Magazines, too. Ads feature Milton Bradley's new World's Fair items, plus Why, Park and Shop, Video Village, Concentration, Uncle Wiggily, Happy Little Train, Chutes and Ladders and Pirate and Traveler.

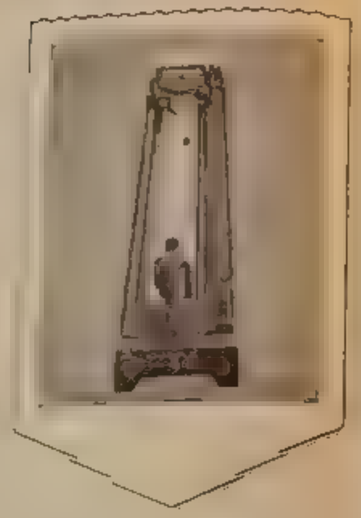
And Milton Bradley, the leader, gives you still more...

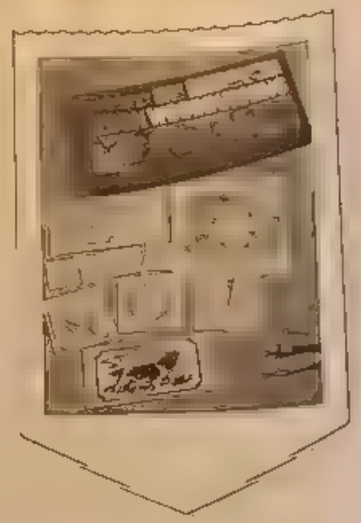
Plus the TV support that sold more than 3,000,000 copies of Password in 1963!

Hit TV Shows (like Password on CBS) pre-sell your customers on Milton Bradley's TV Show Games: Concentration (another top best-seller in '63), You Don't Say, The Match Game, Beverly Hillbillies. And this year there'll also be new game versions of Bid it Right, The Price is Right; Get the Message and Let's Make a Deal. This is the kind of support you get from Milton Bradley, the leader! So...

Follow the leader in '64! MB MILTON BRADLEY

SPONSORED . . . THE BIG FIVE IN SALES . . . BY ELDON!





Get yourself in this picture . . . Get with

ELDON IN '64

ROAD RACE SETS & ACCESSORIES

[illegible]

BOWL-A-MATIC

[illegible]

SKEE BALL

The wonderful [illegible] game for the whole family. Featuring automatic scoring and automatic ball return [illegible] no batteries [illegible] just skill and the [illegible] for fun. Skee Ball [illegible] potential hasn't been tapped yet but it will be in '64. Presented in a brand-new fun-filled commercial that sells and sells the competitive spirit of Skee Ball. And the price picture is right too.

WOODBURNING SETS AND PLAQUES

A completely new concept in woodburning [illegible] results are better [illegible] the fun is bigger. Brand new design of interchangeable [illegible] gives results that are completely different from any woodburning you ever pictured before. Easier too. And in addition to two new sets [illegible] new woodburning plaques to sell separately [illegible] for repeat business [illegible] in an attractive counter display with shrink packages that are just gorgeous. Eldon has gone another way in selling this hot item, too [illegible] a combination live and filmed commercial pitched by local talent right in your own backyard.

SNIPPY SCISSORS & TOY CUT-OUTS

NEW [illegible] Eldon [illegible] new sound [illegible] paper projects included [illegible] Easier to use than ever before [illegible] with colorful [illegible] paper projects sets to keep them coming back for more throughout the year. The new point-of-purchase display, new packaging and catchy new commercial will make your shutter click when you see the 64 sales picture in Snippy.

ELDON INDUSTRIES, INC

[illegible]

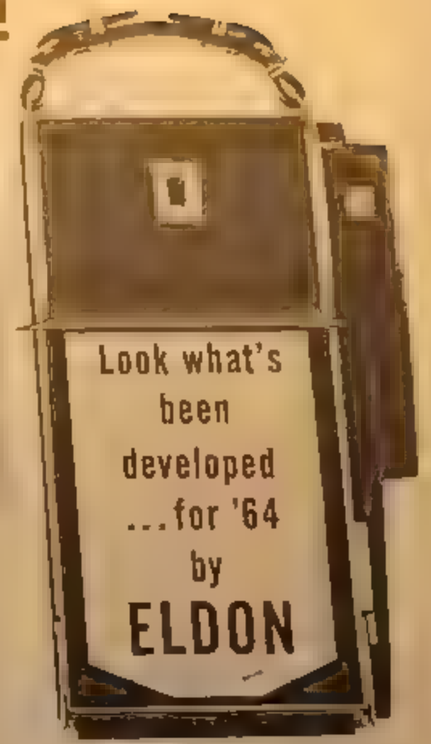
PERMANENT SHOWROOMS

[illegible]

ELDON INDUSTRIES OF CANADA, LTD.

[illegible]

SPONSORED . . . THE BIG FOUR IN SPEED . . . BY ELDON!



THE PICTURE GETS EVEN BIGGER

AND BIGGER

AND BIGGER

(PLEASE SEE OTHER SIDE)

STOCK CAR CLASSIC

[illegible] to a peak [illegible] machines will [illegible] drivers that [illegible] through [illegible] through [illegible] the racing [illegible] drivers who [illegible] compete [illegible] outstanding race [illegible] Stock Car Classics [illegible] and presented [illegible] viewing at the big finale [illegible] Eldon [illegible]

LITTLE INDIE

The race of the big machines [illegible] the top drivers [illegible] dueling once again over the grueling [illegible] 60-mile National Championship Race [illegible] course for top money [illegible] bringing together the winners and the cars of the famed Indianapolis 500 [illegible] competing again in this nerve-racking test of men and machines at the famed Langhorne Speedway in Langhorne, Pennsylvania. *Talk about the right exposure [illegible] Eldon's [illegible] for Eldon commercials.*

NASSAU SPEED WEEK

An international array of the world's best racing drivers compete for top money in the 250-mile Nassau Trophy Race, highlight of a full week of speed [illegible] a stern test of men and machines run over the [illegible] turns and demanding curves of the 4.5 mile Oakes Field Race Course. *It's a snap, when you know that TV attractions like this one are the showcase for Eldon preselling.*

[illegible]

"The Twelve-Hour Grind" . . . twelve hours of nerve-racking tension . . . grueling endurance [illegible] as men and machines compete with speed, just one factor in this race that puts a premium on the driver's reliability, endurance and his ability to get the most out of fuel and tires. It's America's most dynamic sports car attraction . . . get the picture! *Every junior and senior race-fan in America will be focussed in on this one . . . and the Eldon commercials in it.*

To get the clearest picture of abundant sales in '64 keep your eye on Eldon. Exciting developments in product and all-new packaging are going to reflect profits for you . . . clearer than you've ever seen before. And, the TV tubes are going to be working overtime to carry the exposure Eldon has planned for pre-selling in '64 . . . just take a look!

[illegible] greatest sports attractions filmed [illegible] for Television viewing—*in prime time*—real live [illegible] into a racing fan. And [illegible] action filmed right at the tracks of some of the world [illegible] millions of Toy Buying Americans [illegible] see this year on [illegible] *Eldon Racing Specials* [illegible] each one a 30-minute package of excitement. You won't need the magic of a light-meter to measure what this is going to do for the sales picture on Eldon.

PULL OUT

See Our Very Important Plush Guest List

M AFGHAN HOUND
19 In. High, 22 In. Long

Detailed Afghan replica. Made of long white plush with short plush tan face. Shiny brown eyes, black plastic nose, red and black felt mouth and bright ribbon bow.

T217-135.....Each **12.00**

N CUDDLY MUSICAL BEAR
19 In. High

Full proportioned ginger color bear made of long pile plush. Pompon eyes and nose, felt tongue, bright ribbon bow around neck. Wind-up music box plays Braham's *"Lullaby."*

N31-M309 .....Each **6.00**

P SHAGGY SITTING DOG
25 In. High

Large, fluffy, winsome 2-tone pet. Like real English Sheepdog. Expressive black button eyes, tiny plastic nose, red felt tongue and ribbon bow at neck. Attractive to children and adults.

T217-305.....Each **16.80**

Q LAZY LION
7 In. High

Comical Leo in stealthy creep. Gold short pile plush elongated body, bushy long golden brown mane, big black plastic eyes, tiny nose, bristly whiskers. Ribbon bows on tail and neck

N30-90-5.....Each **6.00**

R BIG MUSSY DOG
18 In. High

Forlorn ginger colored short plush dog with long bedraggled mustache and topknot and *"don't you want me?"* look in black felt eyes. Long adjustable ears, pompon nose, felt tongue and green satin bow around neck. Washable

N4262.....Each **6.00**

14 In. High

Smaller offspring of above.

N37-1210——O.S. ..... Doz. **45.60**
¼ doz. N.B. Doz. [illegible]

S TRAIN ON CASTERS
21 In. High, 15 In. Long

Bright orange and blue train of soft, short plush decorated with black engineer's cap, blue felt bow tie, plastic blue & white eyes, pompon nose, felt mouth. 4 clear plastic swivel-type casters firmly attached to covered wooden bottom. "Ride-On" toy for indoors and out

T88-4600—2 each N.B.....Each **8.40**

T V.I.P. TERRIER
21 In. High

Adorable V.I.P. terrier made of extra long plush. Features black foam lined ears, inquisitive black button eyes, plastic nose, felt mouth and satin bow. Double as pin curl holder for big sister. Pink, orchid or white.

T457 .....Each **12.00**

U RECLINING TIGER
10 In. High, 17½ In. Long

Contented tiger made of delustered striped plush with wide white marking down front. Green plastic "cat" eyes, felt nose and mouth and jeweled ribbon collar with gold buckle.

T117-1460—2 each N.B. .....Each **7.20**

V MUSICAL CHUBBY ASST.
4 Styles...8 In. High

Chubby asst. consists of a panda, bear, dog and monkey in asstd. colors. Plush bodies, whimsical vinyl faces, ribbon bows. Music box in body plays lullaby tune. Washable.

T58-3000— Asst. of 12 N.B ....Asst. **39.60**

W LAZY SIAMESE KITTEN
15 In. Long

Soft cuddly plush kitten with authentic Siamese coloring. Tiny pet has green plastic eyes, pink felt mouth and nose; wears baby blue bow back of neck. Beautifully designed Washable.

N37-1203———O.S. .....Doz. **45.60**
¼ doz. N B Doz. **43.20**

X GOLDEN PEKINESE
9 In. High, 15 In. Long

Cute little Pekinese with beautiful coat of long golden plush. Short pile plush on head with dark brown face, button nose and brown locked-in eyes. Long ribbon-tied ears

N30-70-5 .....Each **6.00**

Before our buyers invited this menagerie to gather 'round McClurg's Anniversary Cake, they searched hard and long. *Here's their VIP guest list of the most sales-appealing pets in the world!*

MUSICAL CHIPMUNKS

3 Styles...14 In. High

Asst. consists of 2 each Alvin, Simon and Theodore. Adorable, bright colored vinyl heads, solid color cloth bodies with striped feet and turtle necks. Each has his own yellow felt initial on the front. Wind-up music box plays *"The Chipmunk Song."*

T712 Asst. of 6 N.B. ..... Asst. **36.00**

TEARDROP DOG

20 In. High

Big shaggy white pooch made of long pile plush. White satin lined ears, black button eyes and pompon nose, red felt tongue and simulated diamond teardrop. Lovable mutt wears bright blue satin ribbon around his neck.

N35-2710 ..... Each **10.80**

STANDING POODLE

10 In. High

Fancy black poodle made of real fur and short pile plush. Tiny plastic eyes and nose, bright red felt tongue. Band around neck and bow on head made of black felt with simulated jewel and multi-color foil glitter decoration.

N30-303 —— O.S. ..... Doz. **45.60**
¼ doz. N B Doz. **43.20**

STUFFED TOYS ENHANCED WITH REAL FUR

A LOUNGING CAT

34 In. Long

Reclining black plush cat with sparkling green plastic eyes, fur trimmed face, pompon nose, orange lined ears, fur tail.

N30-60 ..... Each **8.40**

B SITTING CAT

9½ In. High

Adorable feline made of real fur with plush bottom. Green glass eyes, felt ears, embroidered nose and mouth. Black or pink

N30-10-30 —— O.S. ..... Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

C ELEGANT KITTEN

12½ In. High

Elegant black plush kitten with rhinestones and multi-color jewel flecked suede collar. Real fur head, green plastic eyes, felt ears, adjustable fur tail.

N30-40 —— O.S. .. Doz. **57.60**

D LAZY COLLIE

25 In. Long

Lovely 2-tone collie made of natural color shaggy fur. Plush paws, plastic eyes and nose, felt lined open mouth and tongue.

N30-900 ..... Each **13.20**

E SITTING POODLE

12 In. High

Shapely little black poodle with smooth silky black fur covering most of its plush body. Suedene lined ears, beady black eyes, felt collar with rhinestones.

N37-327 ..... Each **6.00**

F STANDING POODLE

13 In. High, 15 In. Long

Lovable French poodle with plush body profusely trimmed with real shaggy fur. Black button eyes, plastic nose, felt-lined open mouth. Pink or turquoise.

N30-302 ..... Each **6.00**

G COUNTRY MOUSE

16 In. High

Bedtime pal has combination fabric and felt covered body and face. Real fur tail, fur trim back of head, plush feet. Matching removable old-fashioned multi-color striped nightshirt and cap.

N30-40-7 ..... Each **8.40**

H LAZY CAT

2 Different Sizes

Reclining plush cat with soft silky real fur. Imported green glass eyes, embroidered pink nose, satin bow around neck.

19 IN. LONG . . . White, Pink or Black
N30-100-5 ..... Each **6.00**

13 IN. LONG . . White Only
N30-102 —— O.S. ..... Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

J RUNNING KITTEN

12 In. Long

Downy kitten made of real fur with plush bottom, plays with pink pompon ball. Shiny green glass eyes, embroidered nose and mouth. Pink or black

N30-100-3 —— O.S. ..... Doz. **45.60**
¼ doz. N.B Doz. **43.20**

K DOG with CHAIN

20 In. High, 19 In. Long

Realistic dog with coat of natural black and white real fur; plush bottom. Suede lined floppy ears, lustrous button eyes, open mouth, leatherette collar and chain leash.

N30-300 ..... Each **14.40**

L SCRAPPY DOG

10 In. High

Baby Scrappy with orange pile plush body. Tiny black and white real fur tail and adjustable ears, fur trimmed face, small plastic nose and red felt tongue.

N30-30-2 —— O.S. ..... Doz. **30.40**
¼ doz. N B. Doz. **28.80**

M COCKER SPANIEL

7 In. High

Genuine fur cocker spaniel in natural color, combined with plush and velour. Button nose, glass eyes, open mouth.

N30-301 —— O.S. ..... Doz. **45.60**
¼ doz. N B Doz. **43.20**

N BABY SKUNK

10 In. Long

Authentic replica. Black real fur with white stripe. Underside of body and tail of velvety plush. Felt ears, face and tongue. Tiny button eyes. Washable

N37-440 —— O.S. ..... Doz. **45.60**
¼ doz. N B Doz. **43.20**

LARGE PLUSH PETS DELIGHT TOTS & TEENS

A GIANT BROWN BEAR

26 In. High

Giant brown bear is made of silky long pile plush. Bear's paws are a brilliant orange. Features combination orange and black plastic locked-in eyes with lashes, felt mouth and tongue. Wire supported ears can be adjusted to any position. *Big, yet cuddly . . . an ideal Teen "Pal."*

T217-162..... **Each 9.60**

B SITTING LION

24 In. High

Extremely attractive young lion squatting on hind legs. Made of natural color rayon plush, with white plush front, paws and face. High shaggy plush mane, black pompon nose with tiny pompons on outside of snout, plastic locked-in eyes, red ribbon bow.

T217-247..... **Each 14.40**

C SAD SAM HOUND

20 In. Long

Sad Sam with *"Won't you love me, I'm lonesome"* look in large plastic eyes is a beautiful 2-tone auburn and white plush dog. Huge flappy ears are lined with delicate pink fabric; has black plastic nose; pink satin ribbon bow.

T217-63..... **Each 9.00**

D PLUSH BULLDOG

21 In. High

Alert, ginger colored plush bulldog with white plush front, tips of paws and floppy chops. Adjustable ears, black pompon nose, big brown shiny glass-like eyes on 2-color felt patches. Black embroidered mouth and plastic buckled collar.

T217-93..... **Each 9.00**

E SITTING DAME OSTRICH

21 In. High

Elegant black ostrich with pink wings and head of long and short pile plush. Plastic eyes, blue beak, blue and black feet and legs made of felt. Blue satin ribbon and pink flowers; simulated pearl necklace with blue ribbon around neck.

N32-4668..... **Each 9.60**

F LONG HAIRED DOG

22 In. High

"Shaggie Maggie" a winsome hound sits so erect on her hind legs. Made of snow white plush her long floppy ears are red plush lined. Tiny black pompon nose and eyes are almost covered by her long hair. Wears a bright red satin bow. She's a little boy's "very own" pup

T88-5400..... **Each 12.00**

G POODLE with Jeweled Eyes

24 In. Long

Stately, reclining, ebony colored poodle has long pile plush on legs, head, ears and foreface; short pile plush on rest of body French poodle style. Well-groomed tufts top of head and chops, diamond-shaped garnet eyes and red ribbon bows give it added attractiveness.

T88-3613—2 each N.B.... **Each 8.40**

H BENGAL TIGER

45 In. Long

Big, beautiful albino Bengal tiger, the rarest of the species. Made of downy ivory color plush and marked with black stripes. Face outlined with shaggy white plush. 2-tone blue eyes with lashes, satin bow. Use as TV hassock for small child or as Teen-ager's room decoration.

T88-6800..... **Each 15.60**

J LYING DOWN LEOPARD

36 In. Long

White and yellow leopard with black spots made of long and short pile plush. Green and black plastic eyes, black felt nose and red braid mouth. Wears cloth collar with multi-color flower design and gold color metal buckle.

T117-1333... ..... **Each 12.00**

Exceptional Value!

PLUSH POODLE

27½ In. High

You would never guess this elegant and graceful poodle costs so little. Carefully groomed coat of long and short pile plush cut in traditional French poodle style. Large lustrous black button eyes with black felt lashes. Plastic nose, shapely tufts top of head and bottom of satin-lined, ribbon-tied ears show her breeding and training. Around her slender neck she wears a black jewel-studded band. "Teen Pal" or child's toy. Choice of gray or black.

T456..... **Each 9.60**

For TOYS & GAMES Not in This Catalog, Refer to Our No. 64-1 GENERAL CATALOG

Spark Toy Sales in Your Store by Advertising in Your Local Newspaper

FREE NEWSPAPER AD MATS AVAILABLE

AD MAT "C"

Items Featured on Our Front Covers

All the toys and games illustrated on the Front and Inside Front Covers of this catalog. Just add your prices, store name and address and mat is ready for use. Free on request with a purchase of back-up stock.

Y-00C ..... **NO CHARGE**

AD MAT PACKET "D"

Toys Retailing at $5.00 and Under

Packet of about 20 assorted ad mats of toys, games, dolls, etc. Free on request. Just list on your order.

Y-00D..... **NO CHARGE**

SPECIAL AD MATS

Toys Retailing Over $5.00

Some ad mats are available for toys retailing over $5.00. Specify stock number (and mfr. if known) of those you request. If mats are available, we'll rush them to you as soon as possible.

"BEAR" FACTS

HEART-STEALING CUTIES to Retail for $5.00

A CUDDLE BEAR
25 In. High
Soft lustrous cocoa plush cuddle bear with arms curved to hug you. Inset plush nose is plastic tipped hand-painted vinyl plastic eyes, felt tongue and satin bow.
T117-1322.....Each **7.20**

B SMOKEY BEAR
20 In. High
Standing Smokey made of brown rayon plush with button eyes, contrasting snout. Rangers uniform includes blue denim pants (not removable), whistle, badge and shovel.
N63-7868.....Each **7.20**

C JOINTED BROWN BEAR
18 In. High
He sits, stands and walks like a doll. Fully jointed brown bear made of rayon plush. Beige snout, plastic eyes, felt nose, embroidered mouth. *A joy of a toy*
N32-4376 ..... Each **7.20**

D JOINTED MOHAIR BEAR
16 In. High
Cuddly fawn color jointed bear made of long pile mohair plush. Honey colored snout and inserts on paws. Locked-in button eyes, tiny felt nose, bright ribbon bow.
N32-4396.....Each **7.20**

E PRINCE FROG
10 In. High
Stuffed pet with ridiculous expression looks *"Oh! so bored"* Made of washable 2-toned green rayon plush. Has appealing locked-in eyes, felt crown and collar.
N32-4505 .. ..Each **6.00**

F LEAPING LENA
22 In. x 16 In.
Hop-along kangaroo made of beige and white short pile plush. Outsized, adjustable ears, accented eyes, pompon nose. Young kangaroo in pouch is removable.
N37-1121.....Each **6.00**

G SITTING TIGER
17 In. High
Bright tawny plush tiger with black stripes. White plush front of body, inside front paws and ears. Wistful felt eyes and nose, shaggy plush chops. (Drum not included.)
N37-1223.....Each **6.00**

H LAZY HOUND DOG
17 In. Long
Lazy hound made of attractive burgundy plush with black and white. Soft and velvety with bright plastic eyes, pompon nose, long satin lined ears and ribbon bow.
N33-8304..... ...Each **6.00**

J CUDDLE BEAR
20 In. High
Chubby cuddle bear made of lustrous brown or white plush. Peach paws and ear lining. Black nose, red tongue, brown eyes, satin ribbon bow
N92-1124—Specify color
Each **6.00**

K SITTING POODLE
15 In. High
She's such a cutie. Made of lustrous long white rayon plush; "French Poodle" cut. Petite round face, black plastic eyes, tufted ears, pompon nose, ribbon bow & flowers.
N92-1282.....Each **6.00**

L CIRCUS LEOPARD
17 In. High
Golden plush leopard with brown spots. White plush trim. Fuzzy mouth and chops, felt eyes and nose, bristle whiskers
N37-1224.....Each **6.00**

M JIMBO MONKEY
20 In. High
Miracle monkey of special puff-pile plush, beige with brown and white. Shoe button eyes, shaped limbs, loop sewed in back of head for carrying, satin ribbon bow.
N37-1112 ....Each **6.00**

N COCKER SPANIEL
14½ In. High
Mischievous pedigreed pet made of black shaggy and short pile plush. Red felt mouth open in roguish smile. Big button eyes, pompon nose. *He's a blue ribbon winner!*
N92-1436. .....Each **6.00**

P DAISY DACHSHUND
17 In. Long . . . Tweak 'n Squeak
Dainty Daisy, a beautiful brown with apricot plush dachshund, has Tweak 'n Squeak voicemaker in tummy. Felt eyes, pompon nose, white plastic hat, gold plastic collar and leash
N33-7003.....Each **6.00**

Q REGAL BEAGLE
15 In. Long . . . Tweak 'n Squeak
A regal beige and brown plush beagle, with squeaker voice in tummy. Vinyl face; brown eyes that open and close. Floppy satin lined ears.
N33-7103.....Each **6.00**

R SLEEPY BEAR
20 In. Long
Sleeping bear made of long pile beige plush with blue felt eyes. Lining of ear and ribbon around neck are blue satin. Black pompon nose, red tongue.
N92-1123. ... .. Each **6.00**

Lovable LONG-HAIRED FRIENDS for Today's SHORT-HAIRED CUSTOMERS

A TV POODLE
24 In. Long
Exquisite poodle made of long and short pile plush. Long tufted ribbon tied ears, fuzzy whiskers, plastic eyes. TV "sit-on" toy for small child. Pink, white or orchid.
N35-5937.....Each **6.00**

B CLEO the CAT
24 In. Long
Cleo, the elegant shaggy white plush cat. Adjustable tail and ears have pink fabric lining. Button eyes, pompon nose with gold tip; gold collar
N32-39710 .....Each **12.00**

C TABBY the CAT
12 In. High, 17 In. Long
Glamorous Tabby the cat. Made of shaggy gray rayon plush. Gold nose, jewelled eyes, adjustable tail. White lace collar; lined ears.
N32-36055.....Each **6.60**

D ANGORA CAT
13 In. Tall
Attractive pet made of long pile plush. Pink ears, mouth and tail. Black pompon nose, green plastic eyes, black mustache. Ribbon bow
N119-42.....Each **6.00**

E MELANCHOLY DOG
20½ In. High
Made of combination long and short black & white pile plush. Unkempt looking dog has baggy movable eyes. Long fabric lined ears, pompon nose, red felt tongue.
N119-56.....Each **9.00**

F DIPSY DOG
18 In. High
Comical novelty dog of finest brown rayon plush. Locked-in eyes, felt tongue and collar, large pompon nose, adjustable floppy ears. (Drum not included.)
N32-4708.....Each **9.60**

G SITTING DOG
15 In. High
"Naughty Marty," a mischievous bundle of shaggy white plush with gray highlights. Long plush-lined ears, button eyes, molded vinyl nose and mouth, satin ribbon bow.
N92-1457 . . . . . Each **8.40**

H PEEKY DOG
18 In. Long
Small long pile orange plush dog peeks out of lustrous black button eyes with felt lashes. Ears, nose and tail are of velvety short pile plush
N32-4046..... . .Each **7.20**

J V.I.P. DOG
20½ In. High
Very Important Pooch! Made of shaggy pile plush. Satin-lined adjustable ears, button eyes, pompon nose. A "real cool" pin curl holder for big sister. Can be washed, combed, curled. Pink, blue or orchid.
N35-50 .....Each **7.20**

K SITTING SHAGGY DOG
18 In. High
Extra high pile novelty plush sitting dog with low pile plush trim. Yellow with white. Felt eyes and tongue, adjustable ears. Custom made for tots and teens. Washable.
N38-4382——O.S.. .Doz. **57.60**

L LAZY DAISY DOG
24 In. High
A real fright at breakfast time with real curlers in her long white plush and a face that's still half-asleep. Removable lounging outfit.
N32-63710.....Each **12.00**

M RECLINING LION
28 In. Long
Baby lion made of light tawny rayon plush. Extra long pile plush mane and tail. Lustrous green plastic eyes with felt patches. Felt nose and tongue. Ribbon bow.
T117-1488 2 each N.B
Each **7.20**

N SHAGGY DOG
17½ In. Long
Stuffed pet made of shaggy white pile plush with short pile plush trim. Novelty felt eyes and tongue, pompon nose, adjustable ears, satin lined and ribbon bow
N38-3382——O.S....Doz. **57.60**

P SLATS the DOG
23 In. Long . . . With Moving Eyes
Pose him as you like, his floppy honey colored plush body doesn't resist. Plastic eyes with lashes open and close like doll's as head is moved. Long droopy ears.
N92-1292.....Each **7.20**

See Our No. 64-1 General Catalog for Big Selection of Goods to Please All Ages
TOYS • GAMES • SPORTING GOODS • HOBBIES • PASTIMES

PLUSH PETS to Retail at $3.00

A PLUSH PEKINESE
13 In. Long

Natural color plush with brown snout, feet and ear linings. Big black plastic eyes on felt backing. Felt tongue. Red satin ribbon atop head and around neck.
N97-2002——O.S. .....Doz. **45.60**
¼ doz N.B. Doz. **43.20**

B PLUSH DANDY LION
13 In. High

Tawny colored plush lion has heart shaped face with appealing forlorn expression. Fluffy golden mane and tail tip. He doesn't mind if you pull his elastic tail. Pompon snout, satin ribbon bow
N97-2014——O.S. . . . . Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

C CUDDLE PUPPY
14 In. High

So soft and cuddly . . . a perfect play pal for baby. Finest rayon plush in two-tone tan and white. Safety locked in eyes. Floppy ears, pompon nose. Large satin ribbon bow
N32-3543——O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

D PUPINO DOG
12 In. High

Flexible limbs allow this pet to sit, stand or just collapse in a heap. Silky white plush with black ears and handsome markings. Saucy red hat with pompon. Felt eyes, ribbon bow
N37-1205——O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

E MONKEY DOODLE
11 In. High

Impish monkey made of honey color soft plush with cinnamon color marking. Adjustable to unlimited funny positions. Black button eyes, grinning felt mouth red ribbon bow. Red felt cap, elastic hanging loop
N37-1206——O.S. ... .Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

F NOSEY HOUND
14 In. Long

Standing hound of fuzzy champagne and black plush combination. Woebegone expression, felt tongue and sad eyes. Ribbon bow. His pompon nose hugs the ground on the trail of his next meal.
N92-1400——O.S. .....Doz. **45.60**
¼ doz. N.B Doz. **43.20**

G SNUGGLE BEAR
15 In. High

Finest quality tan rayon plush bear has contrasting trim. Sparkling plastic eyes, pompon nose, big satin ribbon bow. A traditional favorite with the toddler set
N32-3513——O.S. ..... Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

H SITTING SCOTTY
11 In. High

Silky black short pile plush Scotty has a wild, bushy snout. Soft, foamy stuffed. Locked-in plastic eyes pompon nose. Perky ears are lined with red satin Ribbon bow
N33-6714——O.S. ....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

J SIAMESE CAT
16 In. High

This aristocratic feline looks down her nose at the alley variety. Silky fawn-colored coat with dark ears, nose and tail. Eyes are lovely blue gems. Bristly whiskers, satin ribbon bow. *A real prima donna.*
N35-1403——O.S. .....Doz. **45.60**
¼ doz. N.B Doz. **43.20**

K "JANIE" DOE
15 In. High

All plush doe with brown and white natural coloring and marking. Large ears. Beautiful, expressive eyes large satin ribbon bow. Vinyl nose for kissing. Ideal bed ornament.
N37-1164——O.S. .....Doz. **45.60**
¼ doz. N.B Doz. **43.20**

L STANDING POODLES
9 In. High

Short, smooth pile combines with curly plush to create a French poodle cut. Big felt eyes pompon nose. Decorated with dainty nosegay at ear and large satin ribbon bow. Specify white, pink or gray
N92-1061——O.S. .....Doz. **45.60**
¼ doz. N.B Doz. **43.20**

M HONEY BEARS
12 In. High

Honey color; combination long and short pile plush. Orange and black plastic eyes, felt nose and tongue, brown felt paws. Red satin ribbon bow
N119-14——O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

N NITE-CAP KITTY
13 In. Long

Dressed in his knitted striped nightcap, this kitty is enjoying a deserved cat nap. Gray plush with stripe-lined ears. Pompon nose and tail, blue felt eyes. Ribbon bow. Ideal companion for tot's nap time
N32-3703——O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

P HICKORY-DICKORY MOUSE
18 In. High

Short pile gray plush mouse looks like an apache with his multi-color striped top and ribbon bow at rakish angle. Plastic eyes, pompon nose, felt teeth. Unruly top knot of hair. Giant size, red-lined ears are supported to stand at attention.
N97-1651——O S .. ..Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

Q TIGER CUB
11½ In. Long

Natural apricot and white plush tiger with black stripes. Iridescent green locked in eyes, pompon nose. Satin ribbon bow. This is the breed of tiger that enjoys loafing on beds or in the rear windows of autos
N92-1408——O.S. .....Doz. **45.60**
¼ doz. N.B Doz. **43.20**

PLUSH PETS to Retail at $4.00

A HONEY BEAR
14 in. High

Bright honey color bear made of lustrous short pile plush. Orange and black plastic eyes on brown felt backing. Black plastic nose, red felt tongue. Satin ribbon bow.

N119-348——O.S.....Doz. **57.60**

B GIANT PANDA
12 in. High...With Squeak Voice

Beautiful panda made of snow-white, short pile plush. Black plush ears and feet. Brown plastic eyes on black background. Large satin ribbon bow. He's a pleasure to hug . . and he must enjoy it too since he squeaks with pleasure every time he's squeezed.

N33-6920——O.S.....Doz. **57.60**

C SCRAGGLY POOCH
13½ in. High

Long, shaggy plush grows everywhich way on this disgrace to the dog world. His satin ribbon bows at ear and neck do little to hide his lack of grooming. But it's just his unkempt coat and winning face that make him so appealing. Wire-supported ears assume all sorts of ridiculous angles.

N97-3050——O.S.... .....Doz. **57.60**

D SITTING HOUND
16½ in. High

Exceptionally well made plush hound has the longest drooplest chops ever. 2-tone silky plush. Long, floppy ears black button eyes on blue felt background, black pompon nose.

N38-4307——O.S.....Doz. **57.60**

E SQUEAKING BEAR
15 in. High

All bears like huggin' and this one's no exception! Every time he's squeezed he lets out a squeal of delight. His soft plush coat is the rich color of a glossy chestnut; his snout is honey color. Tiny pompon nose, red tongue, plastic locked-in eyes.

N33-6921 O.S.....Doz. **57.60**

F "FOXY" LION
18 in. Long

Comical king of the toy jungle made of soft plush. Ginger color lion has a genuine fox fur madcap mane and tail tip. Tail is wired for adjustment to all positions. Goofy felt facial features.

N37-410——O.S . . . ..Doz. **57.60**

G DRESSED CUBBIBOY
14 in. High...Squeak Voice

Adorable cuddly boy bear cub made of soft beige plush. Wears removable brown gabardine rompers and has matching paws and ear linings. Brown plastic locked-in eyes, felt nose, red satin ribbon bow. Give him a hug and he'll squeak with joy.

N33-5929——O.S.....Doz. **57.60**

H FANCY SPANIEL
14½ in. Long

Beautiful spaniel made of high pile, snow-white plush; short pile black trim. Long, floppy ears, bushy tail, brown safety locked-in eyes, plastic nose. Bright satin ribbon bow.

N119-36——O.S..... ...Doz. **57.60**

J "FOXY" LEOPARD
18 in. Long

You know leopards don't have manes, and we know leopards don't have manes. *But this leopard doesn't know it.* His plush coat is genuine leopard color but he wears real fox fur mane and tip tip. Tail is wired for adjustment to unlimited positions. His felt facial features create an amusing, appealing expression.

N37-412 ——O.S.....Doz. **57.60**

K STANDING POODLE
17 in. High

Elegant French poodle made of soft, fluffy high-pile and low-pile combination plush. Exceptionally fine workmanship. Long tufted ears are lined with satin to match the ribbon bows on top of head and at neck. Plastic eyes, pompon nose, red tongue. In black or yellow.

N97-3113 O.S.. .. . . .Doz. **57.60**

L CUDDLE POOCH
19 in. High

Extra-silky plush dog in an assortment of color combinations. Plastic enclosed rolling eyes on felt backing give surprised expression. Ears are adjustable to any position. Plastic nose, large satin ribbon bow.

N38-2207——O.S.....Doz. **57.60**

M STANDING PEKINESE
13 in. Long

Rust color plush charmer of long and short pile plush has yellow satin lined floppy ears. Black plastic eyes and nose, red felt tongue. Bright yellow ribbon bow. A fine pet for toddler or bed ornament for teen-ager.

N35-4404——O.S.....Doz. **57.60**

N TAD the CRAB
16 in. Wide

Comical burnt orange plush crab with yellow face. Big blue plastic eyes, red pompon nose, black vinyl antennae. Wears white sailor cap with bright orange ribbon decoration. An unusual member of the plush family.

N33-2076——O.S.....Doz. **57.60**

P SID the SQUID
13 in. Wide

Bright red plush squid with white sailor cap. Flexible tentacles . . . 3 with jingle bells at end. Winky Blinky eyes and mouth appear to move as squid is viewed from varying angles. Black pompon nose.

N33-2078——O.S.... . ..... Doz. **57.60**

Q JOINTED BEAR
15 in. High

This tame grizzly is swivel-jointed at hips, shoulders and neck for positioning in an unlimited number of ways. Soft fawn-color plush with apricot color paws and snout. Locked-in plastic sparkle eyes. Satin ribbon bow.

N32-4374——O.S.....Doz. **57.60**

A PLUSH CHUBBY ASST.

3 Kinds
12 In. High

Asst. of chubby, soft plush animals, consisting of black & white pandas, pink & white bears and orchid & white kittens. Each has plastic eyes, pompon nose, fuzzy whiskers, felt tongue. Sits charmingly in upright position. Satin ribbon bows.

T58-3200—Asst. of 6 N.B. **Asst. 19.20**

B PLUSH SHAGGY ASST.

3 Kinds
8 In. Long

Adorable shaggy animal asst. made of long pile plush. Consists of 4 red dogs with white marked head and face and felt lined ears; 4 cocoa colored cubs with gold lined ears; 4 pink kittens with felt lined ears. All have bright button locked-in eyes, pompon specks for a nose, felt tongues and small ribbon bows around their necks.

N32-M2 Asst. of 12 N.B. **Asst. 28.80**

C MINIATURE ASST.

4 Kinds
7 In. High

Attractive asst. of brightly colored delustered plush toys consisting of 2 yellow bumpkin dogs, 3 pink crying dolls, 3 tiger-print bumpkin tigers and 3 beige crying bears. Tiger and dog have plastic eyes, pompon noses, doll and bear have handpainted tear-streaked vinyl faces. Doll's cap is lace trimmed and ribbon bow decorated.

T117-1420—Asst. of 12 N.B. **Asst. 28.80**

D PLUSH CUDDLE ASST.

4 Kinds
11 In. Long

Cuddle asst. is made of finest quality delustered plush. Softly stuffed asst. consists of 3 bright yellow "dinky" dogs; 3 baby pink crouching cats; 3 snow white Scotty dogs and 3 beige and rust sleeping dogs. Each has 2-tone felt eyes, lined ears, pompon noses. Ribbon bow.

T117-1423 Asst. of 12 N.B. **Asst. 28.80**

E PLUSH SITTING ASST.

3 Kinds
9¼ to 12½ In. High

Belligerent plush sitting animal asst. consists of a white English bulldog with 2-tone beige & brown mouth, chops and ears; melancholy honey-colored hound with gold lined ears; majestic Siamese cat with bright blue pastic eyes. The dogs have felt eyes. All have pompon noses and bright ribbon bows.

T117-MC14 Asst. of 6 N.B. **Asst. 21.60**

F JOINTED BEARS

Asstd. Colors...Squeaker Voice
11 In. High

They sit, stand and move their heads and arms. Adorable fully jointed shaggy plush baby bears—Ginger, Honey and Snow with bright yellow patches. Button eyes, plastic noses, adjustable ears, short pile plush snouts. Hold them jingle bell twinkles merrily; hug them—they squeak with delight from built-in squeaker voice.

N4271——O.S. .....Doz. **36.40**
¼ doz. asstd. N.B. Doz. **34.56**

G PLUSH ANIMAL ASST.

2 Kinds
12 In. High

Soft, lovable toy animals made of high quality plush. Asst. consists of 4 black & white pandas and 8 chocolate brown bears. Each has black felt eyes, tiny pompon nose, and small felt tongue. Wears bright satin ribbon bows around their necks.

T117-1422 Asst. of 12 N.B. **Asst. 28.80**

H PLUSH TOY ASST.

3 Kinds
9 In. High

Cute asst. of small plush animals consists of a baby blue reclining poodle, a pink & white sitting cat, and a brown & white chubby dog. Pompon nose, and felt tongue. The dog and cat have plastic eyes on felt patches and satin lined ears. The poodle has felt eyes and plush lined ears. Ribbon bows.

T58-8000 -Asst. of 12 N.B. **Asst. 21.60**

A WOOLIKIN ASST.

5 Kinds
10 In. High

Patticake style dolls made of plush. Asst. of 12 consists of 3 clowns, 2 gingerbread boys, 2 girls, 2 bears, 3 soldiers. Suspended on elastic cord with jingle bell. Soft, non-harmful for baby. Each doll has a jingle bell.

N4269—Asst. of 12 N.B. **Asst. 17.28**

B DOWNY PLUSH ASST.

4 Kinds
7½ In. Long

Miniature downy plush baby animal asst. consists of 3 cocoa and yellow dogs, 3 snow-white powder puff kittens, 3 baby blue bears and 3 baby pink lambs. Each soft stuffed pet has felt eyes, pompon nose, red felt tongue and ribbon bows. Bows on lamb and kitten with floral bouquet.

T117-1421 Asst. of 12 N.B.....Asst. **28.80**

C CUDDLE TOY ASST.

4 Kinds
11 In. High

Asst. of colorful plush toys consists of 4 beige pups, 4 brown bears, 2 black and white pandas and 2 pink dolls. Pup, bear and panda have felt nose and tongue and sparkling black plastic eyes. Doll has attractively colored vinyl face. Each is decorated with bright satin ribbon around its neck.

T70-900—Asst. of 12 N.B. **Asst. 28.80**

D RUNNING TOY ASST.

4 Kinds
7½ to 8 In. High

Frisky stuffed animals in running poses are trimmed with various color ribbons, felt and velvet. Asst. consists of 3 pink elephants, 3 yellow kittens with white trim, 3 chocolate brown bears and 3 orange and white dogs. Each has plastic button eyes, pompon nose and felt tongue, ideal toys for the nursery crowd.

T120-7802 Asst. of 12 N.B.....Asst. **28.80**

E CUDDLE BEAR ASST.

3 Kinds...14 In. High

Charming cuddle bear asst. of short pile plush. Consists of 2 beige bears with white on ears and paws; 2 brown bears with fuzzy white trimmed ears and face; 2 black and white pandas. Faces with inquisitive expressions have button eyes, pompon nose, felt tongue.

T117-1430—Asst. of 3 N.B....Asst. **21.60**

Her wigs make this Barbie a Fashion Queen

$3.96

Change her hair style to go with her costumes . . . bubble cut, page boy and side-part flip. The secret . . . high fashion Saran wigs. Wig stand included. All Barbie clothes fit Fashion Queen Barbie.
49 N 3819 Wt. 12 oz. $3.96

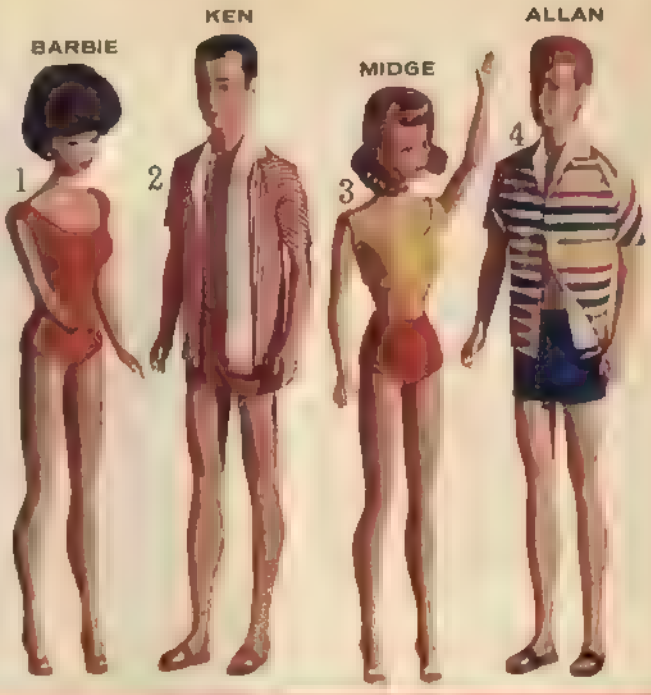
Mattel's famous Dolls dressed for the beach

1 **Barbie** . . stands 11½ in. tall; has movable legs, arms, and head for easy dressing. Rooted Saran hair. Shpg. wt. 12 oz.
49 N 3701 Bubble-cut. $1.92
49 N 3805 -Ponytail. . . 1.92

2 **Ken** . . Barbie's boyfriend, and a teenager's ideal. Stands 12 inches tall. Realistically molded hair. Movable arms, legs, and head for easy dressing.
49 N 3731—Wt. 12 oz. $2.29

3 **Midge** . . Barbie's best friend. And she's exactly the same size, so she fits perfectly in Barbie's clothes. Jointed for easy dressing. Rooted hair.
49 N 3806—Wt. 12 oz. $1.92

4 **Allan** . . he's a buddy for Ken, a boyfriend for Midge. He's exactly the same size as Ken, so he fits in all of Ken's smartly tailored clothes.
49 N 3716 Wt. 12 oz. $2.29



"Miss Barbie"

So lively . . her knees bend, her eyes close

Miss Barbie with 3 Wigs, Lawn Swing and Planter $4.99

Miss Barbie's shapely lifelike legs actually bend at the knees . . and the joints that allow this movement are completely invisible. She can pose like she's running, cheerleading, modeling . . and can even cross her legs when she sits. 11½ inches tall. Saran wigs. Wig stand. Plastic swing, planter. Swing unassembled.
49 N 3704—Shipping weight 1 pound 14 ounces. $4.99

Barbie and friends are plastic; with wire stands. They and clothing are made in Japan. Costumes sold separately on pages 23 and 24.

BARBIE'S DORM

Entire Campus fits into this case

Barbie's CAMPUS

by MATTEL

Four true-to-life campus scenes in one chipboard unit that opens over 5 feet long, yet stores compactly. Look no further, it's available only at Sears

$4.99

Sets up in just minutes

Barbie gets all A's in college. She works hard in class but has lots of fun on weekends.

Barbie likes to visit the sweet shop for delicious sodas after leading cheers for the football team in the College Stadium.

Some evenings Barbie studies in her Dorm Room with Midge or enjoys a movie at the campus Drive-in theater with Ken. **College life is wonderful and Barbie and Midge love every minute of it.**

Open the chipboard Campus set up the Sweet **Shop with booth, soda bar, stools, phone booth.**

Dormitory has twin beds, rug, lamp, nightstand, built-in dressing table, chair, desk with chair. Separate closets for Barbie and Midge's campus wardrobe.

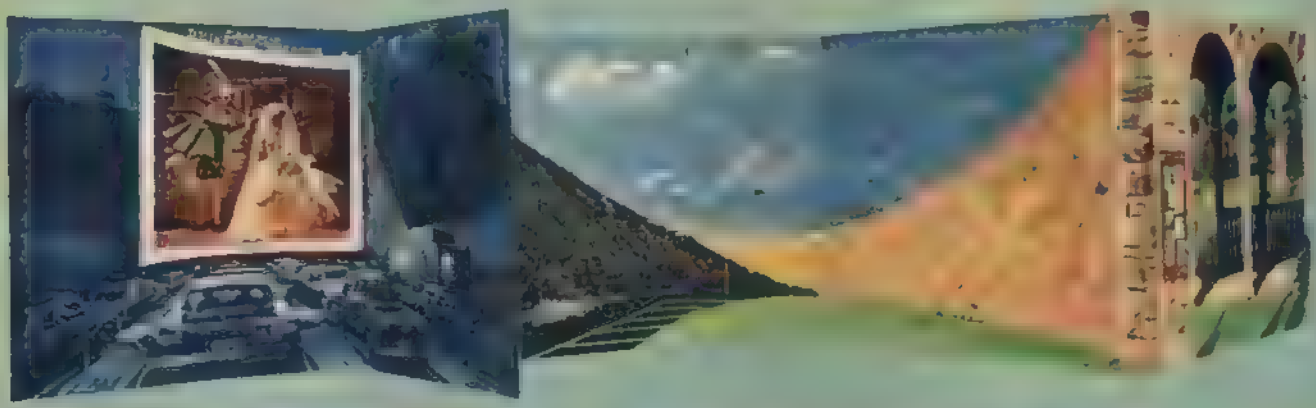
On reverse side are football stadium and drive-in movie theater, plus various campus scenes.

Campus folds compactly for storage. Place furnishings and accessories inside case. Convenient **handle for carrying.**

79 N 9303C—Shipping weight 8 pounds . . . **$4.99**

NOTE: Dolls and clothing are not included.

NOW BARBIE HAS HER OWN CAMPUS SWEET SHOP



REVERSE SIDE HAS DRIVE-IN MOVIE AND FOOTBALL STADIUM

1 $3.88 2 $3.88

Ken and Barbie love to drive

1 Hot Rod. Drag-race rear wheels, bucket seats, roll bar. Plastic. Turquoise; red trim, white interior 8x18 in. long. Shpg wt. 4 pounds.
49 N 9318C..... $3.88

2 Sports Car. Plastic; chrome-color fittings, clear windshield, bucket seats. Rubber like tires on steel axle. 7½x18 in. long. Shpg. wt. 3 pounds.
49 N 9320C $3.88

Barbie® Ken® and Midge® Pep Rally Gift Set

Complete Set includes "Drum Majorette," "Drum Major" and "Cheerleader" costumes below
49 N 3750—Wt. 1 lb. 4 oz. $5.87

3 Drum Majorette. Pleated skirt, velvet jacket, nylon tights, hat, boots, baton, gloves
49 N 3752—Wt. 5 oz. $2.44

4 Drum Major. Trousers, jacket, plush hat, shoes, socks, baton
49 N 3753—Wt. 6 oz.... $2.77

5 Cheerleader. Full skirt, sweater, socks, shoes, pompons, even a megaphone
49 N 3751—Wt. 5 oz. ... $1.87
Dolls not included on this page

Ken and Barbie on Campus

Dress up for a special date

1 Campus Queen. Satin gown with a bouffant overskirt. Loving cup, roses, long gloves, jewelry and shoes. Shpg. wt. 5 oz.
49 N 3728 $2.97

2 Special Date. Handsome suit with shirt, tie, shoes and socks. Shpg. wt. 5 oz.
49 N 3738 $2.97

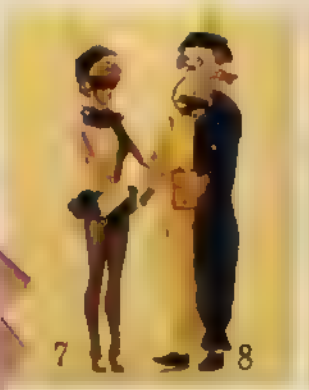
Barbie's clothes also fit Miss Fashion Queen and Miss Barbie. Ken and Allan Dolls not included.

3 A Friday Nite Date: Corduroy jumper, blouse, accessories.
49 N 3783—Shpg. wt. 5 oz. $1.99

4 Campus Corduroys. Jacket, slacks. (Shirt not incl.)
49 N 3739—Shpg. wt. 3 oz. $1.92

5 Victory Dance. Ken looks great in blazer, slacks and vest.
49 N 3732—Shpg. wt. 5 oz. $2.83

6 Garden Tea Party. Cool dress, white gloves and shoes.
49 N 3784—Shpg. wt. 4 oz. $1.64

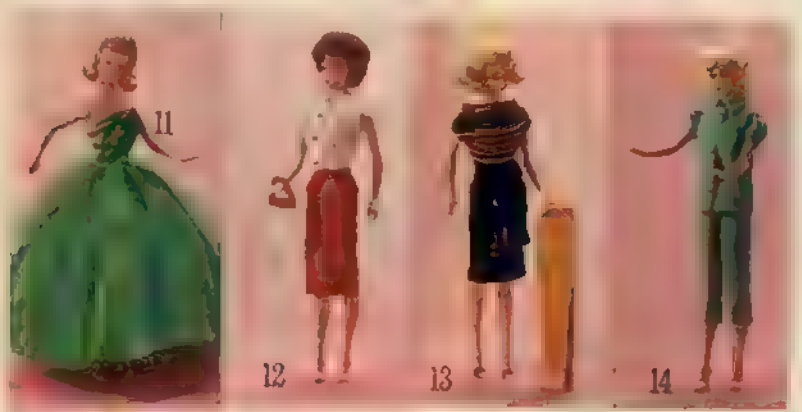


7 Masquerade. Have a party . . . and dress Barbie for a gay time.
49 N 3833—Shpg. wt. 5 oz. $1.69

8 Masquerade. Ken is hard to recognize in mask, costume.
49 N 3837—Shpg. wt. 5 oz. $1.69

9 Graduation. Allan is so distinguished in cap and gown.
49 N 3841—Shpg. wt. 5 oz. $1.24

10 Graduation. Barbie's in tasseled cap, gown. Diploma.
49 N 3842—Shpg. wt. 4 oz. $1.24



11 Senior Prom.
49 N 3709—Wt. 5 oz. $2.17

12 Crisp 'N Cool.
49 N 3748—Wt. 3 oz. 1.27

13 Knit Separates. Skirt, blouse, slacks, shoes, scarf.
49 N 3727—Wt. 4 oz. $1.22

14 Pajama Party. Pajamas.
49 N 3867 Wt. 3 oz. $1.17

15 Stormy Weather. Rain coat, hat, umbrella, boots.
49 N 3850—Wt. 5 oz. $1.87

16 Knitting Pretty. Pink sweater set, skirt, shoes. Needles, yarns, scissors.
49 N 3730—Wt. 4 oz. $2.27

17 Fountain Boy. Jacket, cap. Tray, sodas, [illegible], napkins. (Pants not incl.)
49 N 3726—Wt. 3 oz. $1.54

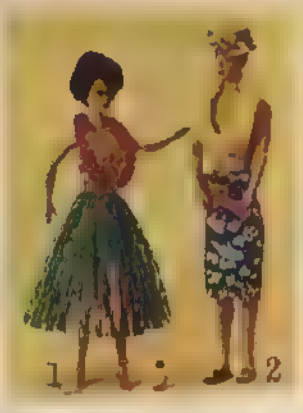
18 Sleeper Set.
49 N 3811 Wt. 3 oz. 1.29

19 Fraternity Meeting. White short sleeved shirt, brown slacks, cardigan sweater.
49 N 3749—Wt. 3 oz. $1.97

20 Campus Hero. Pullover sweater. White duck slacks.
49 N 3791 Wt. 5 oz. $2.19

21 Terry Togs. Robe, scuffs and accessories.
49 N 3812—Wt. 5 oz. $1.64

Ken and Barbie Outdoors



1 Barbie in Hawaii. Exotic 2-piece swimsuit, grass skirt, lei
49 N 3284–Shpg. wt. 3 oz. $1.19

2 Ken in Hawaii goes native to tune of his uke. Straw hat, lei
49 N 3285–Shpg. wt. 3 oz. $1.19

3 Ski Queen. Barbie at fashion heights in realistic ski outfit
49 N 3829–Shpg. wt. 5 oz. $2.66

4 Ski Champion. Ken takes to the slopes completely outfitted
49 N 3830–Shpg. wt. 6 oz. $2.66

5 Time for Tennis. Ken's set to go in sweater, shorts, shirt.
49 N 3826–Shpg. wt. 5 oz. $2.33

6 Tennis, anyone? Barbie's a match in tennis dress, sweater.
49 N 3825–Shpg. wt. 5 oz. $2.33

7 Fun on Ice. Ken glides along in argyle sweater, slacks, muffler
49 N 3838–Shpg. wt. 6 oz. $2.39

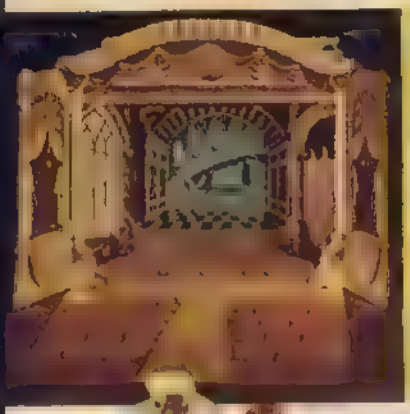
8 Icebreaker. Barbie skates in leotard, skirt, jacket, tights
49 N 3840–Shpg. wt. 5 oz. $2.39

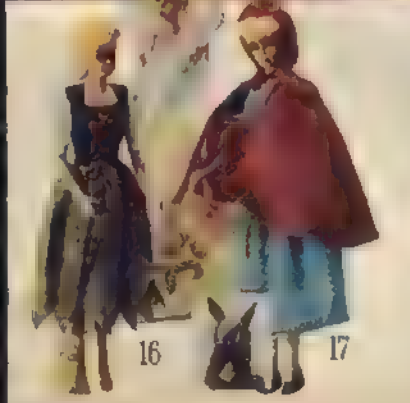
9 Speedboat. It's a real dream-boat. Now Barbie and Ken (or any other twosome) can go for an honest to goodness boat ride. Floats in water or moves smoothly over floors on free rolling wheels. Plastic chrome-plated trim. Bucket seats, steering wheel, windshield. About 20 inches long, 8 inches wide and 6½ inches high
49 N 9314–Wt. 2 lbs. 9 oz. $4.97

10 Barbie Skin Diver. 2-piece orange and lime swimsuit, sweatshirt, mask and fins
49 N 3760–Shpg. wt. 3 oz. $1.44

11 Skin Diver. Striped trunks, sweatshirt, mask, fins, snorkle
49 N 3772–Shpg. wt. 3 oz. $1.44

12 The Yachtsman. Ken in denims, jacket, tee shirt, shoes
49 N 3790–Shpg. wt. 6 oz. $2.37





13 Barbie's Little Theatre has 4 backdrops, 7 scripts, props and tickets. 32x22x19 in. high. Chipboard. Unassembled
79 N 9307L—Wt. 9 lbs. ..$4.93

14 King Arthur. Armed for battle.
49 N 3286—Wt. 8 oz. $3.29

15 Guinevere. Elegant in velvet
49 N 3287—Wt. 7 oz. $3.29

16 Cinderella. Before *and* after.
49N3289–Wt. 7 oz. Set $3.19

17 Red Riding Hood. Wolf mask
49 N 3288—Wt. 8 oz. $3.17

18 Play Ball. Uniform, bat, glove.
49 N 3818—Wt. 5 oz. $1.99

19 Roller Skate Date. No slacks
49 N 3293—Wt. 4 oz. $1.22

20 Touchdown. Football outfit
49 N 3815—Wt. 6 oz. $2.19

21 Casuals. Tee shirt, slacks, cap
49 N 3810—Wt. 4 oz. $1.64

22 Country Clubbin'. Jacket, slacks. Shirt not included.
49 N 3290–Wt. 5 oz. $1.97

23 Rally Day. Car coat, cap only
49 N 3809—Wt. 4 oz. $1.64

Barbie Sports Plane seats 2 dolls (not incl.). Includes retractable landing gear turning propeller. 27x27x12 in. Plastic
79 N 9315C—Shpg. wt. 5 lbs. $5.66

Dolls on this page are not included

Barbie's dressed up

1 **It's Cold Outside.** Coat and hat. Color may vary on this item.
49 N 3729—Shpg. wt. 5 oz. $1.33

2 **Red Flare.** Velveteen coat, hat, purse.
49 N 3823—Shpg. wt. 6 oz. . . . $1.99

3 **Career Girl.** Tweed suit, hat, gloves.
49 N 3787—Shpg. wt. 5 oz. . . . $2.33

4 **Sheath Sensation.** Sheath, hat, gloves.
49 N 3781—Shpg. wt. 4 oz. . . . $1.27

5 **After Five.** Collared dress, hat
49 N 3776—Shpg. wt. 5 oz. . . . 1.67

6 **Fancy Free.** Cotton dress with rickrack.
49 N 3774—Shpg. wt. 3 oz. . . . $1.22

7 **Lunch Date.** Print dress with overskirt.
49 N 3299—Shpg. wt. 4 oz. . . . $1.24

8 **Suburban Shopper.** Dress, hat, purse.
49 N 3775—Shpg. wt. 5 oz. . . . $1.96

9 **Satin Separates.** Skirt, jacket, hat.
49 N 3297—Shpg. wt. 3 oz. . . . $1.47

10 **Theater Date.** Satin coordinates.
49 N 3796—Shpg. wt. 4 oz. . . . 1.58

Dolls not included on this page.

11 **Dr. Ken on duty.**
49N3845-Wt.5oz. $2.27

12 **Registered Nurse Barbie.**
49N3846-Wt.5oz. $2.35

13 **Candy Striper Volunteer.**
49N3759-Wt. 6oz. $1.97

14 **Airline Stewardess.**
49N3860-Wt. 5oz. $2.89

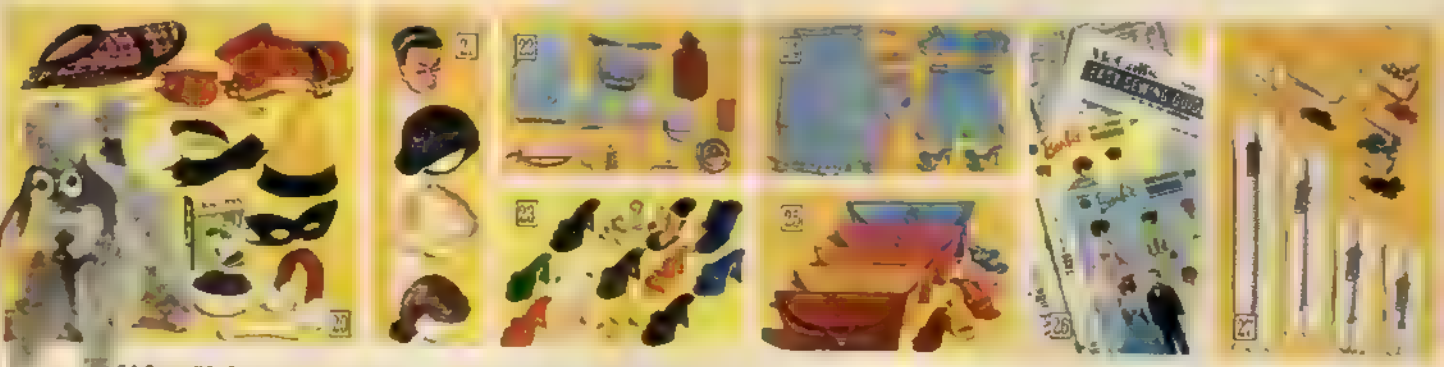
15 **Airline Captain.**
49N3758-Wt. 5oz. $2.89

16 **Ballerina Barbie.**
49N3735-Wt. 8oz. $2.39

17 **Barbie Baby-sits.** Apron, clock, snacks. Jointed baby doll . . diapers, bottles, basket. Dress not included.
49N3848-Wt. 6 oz. $1.97

18 **Army and Air Force.**
49N3814-Wt.5oz. $2.19

19 **Sailor.**
49N3813-Wt.5oz. $2.39



20 **Dog 'N Duds.** Finish log for Barbie with accessories and food bowl. Shipping weight set 5 oz.
49 N 3725. . . . . $2.37

21 **Barbie's Wig Wardrobe.** Three differently styled Saran wigs with wig-stand. Shpg. wt. 5 oz.
49 N 3969. . . . . $2.64

(22) 49N3296—**Boudoir Set.** Wt. 1 oz. 89c

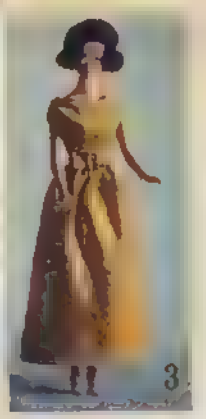
(23) 49N3273—**Shoe Wardrobe.** Wt. 1 oz. 89c

(24) 49N3868—**Lingerie Set.** Wt. 1 oz. 89c

(25) 49N3295—**Purse, Shoe Sets.** Wt. 1 oz. . . 89c

26 **Barbie Patterns.** 12 fashion designs . . sewing guide
49 N 3804—Shpg. wt. 1 oz. . . $1.00

27 **Sewing Accessories Set.**
49 N 3294—Shpg. wt. 1 oz. 89c



Barbie loves elegance

Ken in tuxedo is
her constant companion

1 **Midnight Blue.** Gown, satin lined cape.
49 N 3754—Shipping wt. 8 oz. . . . $3.44

2 **Ken's Tuxedo.** Satin faced lapels.
49 N 3821—Shipping wt. 7 oz . 3.44

3 **Golden Evening.** 2-pc knit, belt bracelet.
49 N 3724—Shipping wt. 5 oz . $1 67

4 **Solo in Spotlight.** Flounced sheath, "mike"
49 N 3707—Shipping wt. 5 oz . $2.39

5 **Sophisticated Lady.** Velvet coat, gown
49 N 3705—Shipping wt. 8 oz. . . . $3.37

6 **Dinner at Eight.** Hostess pants, coat
49 N 3708—Shipping wt. 5 oz. . . . $1.94

7 **Black Magic.** Sheath, tulle cape, gloves
49 N 3757—Shipping wt. 5 oz. . . . $1.66

8 **Silken Flame.** Strapless dress, belt, purse.
49 N 3737—Shipping wt. 3 oz . . . $1.27

9 **Natural Mink Jacket** made of natural mink sections. Price includes 10% Fed. Tax
49 N 3755E—Shipping wt. 4 oz. $9.99

10 **Evening Splendor.** Brocade ensemble, hat.
49 N 3797—Shipping wt. 5 oz. $2.97

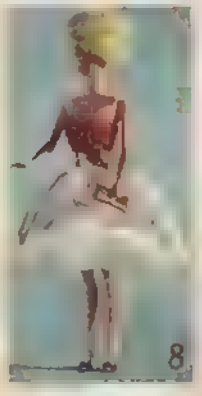
11 **Orange Blossom.** White eyelet oversheath
49 N 3794—Shipping wt. 5 oz. $1.96

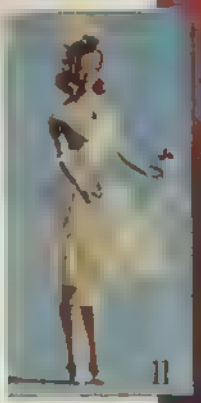
12 **Bride's Dream.** Traditional satin chiffon
49 N 3820—Shipping wt 5 oz $2.57

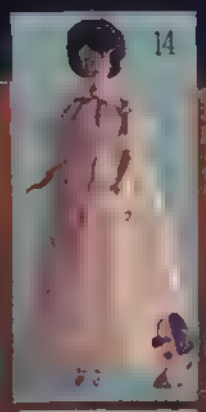
13 **Slack Set.** Slacks and blouse of satin
49 N 3298 Shipping wt. 4 oz . $1 47

14 **Nighty, Negligee.** Pleated peignoir gown.
49 N 3798—Shipping wt. 5 oz $2.33

Dolls not included on this page.
Prices for outfits only







$4.99

Barbie's New Dream House

Living room, bedroom, kitchen and patio

Barbie can live like a princess. Rearrange the floor plan daily. Maximum floor area 44x42 in. Living room-bedroom has bed, night stand, sofa, chairs, tables, lamps, TV, rug, clothes hangers. Chaise on patio. Kitchen with built-in units. Furniture unassembled. Sturdy chipboard. Folds to 21x10x15 in. high. Dolls, clothing not included.
79 N 9304C—Shipping weight 10 pounds $4.99

Complete with mannequin showcase window $4.47

Barbie's Fashion Salon

Tastefully designed with curtained stage, alcove for hanging clothes, built-in cabinets, dressing room entrance, even a mannequin with movable arms. Salon furnished with 3-way mirror, arm chairs, coffee table, display case, hat rack. 38x24x17 in. high. Folds for storage; plastic handle. Chipboard unassembled. Dolls, clothing not included.
79 N 9306L—Shipping weight 10 pounds.....$4.47

Plastic sets of Doll Furniture for Barbie snap together

Each set includes indoor or outdoor backdrops *plus* some of the following: telephone, radio, TV, magazines, pictures, games, tumblers, tray

4-in-1 Gift Set $4.66 Individual Sets 99c to $1.47

Gift set: convertible sofa-bed, tables, chair, ottoman, chaise lounge, lawn swing, planter, accessories. Made up of 4 sets below. Indoor, outdoor backdrop.
49 N 9376—Shipping weight 2 pounds. .....Set $4.66

1 Convertible sofa-bed, foam cushions; coffee table, simulated tile top.
49 N 9323—Shpg. wt. 12 oz. Set $1.44

2 Two-position reclining-back chair, ottoman, end table (match sofa-bed)
49 N 9324—Shpg. wt. 8 oz. . Set $1.22

3 Chaise lounge, matching side table.
49 N 9327—Shpg. wt. 5 oz. Set 99c

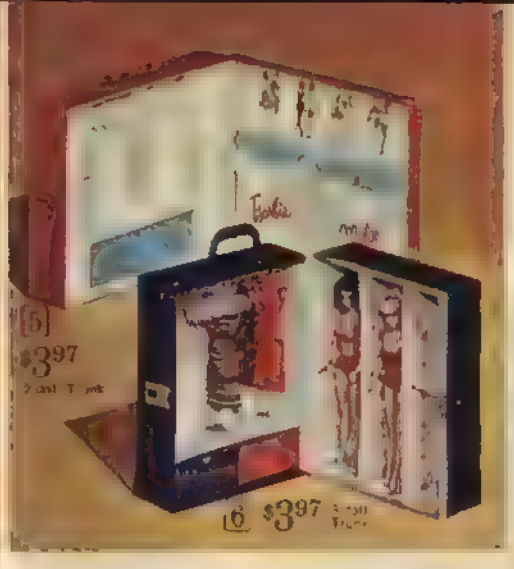
4 Lawn swing. Planter with "plant."
49N9360 Shpg. wt. 10 oz. Set $1.47

Vinyl Cases with brass-plated fittings

Plenty of room to hold doll, pets, clothing and accessories. Made of electronically sealed washable vinyl and fitted with plastic hangers. Plastic handle. Shipping weight for all cases except (4) 1 lb. 8 oz.

(1) 49 N 9301—Skipper. $1.87
(2) 49 N 9309—Barbie .. 1.87
(3) 49 N 9381—Midge.... 1.87

(4) **Ken's Case.** Wt. 2 lbs. 2 oz.
49 N 9328..... $2.37



Trunks for your favorite 11½ and 12½-inch dolls

5 **Barbie and Midge Trunk.** Spaces for both dolls, plus all their clothing and accessories. Electronically sealed washable vinyl, brass-plated fittings, plastic hangers.
49 N 9330—Shipping weight 3 lbs. 13 oz. $3.97

6 **Trunk for 3 dolls.** Holds Barbie, Ken and Midge, plus their clothing and accessories. Electronically sealed washable vinyl with aluminum frame, brass-plated fittings, accessory drawers and plastic hangers.
Dolls and clothing not included.
49 N 9331—Shipping weight 3 lbs. 5 oz. . .$3.97

Trunk for all miniature dolls (including Skipper) $5.97

This de luxe trunk holds 4 dolls 9¼, 11½ and 12½ inches tall . . . plastic rack for Barbie wigs

Vacuum-formed plastic inserts will hold Barbie, Ken, Midge and Skipper. Vacuum-formed plastic trunk with aluminum band around it for extra strength and durability. Brass-plated fittings, plastic hangers. Dolls and clothing not included.
49 N 9302—Shipping weight 4 lbs..... $5.97

Extra Hangers

Set of 48 hangers of high impact styrene in assorted high fashion colors.
49 N 9382. Shpg. wt. 4 oz. Set 97c

7 **Barbie's Wardrobe.** 13 in. high. High-impact plastic. Full length mirror, shoe rack, hat rack, 3 drawers, hangers. Clothing not incl.
49 N 9321—Shipping weight 2 pounds 2 ounces..... $2.94

8 **Barbie's Music-box Piano.** 9 in. high. Lift-up lid. Jewel box area. Wind-up movement. Plastic. Piano bench, fabric seat. (No dolls.)
49 N 9383—Shipping weight 2 pounds 4 ounces $6.67

9 **Bedding for 4-poster below.** Top sheet, fitted bottom sheet, pillow case, soft blanket. All of cotton, all to add to Barbie's comfort.
49 N 9358—Shipping weight 3 ounces Set $1.99

10 **Barbie's 4-poster Bed.** White plastic; molded vinyl mattress, pillow. Under-bed chest. Pink plastic spread, canopy. Unassembled.
49 N 9248—Shipping weight 1 pound 6 ounces $2.84

Barbie has her very own plastic furniture

Bed with secret drawer . . Chifferobe stores her clothes . . Vanity comes with padded stool, mirror, even a rug

11 **Queen-size Bed.** Spread, bolster, match tufted head, footboard. 18x12x10 in. high.
49 N 9357—Shipping weight 2 pounds. $4.93

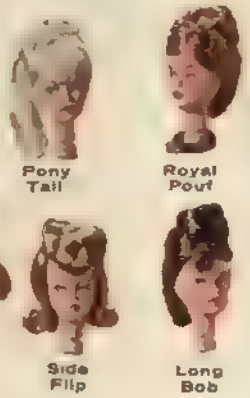
12 **Chifferobe.** Swing-out door one side, 4 drawers other side. Top drawer has "secret lock." 2 sliding pull-out clothes rods; hangers. 13¼x5½x14 in. No clothing.
49 N 9384—Shipping weight 4 pounds 10 oz. $5.47

13 **French Provincial Vanity.** 7x4x13 inches. Accessories.
49 N 9326. Shipping wt. 1 lb. 2 oz. .Set $2.57

TRESSY

Her hair "grows" so that you can fashion it in any style

$3.47



Announcing the grand opening of Tressy's Beauty Salon

$5.87

New hair glamour headquarters for all fashion dolls. An atmosphere of beauty reigns in high-style colors and professional furnishings like dryer-chairs, ottoman, manicure table, shampoo stands, beauty bar. Laminated chipboard, 22x9x14 in. Salon folds. Unassembled.
79 N 9317C—Wt. 7 lbs. .. $5.87

Change her hair length to short, medium or long by simply turning her removable "magic key" then create the fashion hairdo that best suits Tressy's social calendar for the day. Style anything from a casual ponytail to a formal top-knot. A figure-perfect 11½-in. tall in jointed plastic, she wears the same clothes as other fashion dolls. In shift, panties, pumps. Stand.
49 N 3923—Shipping weight 12 ounces $3.47

1 **Miss American Character.** Top winner at Atlantic City: gown, bouquet trophy, gloves, tiara.
49 N 3964—Shipping weight 7 ounces $3.29

2 **Hootenanny.** Stack set, bag guitar, music book.
49 N 3782—Shipping weight 4 ounces $1.97

3 **Executive Sweet.** Smart suit, blouse, pad, pencil.
49 N 3788—Shipping weight 2 ounces $1.64

4 **Miss Suburbia.** Gaily checked shirt, Bermudas.
49 N 3792—Shipping weight 2 ounces $1.57

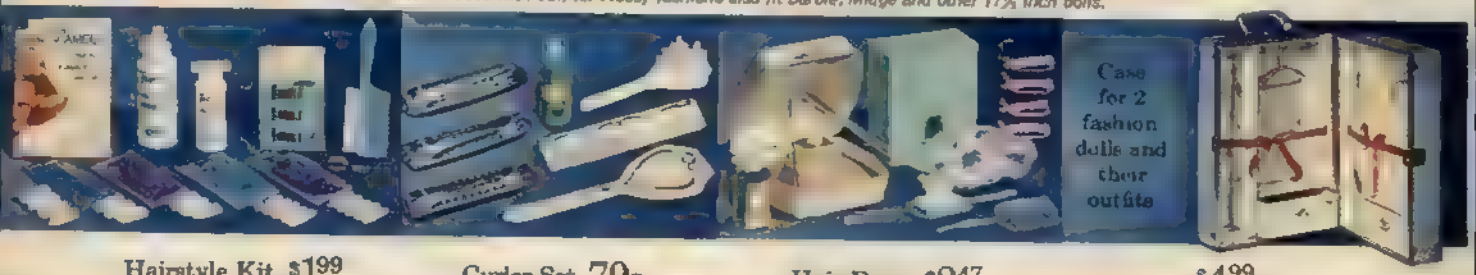
5 **Campus Casual.** Bulky knit sweater, plaid corduroy skirt and boots.
49 N 3799—Shipping weight 2 ounces. $1.64

6 **Sophisticated Lady.** Empire style velvet shift.
49 N 3801—Shipping weight 2 ounces $1.37

7 **Neat Knit.** Jersey jumper, blouse, rope belt.
49 N 3827—Shipping weight 2 ounces $1.33

8 **Black Magic.** Velveteen gown, stole, accessories.
49 N 3828—Shipping weight 3 ounces $1.97

Dolls not included with outfits. Tressy fashions also fit Barbie, Midge and other 11½ inch dolls.



Hairstyle Kit $1.99

Every hairdressing need: hair rollers, curlers, lotion and bottle, pins, spray, instructions, carryall.
49 N 3780—Wt. 8 oz. . Kit $1.99

Curler Set 79c

Here's realistic inspiration for new doll-y styles. Scaled to size for all miniature 11 and 12 in. sophisticates. Comb, brush, mirror set and actual curlers included.
49 N 3911—Wt. 1 oz. . . . . Set 79c

Hair Dryer $2.47

It blows air like the real thing. Includes comb, brush, mirror, hairset curlers, bonnet. Needs 2 "D" batteries.
49 N 9369—Shpg. wt. 12 oz. $2.47
"D" Battery. Shpg. wt. ea. 4 oz.
49 N 4660 . 2 for 32c; 4 for 60c

$4.99

13-inch vinyl case with nickel-plated trim. Just the thing to keep Barbie, Ken, Midge, Tammy, Tressy or Brenda Starr fresh as new. Colorful lining, accessory drawer, hangers.
49 N 9370—Wt. 4 lbs. 8 oz. . $4.99

IDEAL'S GOT THE WHOLE MAGILLA

Ideal gives you the whole magilla

(Complete high-profit year-round sales plan starting with special deals for you in January, February and March)

My friends and I think this sales plan is worth $30,000,000!

RICOCHET RABBIT:

When Ideal's got a sure-fire hit they fire off a few little ole accessories for some ricochet profits. Now I dig that style!

JUST LOOK AT OUR COMPLETE LINES OF "ADD-A-SALE" ITEMS!

- Tammy wears a new spring wardrobe and goes boating.
- Pebbles and Bamm-Bamm play with their new house and toys.
- Gaylord's got a Lady friend with her own house and more!
- Tiny Thumbelina has a whole world of nursery toys.

Tiny Thumbelina®...she moves like a real baby and sells like a pro in your 1st quarter line-up

Tiny Thumbelina® makes a lot of noise on a cash register with her world of tiny "add-a-sale" accessories. Little girls love to take care of her on her dressing table with its quilted-look top and handy utility pockets. Then they put her to sleep in her rocking crib with see-through slats and Tiny Thumbelina heart design. They carry her around in Tiny Thumbelina carrying cases. Each one is made of sturdy vinyl plastic. Decorated with Tiny Thumbelina play scenes. And little girls always come back to buy feeding kits, changing kits, and bath kits. Or more Tiny Thumbelina outfits for playing, sleeping, and traveling. It's a whole line of seasoned, top-drawer sellers. The World of Tiny Thumbelina. Little girls everywhere see it on TV in the beautiful commercial running now and all through 1964.

©1963 Ideal Toy Corp.

THE WORLD OF TINY THUMBELINA WILL BE ON IDEAL'S 52-WEEK-A-YEAR MAGILLA GORILLA SHOW

age dolls are the space age rage

CAVE HOUSE

Filled with stone-age furniture... end tables, a lamp and chairs. Even an outdoor barbecue for the patio.

SPECIAL DEAL FOR 1st QUARTER PROFITS

1 FREE DISPLAY
1 FREE DINO (included with display $3.00 value)

DEAL #1790-5

	Approx. Retail ea.
6, 11" Bamm-Bamm dolls—0721-1	$6.00
6, 11" Pebbles Dolls—0720-3	$6.00
6 Cradles—9670-1	$3.00
6 Dinos—9671-9	$3 00
3 Houses—9672-7	$6 00
2 dozen assorted accessory packs consisting of:	
6 ea. of #9660-2 Feed & Change	$2.00
#9661-0 Feed & Formula	$2.00
6 ea. of #9662-8 Formula Kit	$1 00
#9663-6 Primp & Bath	$1.00
TOTAL RETAIL	$162 00

TINY PEBBLES, TINY BAMM-BAMM AND THEIR STONE-AGE ACCESSORIES WILL BE SEEN IN 150 TOP MARKETS ON IDEAL'S MAGILLA GORILLA SHOW

spearheads Ideal's complete line of combat toys

BEACH-HEAD BATTALION...CRAFTY WAY TO LAND MORE COMBAT TOY PROFITS

These toys get through to your customers with their realistic battle-action self-display boxes. Order twelve of each item and you get a free floor display with header. Sure-fire way to start 1st quarter sales off with a bang. (Deal #3150-0)

©Ideal Toy Corp

CONVOY...YOUR SHIP COMES IN WITH THIS COMPLETE SET OF WATER COMBAT TOYS

You'll be getting high-tide profits all year when customers see these water ships displayed in see-thru boxes. Each toy set in its own high-powered battle-at-sea drama. But it's no battle selling them. You get a free floor display and header when you order 12 of each item. Profits run full steam ahead. (Deal #3149-2)

© 1963 Ideal Toy Corp

We believe this sales plan is:

SO SENSATIONAL

SO HIGH-VOLTAGE

SO MAGNIFICENT

SO INSUPERABLE

SO MONEY-MAKING

SO INGENIOUS

SO WORLD-SHAKING

SO DASHING

SO COLOSSAL

We really don't mind the $30,000,000 we spent to back it.

(See Ideal's exciting Game Section in this issue. It's a new plan for 1st quarter sales led by the big moneymaker, Mousetrap.)

IDEAL TOY CORP., 200 FIFTH AVE., NEW YORK, N.Y.

IDEAL

Pebbles Flintstone and Bamm-Bamm...the stone

Trade marks of Screen Gems, Inc., Ideal Toy Corporation, Authorized User ©Hanna-Barbera Productions, Inc., 1963

NOW IN LOW PRICE, TINY 11″ SIZE FOR GIANT 1st QUARTER PROFITS

The 17″ Pebbles and Bamm-Bamm dolls and the 15″ Baby Pebbles are roaring successes. Now Ideal gives you 11″ Tiny Pebbles and Tiny Bamm-Bamm. And they have a whole stone-age world full of add-on sale accessories.

TREE TRUNK CRADLE

Tiny Pebbles sleeps here while you clean up. Sturdy plastic, molded to look like a real log. Inside it's lined with imitation tiger hide. Two red rockers turn the log into a real cradle. But no sleeper this! It rocks ...and rolls up sales!

DINO THE DINOSAUR STROLLER

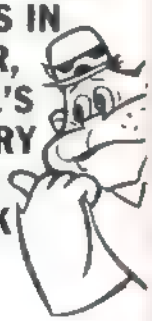
A pull-toy that Tiny Pebbles and Tiny Bamm-Bamm can ride. Dino the Dinosaur Stroller has a special "built-in" saddle shaped to hold the dolls. Pull the string and he really rolls! Higher profits roll along with him!

Globemaster...famous popular price TV toy

The work-horse of the army works for sales, too. It carries its own jeep, radar, rocket launcher, machine gun, shells and troops. It's on the front lines of every little boy's play-battle. And...

©1963 Ideal Toy Corp.

WHEN MAGILLA GORILLA SENDS CUSTOMERS IN FOR GLOBEMASTER, SHOW THEM IDEAL'S COMPLETE MILITARY SERIES FOR YEAR-ROUND COME-BACK SALES PROFITS.



AIR-SEA RESCUE... FLIES IN 1st QUARTER SALES ON LAND AND ON SEA

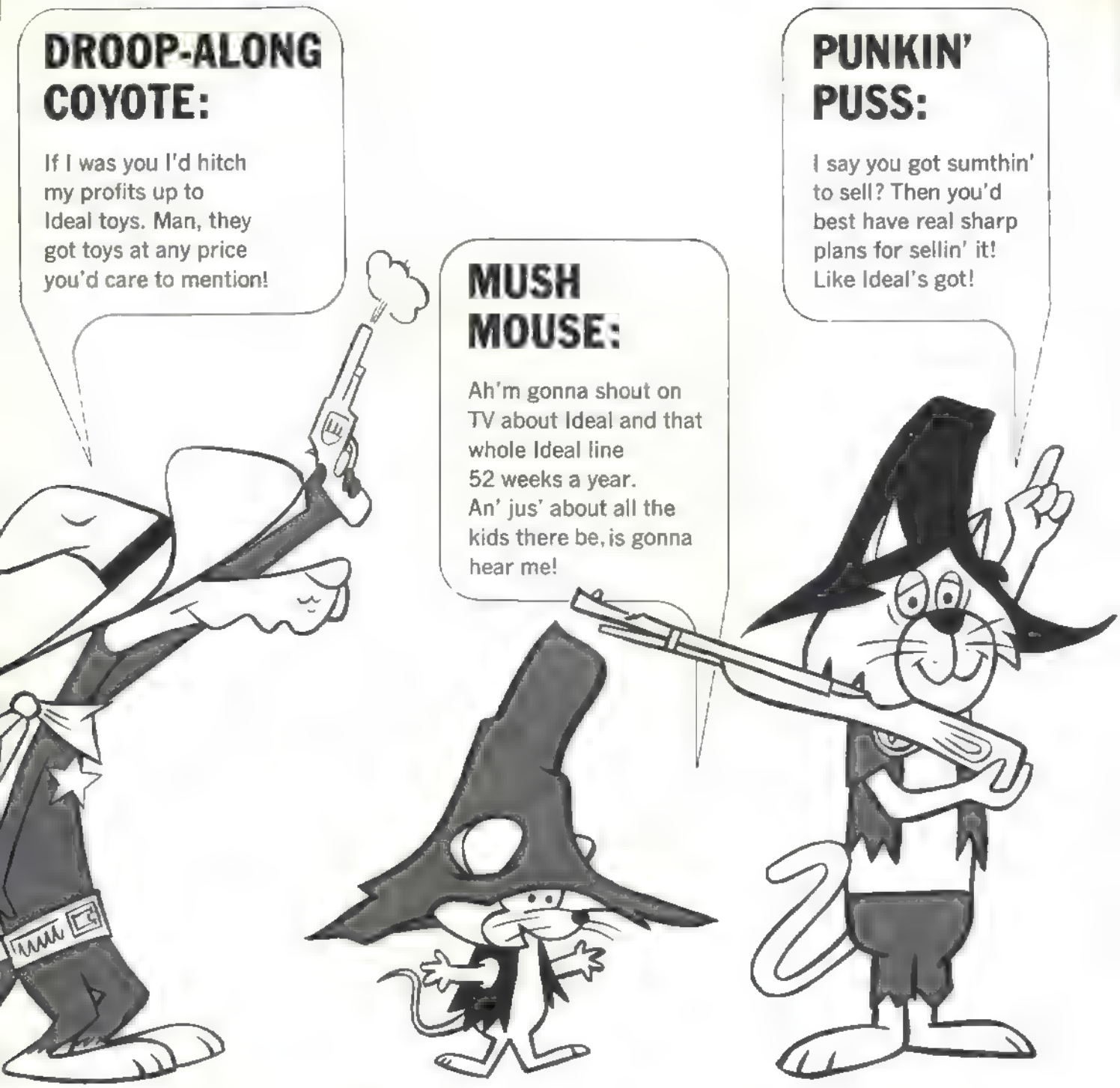
These two planes have spring-activated propellers. Run on land or water. They're priced to sell. Packaged to attract customers. Stock them along with Globemaster for high-flying profits.

©1963 Ideal Toy Corp

COMBAT TOYS ARE MOVING FAST... IDEAL'S HAVE A SALES-WINNING PRICE TAG!

Special Deal... Free Floor display and header with order for 12 of each item. (Deal #4912-2) See-thru packs show each toy in combat background.

©1963 Selmur Prod. Inc
©1963 Ideal Toy Corp



YES, WE'VE GOT TOYS AT ALL PRICES!

- On TV
- Off TV
- Complete lines and
- single items

YOU'LL SEE US ON TV ALL YEAR ROUND!

- Ideal toys backed by $30,000,000 Magilla Gorilla show
- 52 weeks a year for 5 years in 150 top markets
- Booked for prime time
- Heavy spot TV, too!

WE GIVE YOU A COMPLETE SALES PLAN FOR EACH LINE!

- Special deals for you
- Self-sell, see-thru packaging
- Free display cases and banners

ACT NOW! SHARE IN IDEAL'S BIG 1st QUARTER SALES BOOM

New Lady Gaylord™ rolls into the Gaylord™ line and teaches the old dog some new sales tricks!

1st quarter sales start off with a loud bark when the Lady Gaylord® pull-toy rolls out of her self-display box. She has a funny hat and she barks all the time as she rolls along. She's as thoroughbred as Gaylord. Has the same doleful look...with long feminine lashes added. The box Lady Gaylord comes in folds into a Lady Gaylord Doghouse with her name right over the door. Also in the pack with Lady Gaylord is a whole line of accessories...a box of doggie bits, a feeding dish and a pull-cart. Kids can strap the pull-cart right onto Lady Gaylord. She pulls it along with her. All the Lady Gaylord accessories are made of sturdy cardboard that folds into shape easily. Brightly colored and cleverly designed. It's a dog's world and you're sitting on top of it with this ingenious new toy. She'll top the sales records set by America's top dog...Gaylord.®

© 1963 Ideal Toy Corp

LADY GAYLORD WILL BE SEEN ON TV IN PRIME TIME ON IDEAL'S MAGILLA GORILLA SHOW

few new twists for January, February and March

SALES KEEP RISING ON TAMMY ACCESSORIES

1st quarter profits go higher and higher on the three Tammy carrying cases. The steamer trunk, carrying case and hatbox are the sensation of the line. The Tammy house, with all its furniture and its outdoor patio is bringing in customers across the country. Big returns on Tammy's sportscar and Bedroom Suite, too. TV commercials are running now on these items and will continue all year.

TAMMY ITEMS WILL BE SEEN BY YOUR CUSTOMERS ON IDEAL'S $30,000,000 MAGILLA GORILLA SHOW

©1963 Ideal Toy Corp

Ideal pushes Tammy® profits even higher with a

FREE! A DISPLAY CASE WITH TAMMY® AND HER POPULAR FAMILY, WORTH $20!

The fast-selling Tammy family dolls... Mom, Dad, Big-brother Ted, Little-sis Pepper, and Tammy come with your free display case. Call your supplier and order $300, (retail) in any assortment of Tammy items. Ideal will ship your display case direct. This eye-catching acetate unit spotlights the big sellers on your counter. Tammy's family is being spotlighted on TV, too.

Offer expires March 1, 1964

TAMMY LEADS THE STYLISH SET WITH NEW SPRING 'N SUMMER FASHIONS

9 new trend-setting outfits packed in self-display boxes. A small order brings you a counter display box, free! (24 $1.50-outfits and 12 $2.00-outfits) Ideal will send you an in-store banner, too. Make your store the Tammy Fashion center and watch your 1st quarter profits soar. (Deal #1794-7)

TAMMY LEADS THE SPORTING SET WITH HER VERY OWN NEW BOAT FOR YEAR-ROUND SALES!

It really floats! This plastic model of the popular catamaran is scaled to hold Tammy and any member of her family. It's the only one of its kind and a real sales winner.

MATTEL INC.
TOYMAKERS
'61
KEN
MIDGE
SKIPPER
ALLAN
QUEEN OF THE PROM
KEYS TO FAME
LITTLE THEATRE
MISS Barbie
GAMES
THE WORLD OF BARBIE
NEW DREAM HOUSE
TRAVEL COSTUMES
ANIMAL TALK
SPY DETECTOR
Three new dolls Skipper, Barbie's little sister Allan, Ken's buddy and Miss Barbie whose legs bend and whose eyes open and close! There's more! Costumes for Skipper new costumes for Barbie Midge, Ken and Allan new Barbie furniture Barbie's New Dream House a new Barbie Queen of the Prom Game, and the grand new Barbie Keys to Fame Game!
Pull the Charity Ring™ and hear animal noises when you play the Animal Talk Game.
Spy Detector is Mattel's new game of foreign intrigue
Happy Birthday Game — all the fun of a birthday party!
Shrinkin' Violette talks, her lips move and her eye lids flutter She's the loveable doll starring on the Funny Company TV show
New military toys! Guerrilla Booby Trap works like an attack signal, a time bomb a demolition blaster and even more Then there's the Guerrilla Gun™ and Guerrilla Gun Set, two more winners

MATT LZAPOPPIN IN '64!

MISS BARBIE #1060

Barbie

NEW SKIPPER #0950

[illegible]

NEW ALLAN #1000

[illegible] MIDGETH and a brand new dol[illegible] [illegible] the same size as [illegible] for KEN [illegible] blue bathing trunks [illegible]

BARBIE'S GO TOGETHER FURNITURE KITS

BARBIE AND KEN'S TELE THEATRE #4094

BARBIE'S NEW DREAM HOUSE #4092

[illegible] version of BARBIE'S Dream House is bound to [illegible] as the original. Because it's even bigger and more beautiful than before. And because whenever the kids play they can change the [illegible] and shape of the rooms. There's a brand new patio [illegible] door that opens into the house. Comes complete with easy to assemble furniture, folds away neatly for storage.

NEW MORE EXCITING [illegible] COSTUMES FOR BARBIE [illegible] KEN ALLAN [illegible] FOR MISS BARBIE [illegible] TOO. THERE [illegible] THE MINI TE[illegible] OUTFITS AND S[illegible] EVENING [illegible] TIC AND FAST NATING BARBIE & KEN [illegible] HOLLAND SWITZERLAND, JAPAN, HAWAII AND MEXICO AND DON'T FORGET THAT BARBIE'S LITTLE SISTER SKIPPER HAS A COMPLETE NEW WARDROBE OF HER OWN.

DON'T WAIT
'TIL CHRISTMAS!
OPEN NOW!

MATTEL ZAPOPPIN IN '64!

Nearly $9,000,000 in Advertising and Promotion. It's the most explosive most sustained pre-selling in toy history!

MATTEL WILL BE ON TV EVERY WEEKDAY 6 DAYS A WEEK, 52 WEEKS A YEAR WITH COAST TO COAST COVERAGE ON 4 NETWORKS

That's right we [illegible] 4. For the [illegible] time ever 4 TV networks have been assembled [illegible] toys ABC NBC CBS and now THE FUNNY COMPANY [illegible] 5 days a week [illegible] approximately 100 cities. The result: Mattel is on TV every weekday all year long.

WALL-TO-WALL PROGRAMMING IS BACK BIGGER THAN EVER! 87% — OR 9 OUT OF 10 FALL SATURDAY MORNING NETWORK TOY COMMERCIALS BETWEEN 10:00 A.M. AND 12:30 P.M. WILL BE MATTEL'S

[illegible] substantial increase over last year.

ON THE FUNNY COMPANY, KIDS WILL BE SEEING MATTEL COMMERCIALS EVERY WEEKDAY ALL YEAR LONG!

Nearly 100 top-rated stations across the country are now carrying this great new show. (With more being added every day!) The Funny Company has won the admiration of parents, teachers, and children because it is the freshest children's show to appear in the last decade. Actually it is a cartoon show with some important differences. These cartoon kids do real work, have fun while doing it and learn by means of a live action segment within each cartoon. The Funny Company is played as a local show in your market, with a live local host. Mattel is on The Funny Company every day of the week, Monday through Friday.

ADD SPOT TV TO THE FUNNY COMPANY AND WALL-TO-WALL PROGRAMMING GOES LOCAL

This Fall Mattel creates a new extension of Wall-to-Wall Programming on weekdays! Along with the Funny Company on Monday through Friday Mattel [illegible] Spot TV Merchandise-moving commercials in this big sales [illegible] major market [illegible] Wall-to-Wall Programming 5 days a week. Mattel [illegible] days a week every week, 52 weeks a year.

MATTEL WILL LEAD THE WAY IN PRINT TOO WITH ADS SCHEDULED FOR APRIL THROUGH DECEMBER IN LACK AND JILL MAGAZINE!

[illegible] in the country Mattel's [illegible] a blockbuster [illegible] April, May, June, July, August and September [illegible] in October, November and December by center spreads [illegible] pages [illegible] And [illegible] the Mattel products advertised will be the only [illegible] appearing in the magazine.

BROADWAY SPECTACULAR ANOTHER MATTEL FIRST

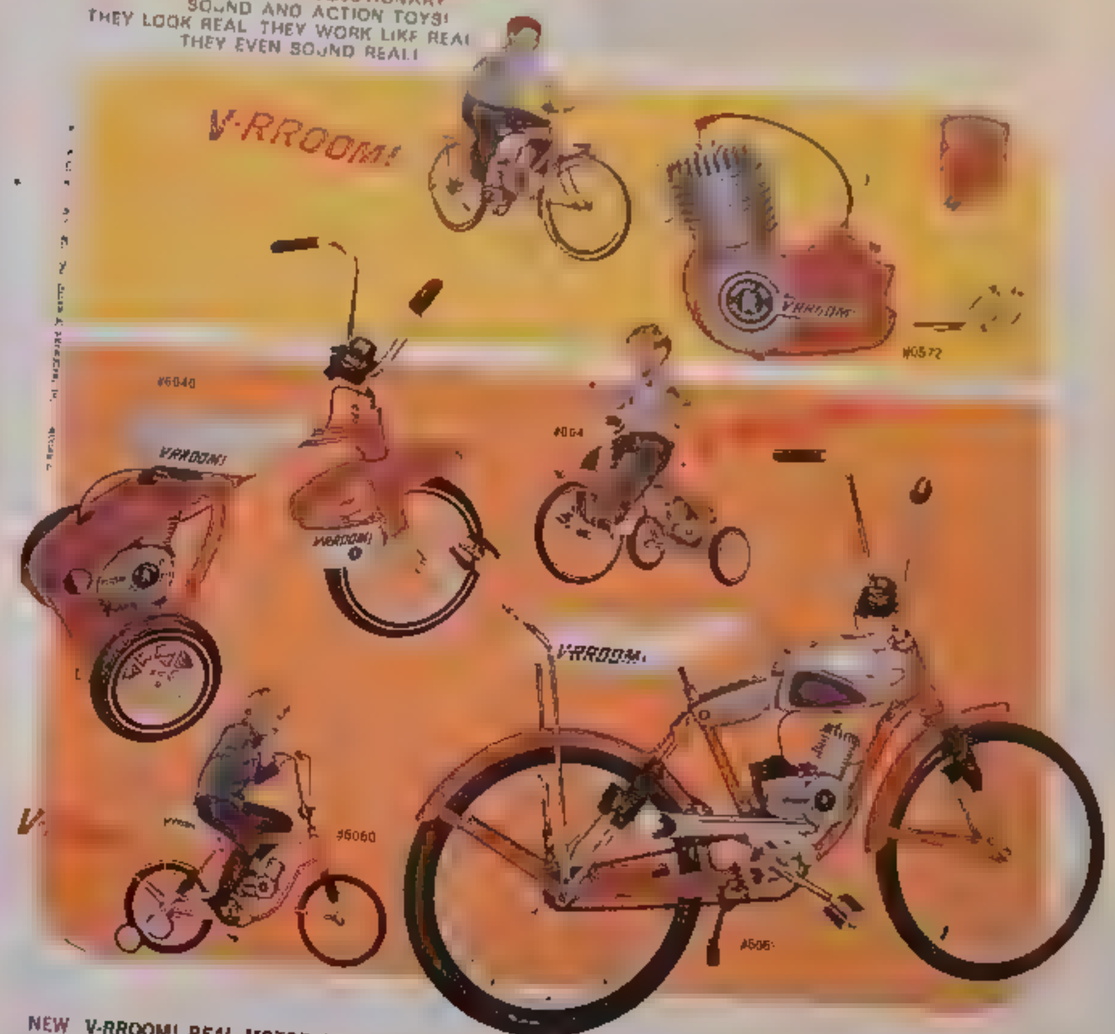
Times Square's famous electronic screen is the only one of its kind. Next Fall from October through December [illegible] of visitors will see Mattel's message [illegible] 6 hours every day! Be sure to see the special preview during Toy Fall.

PLUS THE BIG EXTRA! You can win a free round trip to Paris for two via TWA Star stream Jet by guessing what Mattel's "Double-Barrelled" BIG EXTRA advertising punch for the Fall will be. Pick up your application at the Mattel showroom or from your Mattel representative. All entries must be received no later than June 15th. Winner will be announced by September 15th when Mattel announces its terrific BIG EXTRA — this Fall's "Double-Barrelled" advertising punch.

V-RROOM!

V-RROOM
REAL MOTOR ROAR HOT RODDER ENGINE #05

MATTEL'S REVOLUTIONARY SOUND AND ACTION TOYS! THEY LOOK REAL THEY WORK LIKE REAL THEY EVEN SOUND REAL!



NEW V-RROOM! REAL MOTOR ROAR BICYCLES

V-RROOM 20" BICYCLE—#6061—It's got everything. The key operated V-RROOM! unit idles, roars, and revs up like a motorcycle! Bike has adjustable chrome plated motorcycle handlebars, adjustable saddle seat, streamlined tank with lots of storage space, simulated shock absorbers, coaster brakes, kick stand and pneumatic [illegible] with a knobby tread [illegible] speed. (2 "D" batteries for V-RROOM [illegible] not included.

V-RROOM 16" BICYCLE #6060—This smaller bike is just as sensational as the big one. Comes with adjustable and removeable training wheels, semi pneumatic tires. Has MATTEL'S fantastic V-RROOM! real motor roar. (2 "D" batteries not included.

NEW. V-RROOM! REAL MOTOR ROAR TRICYCLES

V-RROOM! 12" TRICYCLE—#6040—It's the most exciting trike the kids have ever seen! Comes with realistic looking, realistic sounding, key operated V-RROOM! unit. (2 "D" batteries not included.) Has unique size adjustment for growing kids, the wheelbase [illegible] expands! (Gives added safety and stability [illegible] vides special shock absorber [illegible] adjustable chrome plated handlebars [illegible] tires.

V-RROOM 16" TRICYCLE #6041 [illegible] the older members of the tricycle set. Has all the features of the 12" [illegible] powerful V-RROOM! real motor roar. (2 "D" batteries not included.)

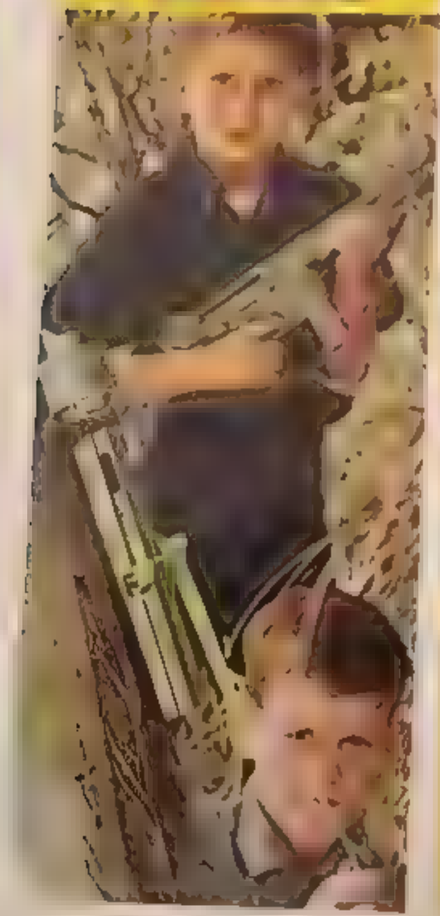
MILITARY TOYS

AN AUTHENTIC NEW GUN
AN EXCITING NEW SET
AND A SENSATIONAL
NEW TOY IDEA

MATTELZAPOPPIN' '64!

NEW GUERRILLA BOOBY TRAP #0707

#0



NEW! GUERRILLA GUN & BOOBY TRAP™ SET #0542

vantage of all

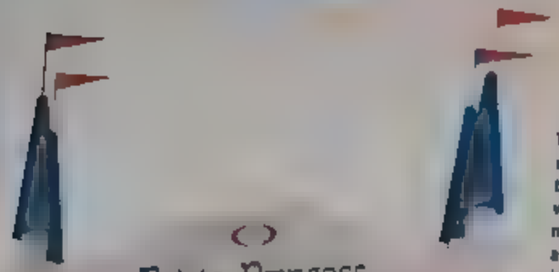
NEW! LITTLE BURP® GUERRILLA GUN™ #5543

AND THE FAMOUS GUERRILLA GUN™ SET #0541

includes Mattel's camouflaged GUERRILLA GUN, waterproof vinyl GUERRILLA PONCHO™ authentic commando beret with insignia, safe rubber knife and scabbard. This best-selling set is going to be more popular and profitable than ever in '64.

IDEAL
Petite Princess
FANTASY FURNITURE™

NEW! IDEAL Petite Princess FANTASY FURNITURE . . INCREDIBLY DETAILED, YET AT



Petite Princess

The most luxurious play furniture ever designed to fit standard doll houses— at a never-before price. It's the talk of the miniature decorating world . . . all coordinated to offer an infinite variety of ever-changing, chic room arrangements. Pieces can move from room to room, colors blend and "work" together. No assembly line items these, each piece has hand details. Each is in Ideal's own "Fantasy Period" — the fulfillment of every petite decorator's dream.

USE THE FANTASY CASTLE TO SELL FROM OPEN STOCK

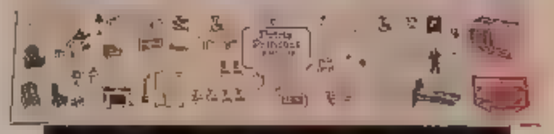
For dealers who prefer to sell from shelf or case, the Fantasy Castle is the "prime mover." Room display is the same as shown in Deal #1, opposite, is electrified, and comes with furniture completely set up. "Castle" may be used in window, on counter or gondola or even hung from a wall. Adjustable brackets tip display forward for best visibility.

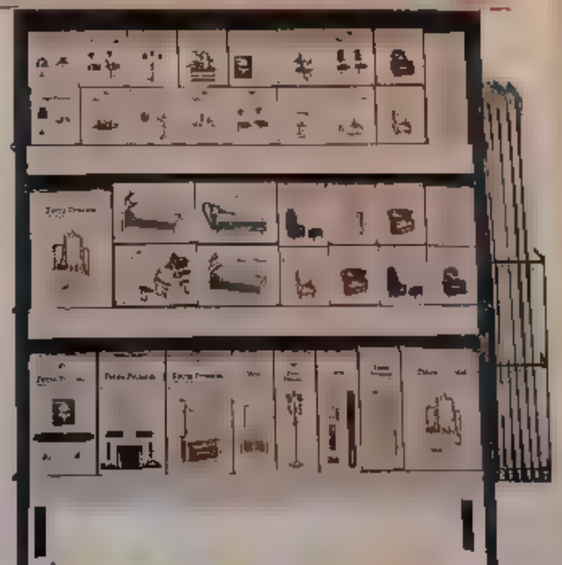
4041-2 PETITE PRINCESS FANTASY CASTLE DISPLAY DEAL #2	
3 each of 30 Petite Princess Fantasy Furniture items	$174.00
12 (4 each of 3 colors) Petite Princess Fantasy Rooms	12.00
TOTAL RETAIL VALUE OF MERCHANDISE	$186.00
Petite Princess Fantasy Castle Display	60.00
Petite Princess Fantasy Furniture in Display, retail value	58.00
TOTAL RETAIL VALUE OF MERCHANDISE AND DISPLAY	$304.00

©1964 DEAL TOY CORPORATION PRINTED IN U.S.A.

Petite Princess
FANTASY FURNITURE

Petite Princess Fantasy Furn[illegible] individuality of the child [illegible] All pieces are hand [illegible] lains, glass mirrors, and other fine materials. A touches! Antique gold brushing is real gold [illegible] open and close! Designed to fit standard doll houses, it's ideal for our young American Royalty [illegible] group that plays the really good life.





FANTASY CASTLE DISPLAY FIXTURE SELLS FURNITURE!

Here's the perfect merchandiser to present a complete line of the Fantasy Furniture. Just plug it in, and watch your inventory sell — and SELL! Glass fronted "castle" comes with five rooms set up to display the furniture to best advantage. Each room is lighted by its own frosted "chandelier" light bulb! Sturdy stock-holding base inventories full line of facings six deep, yet only occupies 3½ sq. ft. of floor area. An inventory control panel on each shelf tells you just what you have sold, and what to re-order to keep this hot line in stock.

4400-8 PETITE PRINCESS FANTASY CASTLE DISPLAY FIXTURE DEAL #1	
6 each of 30 Petite Princess Fantasy Furniture items	$348.00
12 (4 each of 3 colors) Petite Princess Fantasy Rooms	12.00
TOTAL RETAIL VALUE OF MERCHANDISE	$360.00
Petite Princess Fantasy Castle Display Fixture value	82.50
Petite Princess Fantasy Furniture in Display, retail value	58.00
TOTAL RETAIL VALUE OF MERCHANDISE AND DISPLAY FIXTURE	$500.50

4423-0 GRANDFATHER CLOCK AND FOLDING SCREEN

4421-4 DINING ROOM TABLE

For he elegant luncheon, intimate midnight supper or banquet fit for a queen — a petite decorator's dream of a table. Marble finish top on antique gold finished pedestals. Greek key trim. Set includes picture, above 5⅜" long.
Ret. $2.50 Pack. 6. Weight: 1 lb. 2 oz.

4423-0 GRANDFATHER CLOCK AND FOLDING SCREEN

A duo with a million uses, for the dining room boudoir — whatever her royal whim. Clock in gold burnished white is panelled with fine [illegible] reproductions of high [illegible] original golden panoramic [illegible] 6½" high.
Ret. $2.[illegible] Pack 6 Weight [illegible] oz.

44[illegible]4-9 GUEST DINING CHAIRS

The [illegible] grand scale. Red velvet [illegible] back [illegible] gold finish [illegible] the dining set with [illegible] height [illegible] high swo [illegible] box.
Ret. [illegible] Pack 6 Weight [illegible]

4438-8 FANTASIA CANDELABRA

Opulent yes, but hell adore the [illegible] design. And how it will [illegible] stands with five petrolamen candles with real drip cups [illegible] high.
Ret. $2.00 Pack 6 Weight 12 [illegible]

For dining in the grand manner — each elegant item seems perfect in its place. Now turn the page and see how a change of color, the repositioning, the exchanging of just a few pieces, gives

4410 2 SALON WING CHAIR

Stately, in exquisite taste any American princess plans it for the "head of her house." Upholstered in rich roll or floral brocade with removable foam cushion 3½" high
Re $2.00 Pack 6 Weigh 2 cr

4427 D OCCASIONAL TABLE SET

A [illegible] for gracious living and look [illegible] with a cigarette lighter [illegible] pure frame and [illegible] Round marble finish top antique finish legs 3 diameter
Re $ 00 Pack 6 Weigh [illegible]

4409 H GUEST CHAIR

Ready [illegible]
Re $ 50 Pack [illegible]

make the transition . . . how the colors blend, the fabrics enhance each other. Infinite changes are possible, challenging the versatility of the tiny decorator to hour upon hour of imaginative play

The rooms themselves come in pink, blue or yellow. Note that no matter with which pieces she chooses to furnish them, the color harmony will have no jarring note — it's pre-blended to good taste!

IDEAL
Petite Princess
FANTASY FURNITURE

WILL YOU TAKE CARE OF ME?

I'm Shrinkin' Violette

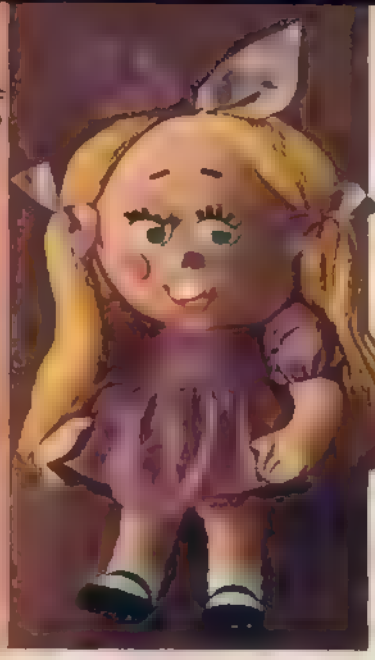
by MATTEL

My lashes flutter . . my lips actually move when I talk

$7.67

Just pull her Chatty Ring and she repeats 11 different phrases. Lovable star of TV's "The Funny Company" brings you a new idea in talking dolls. And she's so soft. 12 inches tall. No batteries needed. Shpg. wt. 2 lbs. 4 oz.

49 N 3614 . . . $7.67



Mattel's TALKING Playmates

Matty Talking Boy

$4.99

Host of Matty's Fun Ones. Pull the magic ring and hear him repeat any of 11 phrases. Rag doll with hair to break head. Cotton [illegible] shirt, shorts, belt, crown. Orange wig. 17 in. tall. Wt. 2 lbs. 4 oz.

49 N 3644 $4.99

Bozo the Clown

$5.64

Pull his Chatty Ring to hear any of his bright remarks like "Hi. What are you doodly do do doing?" Bright blue and white polka [illegible]. Flaming red hair [illegible] rooted [illegible] head. 18 in. tall. Wt. 1 lb. 8 oz.

49 N 3675 $5.64

Casper the Ghost

$5.99

He's such a chatter box. Pull the ring he'll say any one of 11 different things may be. I'm a friendly ghost, I like you." Stuffed body covered with white rayon plush. Plastic face. 15 inches tall. Wt. [illegible] oz.

49 N 4018 $5.99

Betty Buttons loves to pose $4.99

Accomplished performer. Winsome rag doll has buttons sewed on various parts of clothes. Several loops with buttonholes on flexible arms and legs. Button the buttons . . . doll poses in innumerable positions. Dressed in pinafore. Silk screened face. 21 inches tall.

49 N 3606 Shipping weight 1 pound $4.99

Now they're *Musical* too!

15-inch Raggedy Ann and Andy

With music box $4.77 — Without music box $2.97

Raggedy Ann, long time favorite. Now with imported music box. In multi-colored cotton print dress with sparkling white apron. 15 inches tall.

49 N 3629 Wt. 1 lb. $4.77

Raggedy Ann no music box

49 N 3580—Wt. 13 oz. 2.97

Raggedy Andy, famous companion. Also with imported music box. In blue cotton trousers with contrasting red and white checked shirt. He, too, is 15 inches tall.

49 N 3630 —Wt. 1 lb. . $4.77

Raggedy Andy, no music box

49 N 3592 —Wt. 13 oz. . 2.97

So lovable . . 2 sizes Raggedy Ann and Raggedy Andy

20-inch $4.77 each

Beloved friends of small children over the years. Dressed like pair above, cuddly non-musical.

20-in. Raggedy Andy. Shpg. wt. 1 lb. 4 oz.
49 N 3603 . . $4.77

27-in. Raggedy Andy. Shpg. wt. 3 lbs.
79 N 3627C—$6.99

20-in. Raggedy Ann Shpg. wt. 1 lb. 4 oz.
49 N 3583 . . $4.77

27-in. Raggedy Ann Shpg. wt. 3 lbs.
79 N 3624C—$6.99

Touch their hair for luck . . impish Trolls are terrific!

$1.44 each

Pot bellied, bow legged Trolls need you for a friend. About 2½ in. tall. Plastic. (1) 49N3674 Bride (2) 49N3676-Groom (3) 49N3677 Nurse (4) 49N3678-Indian. Shipping weight each 3 ounces $1.44

Wardrobe for Troll

$1.89

A complete wardrobe for your Troll Doll. Fits any Troll on this page. Leotard, skirt and straw hat, pinafore, net tutu, jewelry set, shoes, socks, formal gown.
49 N 3672 Wt. 3 oz. $1.89

Troll Doll

72c

Stirs imagination. 2½ inch. Wishnik. Good Luck Troll becomes what you want. Plastic. Shpg. wt. 2 oz.
49 N 3664 . . 72c

Straight from the land of make believe into the hearts of boys and girls

Two Fairy Tale Charmers

HANSEL AND GRETEL

Artfully designed by famous German craftsmen $5.99 each

From the country where this heartwarming tale grew up, two loving storybook dolls so perfectly crafted that they're almost collector's items. Care for them . . . lay them on their backs and their eyes close. When you stand them up, their eyes open to a beautiful clear blue . . . highlighted by tiny soft eyelashes. Rooted blonde hair. Plastic bodies.

Hansel dressed in pants, jacket, hat. 11½ in. tall. Fully jointed.
49 N 3510—Wt. 14 oz. . . $5.99

Gretel dressed in print cotton dress, hat, apron. 11½ in. tall. Fully jointed.
49 N 3511—Shpg. wt. 14 oz. $5.99

Tiny Bamm Bamm

$4.47

Shy fellow, in leopard skin carries his trusty club. Plastic. 12 in. tall. Wt. 1 lb. 4 oz.
49 N 3656. . . $4.47

Tiny Pebbles

$4.47

Fred Flintstone's daughter wears smock, bikini. Soft plastic. 12 in. tall. Wt. 1 lb. 4 oz.
49 N 3655 . . $4.47

Popeye the Sailor

$3.99

His pipe squeaks when he's pinched. Jointed plastic. 13 in. tall. Wt. 1 lb. 3 oz.
49 N 3503. . $3.99

Johnny Seven O.M.A.

JOHNNY SEVEN O.M.A. NO. 5025—the One Man Army Gun.

Johnny Seven O.M.A. [illegible] all other toy guns obsolete.

Johnny Seven O.M.A. [illegible]

Johnny Seven O.M.A. [illegible]

NO BATTERIES REQUIRED

GRENADE [illegible]

ANTI TANK ROCKET Long range rocket [illegible] button [illegible]

ARMOR PIERCING SHELL Real [illegible]

4 ANTI BUNKER MISSILE Fired by trigger [illegible]

5 REPEATING RIFLE [illegible]

TOMMY GUN Sounds like a real [illegible]

AUTOMATIC PISTOL [illegible]

Johnny Seven

MICROHELMET PHONE SET [illegible] **NO BATTERIES REQUIRED** [illegible]

Microhelmet [illegible]

Walk-a-Talkie Telephone [illegible] **NO 6033**
SIZE [illegible] **STD PACK 3 WT** [illegible] **lbs.**

JOHNNY SEVEN COMBAT SET (No batteries required) [illegible]

Johnny Seven [illegible]
- Combat Phone Set
- Adjustable Binoculars
- Safe Jungle Knife
  Plus Extra
  Anti-Tank Rocket
  Armor Piercing Shell
  Anti-Bunker Missile
- Grenade
  12 Rifle Bullets.

[illegible] **NO 6041**
SIZE 29 x 1 x 9 **STD PACK** 3 **WT** 22 **Lbs**

JOHNNY SEVEN COMBAT PHONE SET (No batteries needed) [illegible] **safety** [illegible] **NO 5058**
SIZE 13½ x 11 [illegible] **STD PACK 6 WT 10 Lbs.**

No. 3018

This is not just a display. It is the actual take-home consumer package

NO. 3034

ARMORED BATTALION NO. 3018 [illegible] Comes with [illegible]

Halftrack has a [illegible] elevated and [illegible]

• **Jeep** has a twin [illegible] gun with [illegible] completely windshield adjustable [illegible]

• **Cannon** has a [illegible] shock absorbers. Cannon can be towed by halftrack or jeep.

• **Ammunition Trailer** contains five cannon shells [illegible] towed by either halftrack or the jeep.

• **Six Fighting Figures** give realistic variety and action.

Packaging Features Complete set fully assembled, ready for play in beautifully illustrated tray package. Each package is printed with realistic Battleground background for additional play value.

Johnny Seven

ARMORED BATTALION

SIZE 22" x 14" x 6¾" STD PACK 3 WT 9 Lbs.

FIRE BRIGADE NO. 3034 has what it takes to capture all the excitement of being a fireman!

• **Chief's Car** with simulated beacon light

• **Pumper Truck** has a hose reel and 18' of hose and high pressure nozzle, also has a water cannon that rotates and elevates plus a removable ladder.

• **Hook and Ladder Truck** has an [illegible] extension ladder actuated by a gear and rack to its full length. Can be adjusted to five different angles and swivels 360°. Plus all this removable equipment, small ladder, [illegible] pike, [illegible] extinguisher. Fire Brigade also has a [illegible] with 8' hose [illegible]

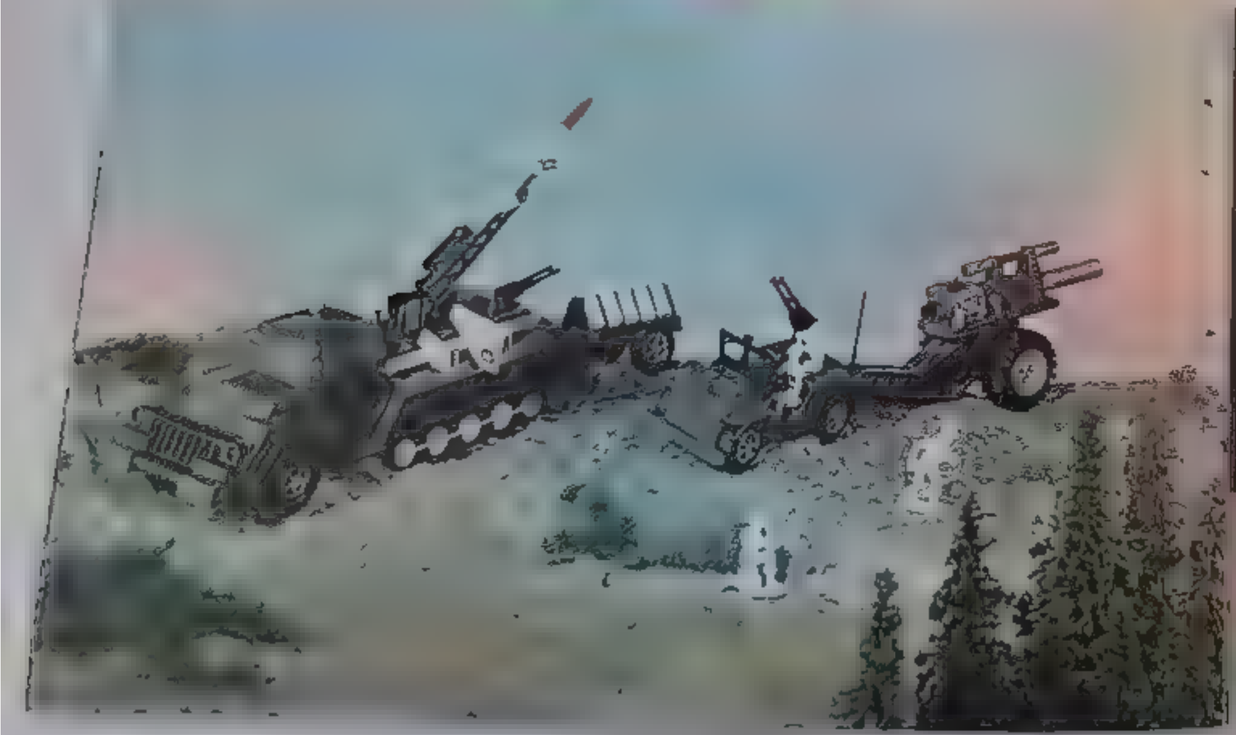
• **Seven Movable Firemen** [illegible] positions.

• **Packaging Features** Complete set fully assembled, ready for play in beautifully illustrated tray package. Each package is printed with realistic [illegible] background for additional play value.

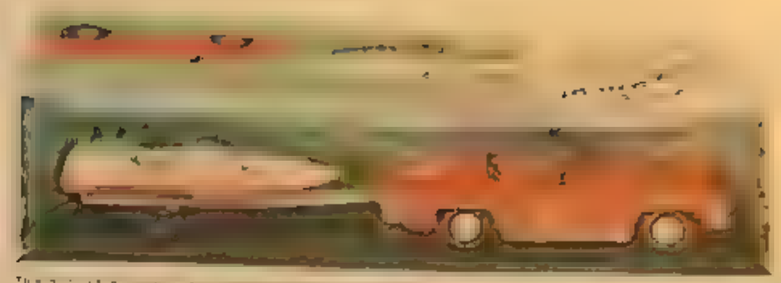
Johnny Seven

FIRE BRIGADE

SIZE 24" x 13½" x 5¾" STD PACK 3 WT 9 Lbs.



No. 3042



SERVICE STATION NO. 3042 [illegible]

- Tow Truck [illegible]
- Car [illegible]
- Service Island [illegible]

Johnny Seven

SERVICE STATION

Four Figures [illegible] working positions make this a [illegible] Service Station.

- Packaging Features: Complete set fully assembled—ready [illegible] illustrated tray package. Each pack- [illegible] with realistic Service Station background for [illegible] value.

SIZE 31 [illegible] x 9" x 5¼" STD PACK 3. WT. 9 Lbs

SPEED SET NO. 3050 satisfies that craving boys have for slick speedy action! The Sports Car has Speedboat in tow on a two-wheeled trailer.

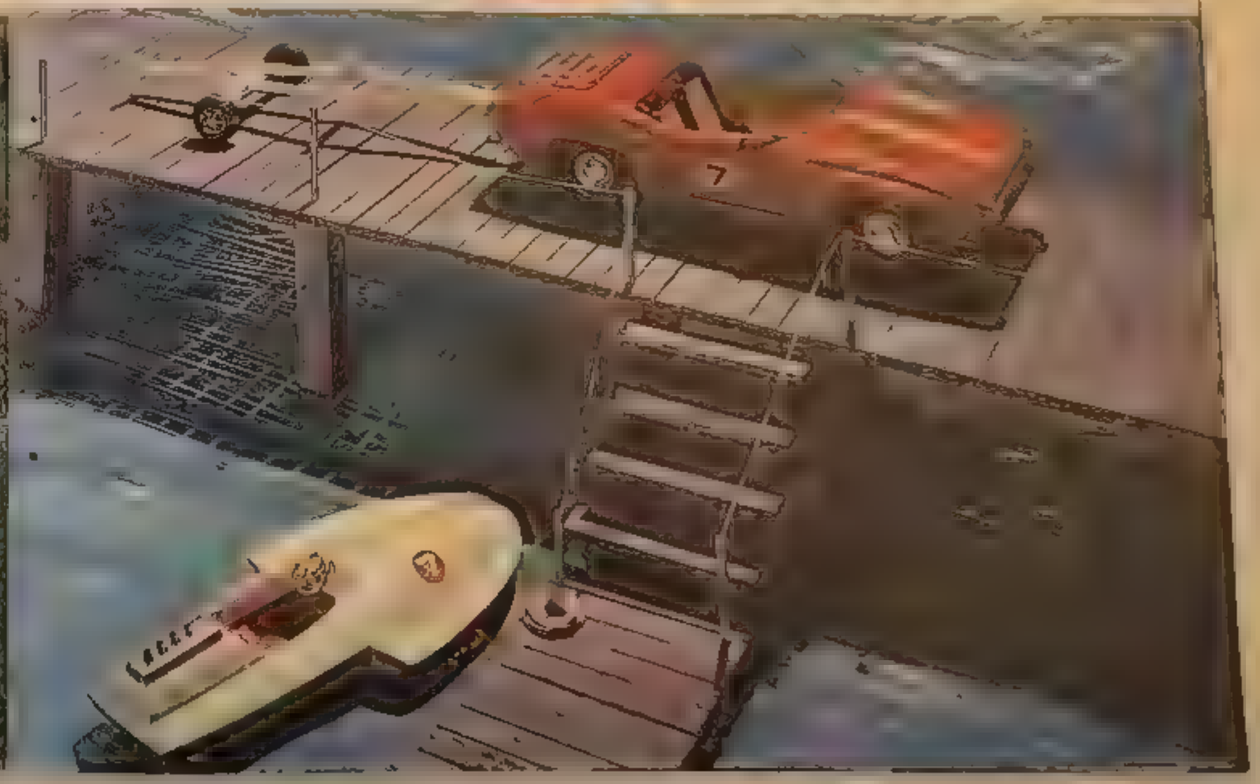
- Sports Car—it's motorized [illegible] with bucket-seat cushions, modern dashboard, metallized luggage rack, hub caps and radio antenna. Motorized and powered by two D size batteries (not included) [illegible] as fast as [illegible] looks. Gear shift [illegible] mounted on floor [illegible] control switch.
- Speedboat [illegible] non-sinkable hydroplane [illegible]

Johnny Seven

SPEED SET

Packaging Features [illegible] assembled

SIZE 3[illegible] x 7 [illegible] x 7[illegible] STD PACK 3. WT. 12 [illegible]



No. 3026

TASK FORCE NO. 3026 gives a boy

- Destroyer
- PT Boa

Target Floor

Johnny Seven

TASK FORCE

and PT Boa have wh s for and operations
kable when floating in water
- Ten Figures give a paddle-ready look
- Packaging Features: Complete set fully assembled ready
strated tray package. Each pack
with realistic Sea Battle background for addi

SIZE 22 x 13 x 5 STD PACK 3 WT 9½ Lbs.

BABY BRITE SHOWCASE NO. 60 [illegible]

SIZE 42 x 13 x 24 STD PACK 1 WT 13 lbs.

BABY BRITE NURSERY NO. 60 [illegible]

Baby Brite [illegible] Baby Brite

Raises her arms [illegible] Baby Brite

Turns Her Head [illegible] Baby Brite

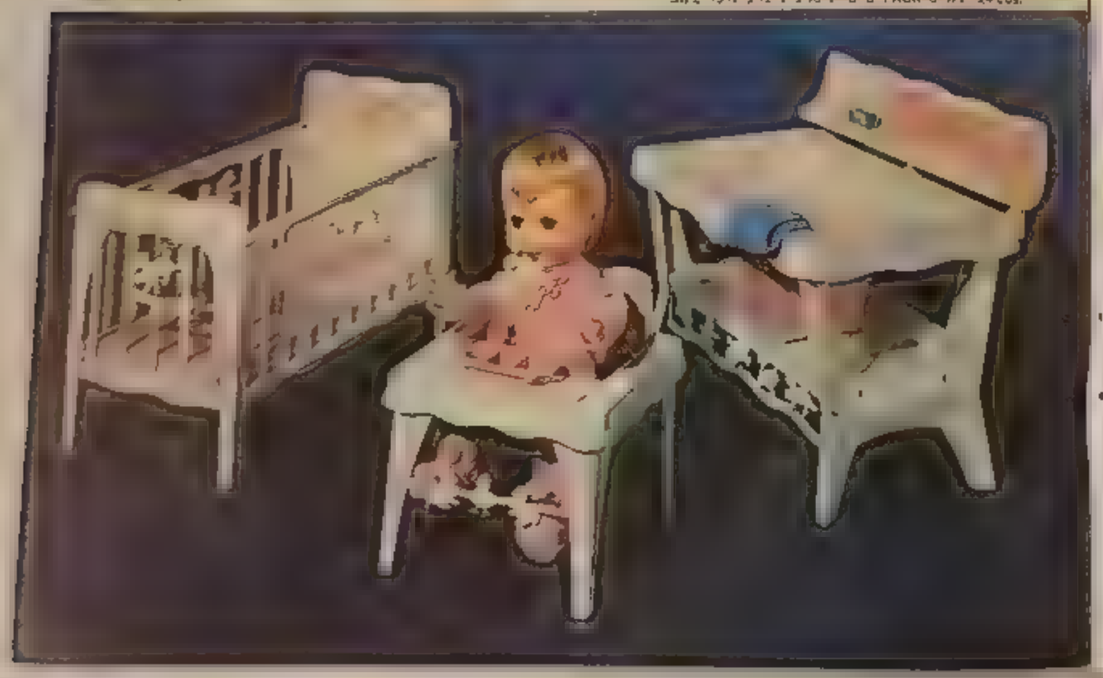
Baby Brite's Nursery has everything a Little Mother needs to keep her Baby Brite happy.

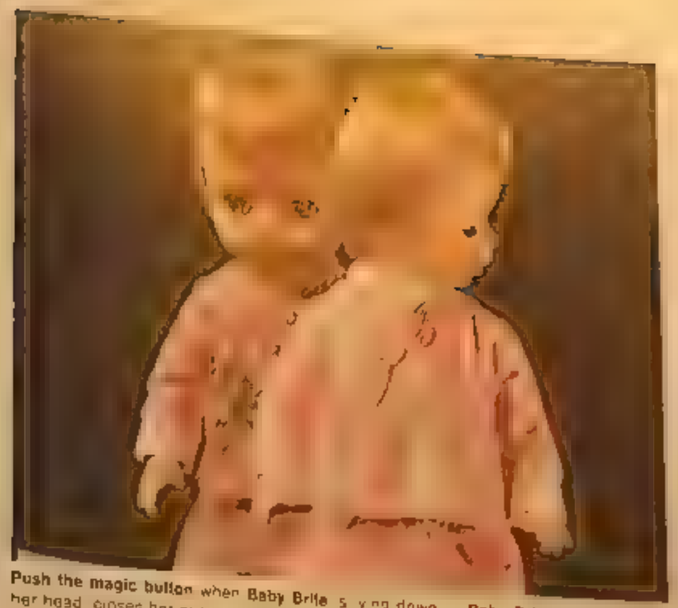
Baby Tender can be converted to flat table top. Decorated with molded animal figures. Has feeding dish and spoon.

• Bathinette for Baby Brite's bath. Complete with towel and sponge and drain pan. Bathinette decorated with molded animal figures.

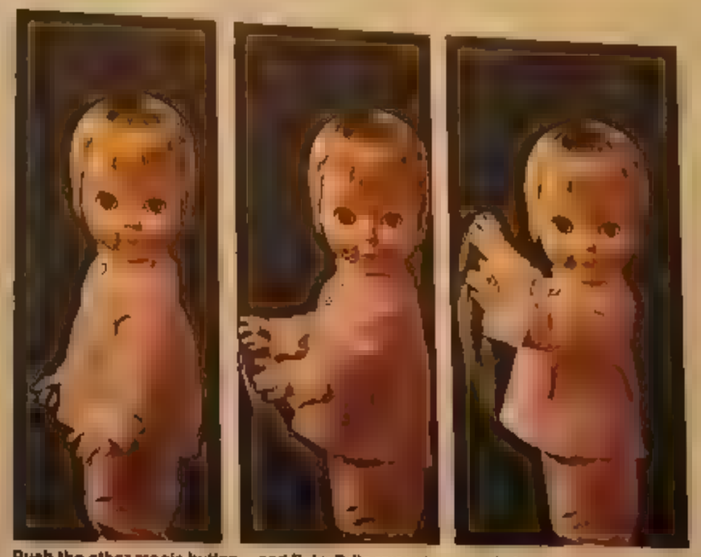
Crib decorated with molded animal figures. Crib has its own pink Box Mattress.

SIZE 19½ x 12½ x 10½ STD PACK 3 WT 24 lbs.





Push the magic button when Baby Brite is lying down. Baby Brite turns her head, closes her eyes and goes to sleep.



Push the other magic button...and Baby Brite raises her arms to be picked up

TOPPER
TOYS

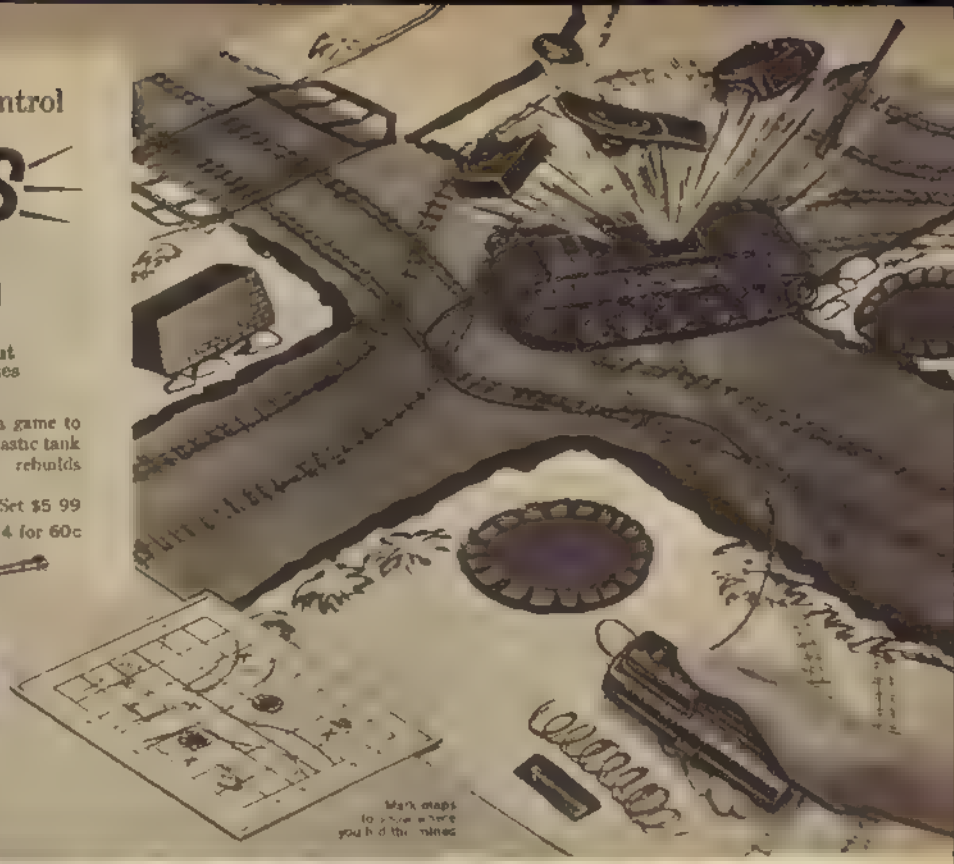
Guide your tank by remote control

EXPLODES

if it hits a hidden mine
in this 4x3-foot battlefield

Sold only at Sears $5.99 without batteries

Tank lumbers forward, backward, left or right. It's a game to see who can make it across cloth battlefield. 10½-in. plastic tank "blows up" if it rolls over 1 of 10 magnetic mines — rebuilds easily. 6 maps. Order 2 "D" batteries below.
49 N 4211—Shipping weight 3 pounds — Set $5.99
49 N 4660—"D" Battery. Wt. each 4 oz. 2 for 32c; 4 for 60c



$2.79

Wind-up Train on base

See the town, pass through a tunnel, tour the countryside. Real moving signals go into action when train passes. Two metal cars with plastic engine. 11 in. long. Colorful metal base 22x13 in. wide. From U.S.
79 N 5736C—Shpg. wt. 3 lbs. $2.79

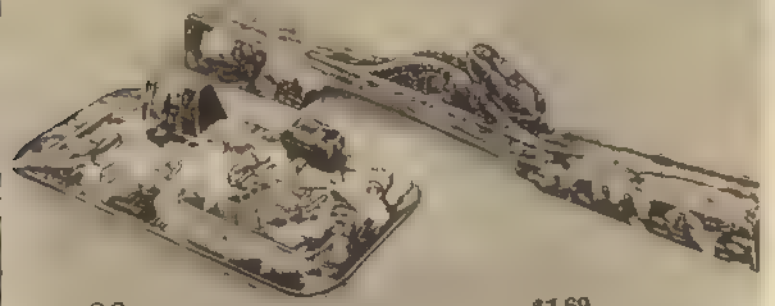
$1.69

Wind-up Auto Race

Starter waves his flag—they're off. Two 4-in. cars speed around 29x14 in. wide figure-8 track. Cars never collide at intersection . . one stops, other goes. Steel track snaps together. From West Germany.
49 N 4220—Wt. 1 lb. 14 oz. $1.69

52-piece Farm Set with hand-painted livestock . . even a windmill that turns 99c

Little hands will keep busy for hours sending the cows to pasture, or just moving the animals around. Livestock includes pigs, cows, horses, goats, chickens, ducks and a collie, too. There are 3 hand-painted farmer figures to run the farm. Other accessories are a building, 12 fence sections, a feeder and a windmill. All are made of durable plastic.
49 N 5673—Shipping weight 6 ounces — Set 99c



99c

Wind-up Combat Tank

Includes colorful metal base with scenes from the "front line." Tank crosses bridge, goes in and out over the battlefield, through tunnel, then back again. Metal tank is 2 in. long. Base is 15x7 inches wide. Strong clock spring motor and key.
49 N 4215—Shpg. wt. 12 oz. . 99c

$1.69

Battleground Tank

Watch tank go over bridges and roads just like real military action. Wind-up tank climbs up and over hill, then back again, without stopping. Colorful metal base folds out. Metal tank is 4 in. long. Base is 33x3 in. wide. Strong clock spring motor, key.
49 N 5685—Wt. 1 lb. 7 oz. . $1.69

91-piece Army Set with 30 soldiers, tank, helicopter, jeeps, trucks and cannon 99c

Soldiers in varied action poses stand 1¼ inches high. Other pieces also included are motorcycles, fence sections, cannon shells. All of plastic.
49 N 5674—Shipping weight 6 ounces — Set 99c

Note: All items on page from Hong Kong or Japan unless otherwise noted.

Smarty Bird by Ideal $8.49 without batteries

He announces each movement with a proud whistle. Touch his tail, he goes backward and forward on rotating web footed discs, eyes rolling merrily. Order 5 "D" batteries at right. Plastic, 16 in. high.
79 N 5865C—Shipping weight 6 pounds.... $8.49

Lady Gaylord by Ideal $4.44

Irresistible plastic pull toy, completely feminine with long lashes and cherry-bedecked straw sombrero. Has dog house, wagon, play dog biscuits, feeding dish, fire hydrant. 16 in. long.
49 N 5848C—Shipping wt. 2 lbs. 12 oz. .$4.44

The Big Parade by Marx $7.99

Five cadets in sparklin' full dress uniforms march along to the beat of the drum while you direct their movements with the magic baton. Plastic cadets 11 in. tall. Order 2 "D" batteries at left.
79 N 5864C—Shipping weight 4 lbs.....$7.99

79 N 4660—"D" Battery. Shipping weight each 4 ounces . ...2 for 32c; 4 for 60c

$6.99
without batteries

He wags his tail, shakes his floppy ears, barks as he jogs toward you on concealed wheels. No wires, sound waves activate inner mechanism. Steel frame, rayon plush coat. 11 in. long. From Japan. Order one 9-volt battery below and 2 "D" batteries above at right.
49 N 5743M—Shpg. wt. 2 lbs. 8 oz.. $6.99
49 N 6417M—9-volt Battery. Wt. 4 oz 35c

Crowing Rooster by Marx

Flaps wings, moves head, neck, beak . . and crows. 30-in. flexible cable to control with 4 push buttons to direct actions. Plush covered metal 13 in. high. Japan. Order 2 "D" batteries below.
49 N 5689—Wt. 1 lb. 12 oz. $4.57

Nutty Mad Indian by Marx

Lets out a war whoop while beating drum and making ceremonial movements. Even tongue moves. Felt-dressed, 12-in. tall. Metal and plastic. From Japan. Order 2 "D" batteries below.
49 N 5695—Wt. 1 lb. 12 oz. $3.79

"D" Battery. Shpg. wt. each 4 oz.
49 N 4660 ..2 for 32c; 4 for 60c

$4.57
without batteries

$3.79
without batteries

BIXBY and the BUNNY

Remote-control Bixby chases a frisky Bunny, who hops away realistically when touched $4.94 without batteries

The cutest, most fun-filled rabbit chase [illegible] only at Sears. Bixby runs forward, backward, right or left . . even barks and wags his tail. Just push buttons or turn wheel on battery case. Wind-up Bunny moves when tail is tapped, then stops. Plush-covered metal . . 9 in. and 5 in. long. From Japan. [illegible] batteries [illegible]
49 N 5696—Shipping weight 2 lbs. Set $4.94

■ SPECIAL-INTEREST CARS

Franklin

Air-Cooled Innovator

by Donald Earnshaw

THE H. H. FRANKLIN Manufacturing Company began as a subsidiary of a die-casting firm known as the Franklin Manufacturing Company. The newly formed subsidiary was charged with the responsibility of producing a car designed by its vice president, John Wilkinson.

Although the first designs were made in 1897, it wasn't until 1902 that 13 cars were made and sold. Harry Knox of Springfield, Massachusetts, was credited with putting the first car with an air-cooled engine on the road in the United States, but Franklin was the only really *successful* enterprise in the air-cooled-engine field.

Early Franklin models, produced in Syracuse, New York, used more aluminum than any competitor, and it advertised the advantages of its laminated-wood frame. Although Franklin offered both four- and six-cylinder, pressure-air-cooled engines in runabouts and tourings (from $1800 to $4000), the strongest selling point was that these light cars weren't only fast but also economical. Their claim was that the air-cooled engine operated at a more efficient 350° F., while the water from liquid-cooled engines boiled at a much lower temperature. Franklin proved their economy by traveling 95 miles on two gallons of gasoline in a 1908 efficiency contest, while the nearest water-cooled car went only 48 miles.

In 1916, Franklin was the only car with an air-cooled engine among the 169 different makes offered. The method of cooling was easy to overlook, but the absence of a radiator shell made the design too different, and this hurt Franklin sales. The size of the opening in the front of the hood gradually increased until 1925, when a full radiator shell was placed in front of the engine, giving the car a standard look.

Many auto manufacturers had considered marketing a car with an air-cooled engine, but they were more concerned with patent suits and therefore never made the final step. Chevrolet offered a four-cylinder, air-cooled engine as an option in the early 1920s. It's a fact that in 1925, Delco (a GM division) sold an electric generating plant powered by a four-cylinder, air-cooled engine. This engine, by coincidence, would fit right into a four-cylinder Chevrolet.

The Franklin Automobile Company began using the name Airman and Airman Limited for their models in 1928. This began the association of Franklin air-cooled cars with airplanes. In 1928, Cannonball Baker drove an Airman on a coast-to-coast round trip in less than 158 hours and averaged 42.5 mph. Franklin ads boomed the message in 1928: "Balancing this speed are synchronized, four-wheel hydraulic brakes to assure positive action and utmost security at all times."

This braking innovation put Franklin ahead of 70 of its 77 competitors, but the Depression soon set in and the public seemed interested only in low-priced cars. There were more different companies producing large cars in the upper-medium class than sales could support. Franklin didn't have a low-priced, bread-and-butter product to sell and couldn't afford to make any major changes. They went into the hands of receivers in 1934, after marketing an air-cooled V-12.

The H. H. Franklin Club, a non-profit organization, is dedicated to the preservation and restoration of all Franklin automobiles. More information from Club Secretary Miles S. Amick, Box 535, Cumberland, Md.

Round "radiator" on this 1907 air-cooled Franklin set it apart from competitors, but probably hurt sales because of difference.

By 1918, sloping hood looked much like Renault, then a high-priced luxury car. Franklin was famed for excellent efficiency.

Square 1928 phaeton bowed to buyer pressures by adopting a conventional-looking grille shell. This model was six-cylinder.

Looking much like a huge '34 Ford, the 1934 Franklin could be ordered with an air-cooled V-12 that sported overhead valves.

■ SPECIAL-INTEREST CARS

Model T Ford

Any color so long as it's black

by Robert A. Mogge

Past President

Model T Ford Club International

AT THE BEGINNING of the 20th Century, there were only 8000 automobiles in the U.S. But more than 20 million horses and mules served our Victorian-tired population of 76 million people. The technical and industrial contributions that came from pioneers like Henry Ford dramatically paved the way for the most fantastic material revolution man has ever experienced.

"I would like," declared Ford, "to put the farmers in possession of the land, destroy ignorance, and leave the producers of goods free to develop. . . . With the automobile, the farmer can live in the country and have all the experience of the world."

On March 10, 1908, the biggest forces at work selling Ford cars were the 20,000 horseless carriages Henry had built and sold. All that was claimed in early Ford catalogues and ads was completely borne out by these pre-Model T vehicles.

When the Model T was finally introduced the following October, it had to be right from the start. Every small detail had been carefully designed. Special tools had been installed, special alloy steels developed. Simplicity, durability, utility, and efficiency had been "joined in one harmonious whole" to make the car that Ford pronounced "perfect." Model Ts gave people mobility; it was the Universal Car that would take them away from the farms.

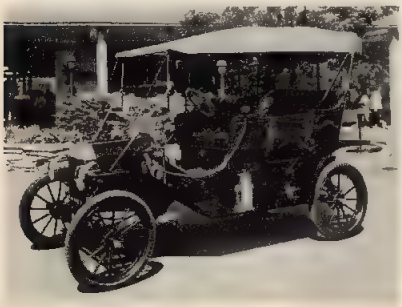
Henry Ford was fearless with his Model T project. He stayed that way until engine #15,007,033 left the assembly line in May of 1927, when the flivver was turned out to pasture. Ford never gave in easily. He fought friend and family to save his beloved Tin Lizzie. Model T was *his way* of showing contempt for wealth, show, and servants. "You can have any color as long as it's black!" bellowed Ford. Again it was his way of making sure that what was good for one was good for all

Ford's famous $5-a-day minimum wage declaration in 1914 was another blow against monopoly and inefficiency. Whether he broke precedent (chiefly at the instigation of James Couzens) to eliminate the need for special, skilled workers, or to forestall a possible union invasion, Henry Ford shared profits with his workers – he improved their lot and created more purchasing power to sell more Model Ts.

It was this Ford ability to ignore the profit motive that gave him a tremendous advantage over competition. In the heyday of the Model T, Ford sales accounted for 50% of all U.S. automobile business. Other car manufacturers claimed that Henry was merely providing transportation, not building motor cars. Yet Ford's output eventually hit the one-million-a-year mark. This meant over 3000 of these plain, temperamental, black, 20-hp, four-cylinder, planetary-drive flivvers were being built every weekday (the Ford plant was closed on Sundays).

But time was the factor Henry Ford couldn't overcome. By the mid-1920s, people weren't satisfied with the simple ruggedness of the Tin Lizzie. Reluctantly, rebelliously, forcibly, the Model T came to an end and gave way to Model A in 1928. The things Ford had hoped and planned for people had truly become a new, exciting, adventurous way of life – but there was no longer loyalty for *the car* that had so significantly brought it all about.

The Model T Ford Club International, a non-profit society, was formed in 1952 to promote the preservation and restoration of antique automobiles, particularly the Model T Ford. Membership numbers nearly 1500. The Model T Ford Club International, Allerton Hotel, 701 N. Michigan Ave., Chicago 11, Ill.



This car put America on wheels. Lots of brass relieved black paint, and 1911 Model T incorporated stark functionality, not frills. Yet the car had simple beauty few others could match.

Last of the Tin Lizzies (1927) shows many changes, but there's still the same workaday elegance. Engine and drive train went unchanged for 19 years. Fifteen million Model Ts were built

■ SPECIAL-INTEREST CARS

Willys-Knight

With an engine you'll never wear out

by D. Laughton, *Editor*, KNIGHT-OVERLAND STARTER

AETAT MAJESTAT – eternally majestic – is the phrase that best describes the Willys-Knight. From its inception, it was a leader in both performance and coach design.

When John North Willys went to England in 1912, Daimler of Coventry and Charles Knight offered to let him road test one of their sleeve-valve-engined cars. Like many another American automobile manufacturer, he was skeptical of this new powerplant. Was it as silent as they claimed? Would it hold up? Would a car the factory prepared for him be "prepared"?

Asking these questions, he rented a Daimler and drove 15 hours a day until he'd covered 4500 miles of English countryside. He was completely satisfied on the first count and when he asked the chauffeur how the engine was holding up, the reply was something like, "I don't know, sir. I've been so tired from driving that I haven't raised the bonnet."

Within two years, John Willys had bought a Knight license, bought out Edwards-Knight, and moved it from New York to Ohio to build the first Willys-Knights.

Most Willys-Knights were Classic in every respect but price. The dual-sleeve-valve, Knight-patented engine was the finest of its day. Many authorities will argue that the Knight engine wasn't a high-speed unit, but in 1930, the 353-inch Cadillac V-8 was rated at 90 hp at 3000 rpm, while the largest Willys-Knight, 255 inches, was rated at 87 hp at 3200 rpm. In 1913, a Mercedes-Knight finished fifth at Indy. In a 1925 contest held by the French government, a Minerva engine proved itself superior to any poppet-valve engine. After 240 hours at full throttle, it was producing better than 100% of its original power, while most of the poppet-valve engines had either blown or dropped to about 30% efficiency. In 1928, a sleeve-valve Voisin captured every speed record from 128.75 mph for one hour to 113.75 mph for 3000 miles and others up to 50,000 kilometers.

Features like 5.5-to-1 compression (highest in 1928), hemi-heads, perfectly sealed combustion chambers without hot spots, and the best unblown breathing system ever devised made the Willys-Knight, inch for inch, the most powerful American production engine of its day. With up to 100,000 miles without repairs, increased power with use, and silence unmatched to this day, Willys had an engine hard to approach.

Other features included the Skinner Rectifier to remove gas and water from the oil, Lanchaster balancers to eliminate vibration from the Fours, Belflex fabric shackles for a quiet, lube-free chassis, roller bearings instead of bushings in the kingpins for easier steering, and bodies from the most successful coachbuilders of the day.

With a total production of over 325,000 cars, the Willys-Knight has to be classified as a success. Its enthusiastic owners ranged from Franklin D. Roosevelt to Lee deForest and Glenn Curtis. Willys-Overland ad men had a field day filling the center spreads in many magazines with citations from European monarchs, endorsements of society "400s," and the testimonials from safaris like Olsen and Johnson.

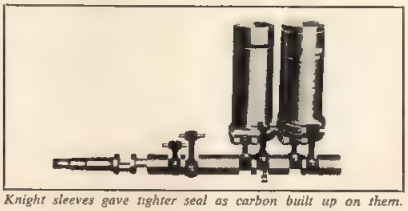
The demise of the Willys-Knight was caused by the Depression, the cost of Knight engine production, lack of competent service personnel, and progress – in that order. Like chivalry, the Willys-Knight may be gone, but it isn't forgotten.

The National Registry of Willys-Knight Automobiles fosters the recognition and preservation of all sleeve-valve-engined automobiles. NRW-KA, 1912 Teresita Lane, Newport Beach, Calif.

Nothing pretty about 1917 W-K except its sleeve-valve engine.

Super-jazzy 1928 Willys Knight roadster was made for NY Salon.

Handsome 1924 Model 64 had 40-hp Four, cost $1175 for coach.



Knight sleeves gave tighter seal as carbon built up on them.

■ SPECIAL-INTEREST CARS

Airflow 5 years to design—30 to grow on

by Bob Selbrede, *Editor,* AIRFLOW NEWSLETTER

THE YEAR 1964 marks the 30th birthday of the first Airflow. The three-dimensional airfoil shape of the Airflow made it stand out among its contemporaries. Its design was very controversial, but it's doubtful whether any other single design had greater influence on later cars.

A few years after Chrysler Corporation was formed, its research director, Carl Breer, decided to investigate the possibility of reducing air resistance by adapting aerodynamic principles to the design of automobiles. The Airflow's shape was the result of many years of wind-tunnel testing, first using wooden blocks of various shapes and eventually going to scale-model automobiles.

In contrast to the high, boxy cars then in vogue, the Airflow had low-slung, gracefully curved lines that had a minimum of protrusions and looked a little like it'd been cast in a mold. By design, the Airflow's beam was near the front of the car. This gave room for a three-passenger front seat. The slanted windshield was unusually wide, and it increased driver visibility by some 25%. One body style, the limousine, sported the industry's first one-piece, curved windshield.

The first Airflows were a snub-nosed breed having a long-radius curve in their grilles and hoods. Hoods were hinged near the cowl and extended forward to the bumper line. The massive, heavy-gauge fenders, bolted high on the body, formed a smooth contour from fender to hood. Headlights were mounted flush with the surface of the fenders and were forerunners of today's Sealed Beams. Rear fender skirts were standard equipment, and the spare tire of this fastback Airflow was carried in a continental kit (except for the coupes, which carried theirs in a special compartment).

The 1934 DeSoto Airflow had 11 ventilating louvers on each side of the engine compartment – behind the fenders. Its Chrysler counterpart had three manually operated doors on each side. In addition, both models had louvered panels beneath the fenders. There were 11,292 Chrysler and 13,940 DeSoto Airflow models made in 1934.

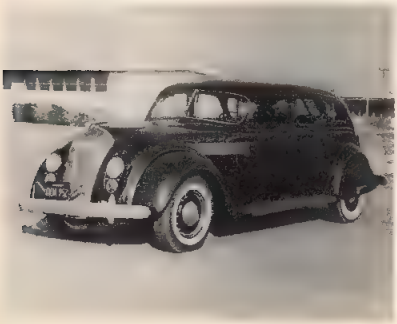
The 1935 Airflows had only minor styling changes. The Chrysler models replaced their previous three- and four-tiered bumpers with a single, wide bumper similar to that on the DeSoto. Its characteristic "dual headlight" design was altered, and the hood-louver doors replaced by a less functional design – two wide bands of fixed louvers. The number of fixed louvers of the DeSoto model was reduced to three rather long ones. Total production of 1935 Chrysler Airflows dropped to 7751 cars. As in 1934, models came in three series: the Airflow Eight, the Airflow Imperial, and the Custom Imperial. Production of the single DeSoto Airflow model was a mere 6797.

As usual, many improvements and changes were made on the 1936 Airflows, but most were mechanical. The grille and headlamps became reminiscent of the '34 models. The decorative louver vents of the Chryslers were only miniature versions of the 1935 design, whereas the DeSoto included two and three wing-shaped louvers on each side of the hood. Production of Chrysler Airflows dropped again – to 6275 cars. The demise of the DeSoto Airflow came in 1936, after 5000 of the S-2 models were manufactured.

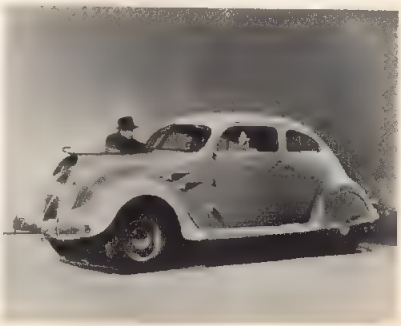
The 1937 C-17 was the last of the Chrysler Airflows. A total of 4600 was built. It was perhaps the most handsome of the group, and understandably so, because it combined the best of earlier designs. There were very few external changes.

Doubtless, the Airflow design is still, after 30 years, greatly influencing present-day automobile styling.

The Airflow Club of America, a non-profit organization, was founded in 1962 and is dedicated to the restoration and preservation of Chrysler and DeSoto Airflows and related history and lore. Airflow addicts are encouraged to contact Club Secretary Paul Criswell, Jr., 215 Leonard Ave., North Apollo, Pa.

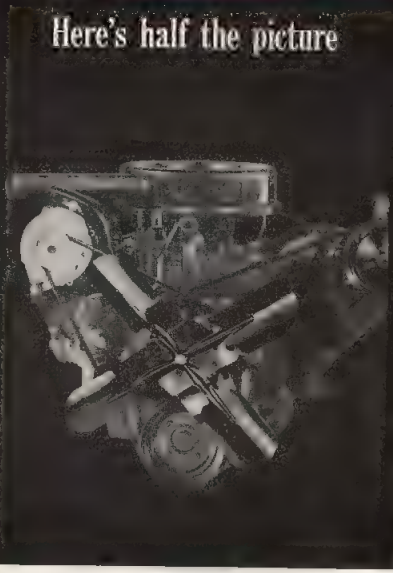


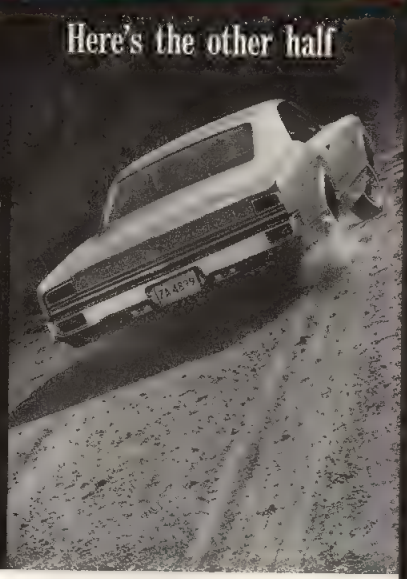
Chrysler Imperial Airflow (Model C-10) of 1936 offered overdrive optionally. Straight Eight engine put out 150 horses.



DeSoto coupe of the same year incorporated similar influential styling. Its 100-hp Six had optional aluminum cylinder head.

Dig the new Olds 425-cu.-in. SUPER ROCKET V-8 ENGINE!





You don't build a hairy mill like this one by looking over your shoulder. You start from scratch. Absolute. Sweat off pounds and bulk with special iron alloys and casting techniques. Add sinew with a forged crank that takes its thrust on the center bearing. The precision of integrally-cast valve guides. Lightweight rocker arms for better lubrication. A wedge-shaped combustion chamber with more potent compression. That's Oldsmobile's new 425-cubic-inch Super Rocket—available in 300-, 310- and 360-bhp., including a regular-gas version.

The 1965 Olds Dynamic 88 with a Super Rocket V-8 tucked under its hood! This powerhouse-on-wheels flattens hills like they were going out of style. Loafs along at turnpike speeds with inches of reserve action under the throttle. Strong claims? You bet they are! And your nearby Olds Dealer is prepared to turn you into a real believer. Make a pit stop soon and pick up the keys to a Dynamic 88 for a remarkable discovery: The whole world isn't standing still when you're bossing a Super Rocket—it only *seems* that way! Oldsmobile Division • General Motors Corp.

'65 OLDS

The Rocket Action Car!

Valiant & Barracuda

STARTING *with the distinctive '63 sheet metal, Valiant's designers have carefully studied just the important areas and skillfully refined their product with minimal changes. For example, the most controversial line on the original design was the wedge-shaped indent on the front quarter panel—its bottom edge slid diagonally down over the wheel house and went nowhere. Latching onto the advent of their important image car (Barracuda), they changed the die just to make this line horizontal, then camouflaged it with a heavy trim stamping on the regular series. Barracuda's tail-light assembly is also on the standard car, but additional trim across the back and just above the bumper marks the '65s and visually cuts down the deck height. Our criticism of the fastback is that the view* into *the car through the big back window is unattractive, and the outside trim strip across the lower window edge seems garish and unnecessary. The fine grille of the Valiant is richer. Its proportions are improved by dividing the outer panels horizontally Another big plus goes to the graphically handsome lettering in name plaques, also to the unique and beautifully proportioned wheel covers kept from last year. On the minus side, subtract points for the foolish lugs-and-louvers wheels on the Barracuda. Overall, though, Valiant has become a more identifiable and attractive product through subtle and well thought-out styling improvements.*

In place of last year's front fender crease, 1965 Valiant has chrome trim. Grille design now favors Barracuda, as does rear.

Trim goes high on body, medallions and bumper guards spell '65 changes. Valiant should come in for major restyling next year.

PHOTOS BY BOB D'OLIVO. CHRYSLER CORP

Barracuda remains very nearly the same as originally—not much chrome, graceful lines. Optional handling kit helps roadability.

CHRYSLER CORPORATION *continued*

consists of all-new interior and exterior sheet metal. The successful unitized body/chassis construction methods have been revised slightly. Instead of one complete, welded-together unit, the front stub frame's now bolted on. This same type of construction is also used on the big Plymouths and Dodges.

In the station wagon field, both Dart and Valiant wagons hold their 106-inch wheelbases. Belvedere and Coronet wagons share a 116-inch wheelbase, while the Plymouth Fury, Dodge Polara, and Dodge Custom 880 wagons share the 121-inch wheelbase. Chrysler's Newport and New Yorker wagons have a 124-inch wheelbase, which they share with all other Chrysler automobiles. This represents a two-inch increase over previous models.

The Chrysler alphabet series continues with the 300-L. As in the past, this sports-oriented personal car offers a bucket-seat/console interior and a large, healthy, 360-hp version of the 413-cubic-inch engine. As some of you may know, the 300 letter series has been making quite a name for itself on this country's rally circuits. Here its excellent handling characteristics, high comfort level, and high-output engine are all very desirable features.

Chrysler Corporation's luxury car, the Imperial, continues with the same styling introduced last year The design, which wasn't viewed with favor by everyone, was successfully accepted on the whole, as the '64 sales figures show. Over twice as many Imperials were sold as in 1963. Many refinements have been made for '65 in the areas of interior appointments and quietness of operation. The line continues to offer four models in two series: the LeBaron four-door sedan at the top of the line, the Crown two-door hardtop coupe, the Crown four-door hardtop, and the Crown two-door convertible

Other new items common to the whole corporation line-up include a switch to new low-profile tires and the adoption of flanged rear axles with improved bearings. The famous 5/50 (five-year or 50,000-mile) warranty covering major power-train components is continued on all cars. /MT

Ford Motor Company

Lincoln

IT TAKES *great courage to make any changes in a design that's been as successful and admired as the Lincoln Continental, but the 1965 model has a new face. Gone is the horizontal, mirror-image, die-cast, honeycomb, wedge-front of the original theme. In its place is a horizontal cavity containing a meticulous, horizontal, die-cast texture with center panel relief and strong, die-cast, polished-chrome, quad headlight bezels. Direction lights are now located behind small chrome grilles in the front edge of each fender fin, which has required lowering the tops of the bumper-end pads slightly. There's also an entirely new hood panel from the windshield forward, but the main difference is that the longitudinal, raised section has been narrowed to match the width of the forward-relieved portion of the grille. We get the impression of a long, narrow hood and radiator flanked by huge horizontal catwalks and the familiar thin fender fins There won't be any problem now identifying the latest model from either front or back. Tail lights are the same shape as before, but they carry chrome grille covers like the directional lights in front. Bumper, deck, and even the medallion are the same, but they've cleaned up the deck by removing the overlay texture panel. The panel in the rear bumper recess is now made up of fine horizontal lines.*

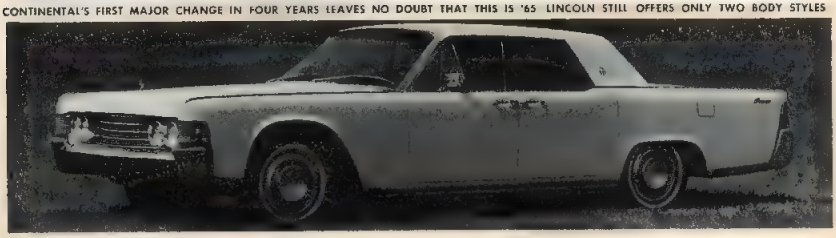
THIS YEAR MARKS a major milestone in the history of the Ford Motor Company. The introduction of the new, all-coil-spring chassis will put 1965 into the books along with the introduction of the Model A in 1928, the flathead V-8 in 1932, independent front suspension in 1949, and the ohv V-8 in 1954.

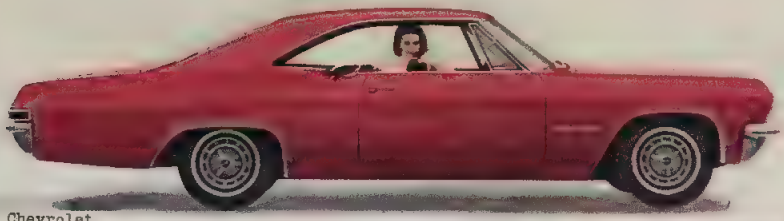
To find another year that saw such sweeping changes in the big Ford and Mercury lines, you'd have to go back to 1949. This was the last time these cars were actually brand new from the ground up. The all-new styling speaks for itself, but the real story's in the design changes of the frame, body, and suspension.

Both standard-sized Fords and Mercurys share the new chassis—but with minor dimensional differences. Ford has kept their 119-inch wheelbase, while Mercury stretches out from 120 to 123 inches Both boast what's come to be known as "wide-track," with 62-inch tread widths front and rear. This represents an increase of one and two inches respectively over what Ford and Merc used before.

In any analysis of the new chassis, the frame and body have to be treated as a single unit, even though they don't have unitized construction. In separate body/frame construc-

CONTINENTAL'S FIRST MAJOR CHANGE IN FOUR YEARS LEAVES NO DOUBT THAT THIS IS '65 LINCOLN STILL OFFERS ONLY TWO BODY STYLES





'65 Chevrolet
Impala SS Coupe

'65 Chevelle
Malibu SS Coupe

'65 Corvair
Corsa Sport Coupe

'65 Chevy II
Nova SS Coupe

Big Dodge Polara (on 121-inch wheelbase) shares Chrysler's roof

Completely new sheet metal shows in Custom 880's wide bustle.

Coronet 500 convertible stands on 119-inch unitized body/chassis

Middle-line Coronet 440 comes standard with 225-inch Slant Six.

Dodge

YEARS AGO, *manufacturers took fierce pride in establishing marque identification through the design of the radiator shell —woe to those who thought about radical departures or plagiarism. Today, there's panic in the planning rooms if the hash can't be flip-flopped as often as possible so it can dazzle the customer with an endless stream of acceptable trinkets. It's something of a temptation, then, to say, "Here's the all-new Hodgepodge Dodge," because it looks so little like anything in their showrooms for '64. Yet there's a faint familiarity about most of the parts. The Coronet's front-end theme is handsomely proportioned and could easily be refined if the factory decides to in the future. Inconsistently, the belt-line spear molding goes off toward the rear but changes its mind en route (the eye might tire of monotony during the long trip). This is a face lift, of course. But the Polara, 880, and Monaco, on the other hand, share a brand-new body with Chrysler that glows with ideas. The vertical-slot rear quarter window is a unique proportion that lightens and stiffens the upper, while the whole rear end is a crisply organized "graphic." The continuous ledge running down the body side adds tremendous length by dividing the height dimension. Only fly in the ointment is the busy, unrelated, familiar (from elsewhere) front end, but generally the series is fresh and exciting—nearly all new.*

CHRYSLER CORPORATION *continued*

reputation for good handling qualities has been earned on the strength of the torsion bars

The equally famous TorqueFlite automatic transmission wasn't quite so lucky. The pushbutton control, which they've featured since 1956, has been dropped in favor of a steering-column-mounted control lever. Nobody asked us (how about you?), but an extensive marketing survey was taken on the subject. Results showed that less than half the people who'd never driven a pushbutton car would ever consider buying one. So to stand a better chance of capturing some of these buyers, that excellent feature was ash-canned. The survey also showed that over 65% of present owners of pushbutton-equipped cars thought it was the best—at least they said they'd buy another one. We think those results are a little shy We've never talked to anyone who's driven with buttons who'd care to go back to the column-mounted lever. Floor-mounted, yes—but column, no! At least the TorqueFlite itself hasn't been changed. It's still the most positive shifting of any automatic on the market.

In the past, Plymouth would never admit that their full-sized car (116-inch wheelbase) wasn't exactly a full-sized car. This year, they're forced to call it an intermediate. Its new designation is the Belvedere I, II, and Satellite The Belvedere's basically last year's full-sized car with new front-end sheet metal, new interior, and different styling. It's offered with a lion's share of the available engines—seven of them, covering a horsepower range from 145 to over 425.

The Valiant's come in for only minor trim changes to set it off from the '64 model. The Barracuda, all-new late last year, is carried over unchanged in looks but has several added performance options. Foremost is a more powerful version of the 273-cubic-inch V-8. To complement this engine and add a little stature to the sporting character of the fastback Barracuda, a handling package's also offered. Much of the development work on this package was handled by Chrysler's champion rallyist, Scott Harvey He's also a darn good engineer. We drove a prototype and were very much impressed

SLAB-SIDED CHRYSLER 300 ALSO STARES THROUGH TEMPERED GLASS, PUTS DOOR HANDLES DIRECTLY ON TRIM STRIP CONNECTING FENDERS.

Chrysler

AT LAST, *the long-awaited "new look" for Chrysler is here, and it's quite a conversation piece. Up close—going over the car in detail—there's a continuous stream of new discoveries that catch the eye. First, of course, are the headlights grouped behind etched glass windows that neatly subdue the circles and complement the rectangular mouth-frame. The black grille and simple cross bar of the 300 let the headlight panels accent the opening better than the New Yorker (with its bright, horizontal texture). Mounting the door handles on the continuous fender peak molding makes them very inconspicuous. Rear fender skirts let the clean body shape flow uninterrupted. But most surprising are the roofs: the tight angularity and intriguing quarter-window proportion of the four-door sedan, the upholstered vinyl quarter panel of the hardtop, and the all-glass back panel. Even the tail-light panels float between bumper and deck areas, much like the front grille. But somehow the thing altogether doesn't quite come off. The front fender fin runs down into the bumper pad and intersects a horizontal crease. The rear fender fin continues into the rear bumper and twists awkwardly to meet the lower skeg molding. Simultaneously the eye tries to follow around the tail-light trough. Three clumps of texture behind the front wheel of the 300 are unrelated to anything. In short, the one ingredient lacking in the final assembly of ideas is taste.*

New Yorker shows off rear quarter window of new four-door sedan

Animal Tamer

(Bring on the Mustangs, Wildcats, Impalas . . . we'll even squash a few Spyders while we're at it.) Dodge has made it a little harder to survive in the asphalt jungle. They just uncaged the Coronet. A hot new Dodge at a new lower price . . . the newcomer that's a real goer.

Additup.

All new styling—and seven models to pick from. Transmissions? 3-speed manual, standard, the TorqueFlite, and 4-speed synchromesh are options. Console with optional tach, available on the Coronet 500. Naturally we've got a Sure Grip differential option. And a red-hot range of engines from the 225 cu. in. Six, through the 318 V8 2-bbl., 361 V8 2-bbl., 383 V8 2-bbl.—and topping the list is that torrid 426 V8 4-bbl.

Best of all, Coronet's priced right in there with Fairlane and Chevelle. But that's where the resemblance ends.

Your Dodge Dealer is waiting for you. Build Coronet the way you want it: Street or Strip.

And then go tame a few tigers.

'65 Dodge Coronet

DODGE DIVISION CHRYSLER MOTORS CORPORATION

This is the beginning of a new generation of Mercurys

now in the Lincoln Continental tradition

You've never seen a Mercury like this before. Clean, sleek, beautifully proportioned. It now rides on a longer wheelbase, has a wider stance, and the kind of luxury features and options once reserved only for the most expensive cars. The idea behind all this newness was to create a car that reflected the Lincoln Continental tradition—the Lincoln Continental way of doing things. See how well this new kind of Mercury suits you. Soon.

Mercury

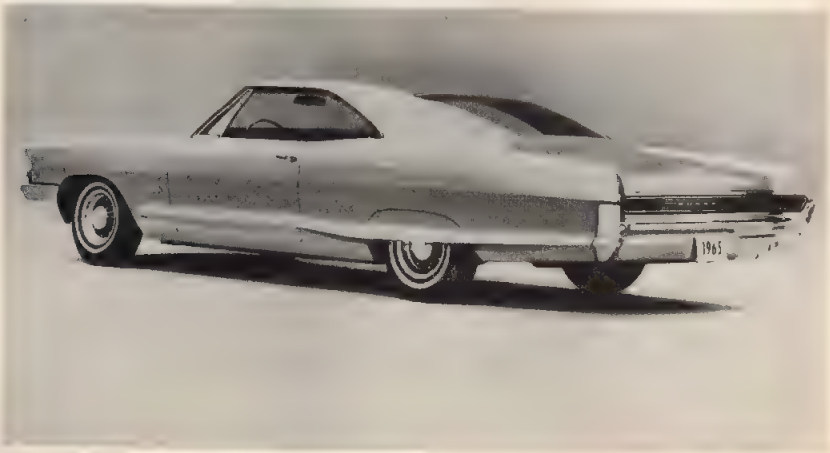
Tempest

FACE LIFTING *is probably the toughest task in styling, but Pontiac's designers have carefully examined the Tempest's image and tastefully added and subtracted details so the handsome character introduced last year is brought into even sharper focus. Playing the little brother role to the big, luxurious, fast Pontiac to the hilt, Tempest offers a combination of reserved elegance and bold performance that spells pride and red-blooded living. Smooth body sides with crisp edges are punctuated by a relief panel that looks like a husky frame beam, but this is just a simple background for the big, dynamic wheel cut-outs that show off the main design points — the wheels. For '65, these say performance and strength by looking like refined competition polished alloy types. The now-much-copied Le Mans tail-light treatment is improved by wrapping all the way around the fender tips for better night-time width indication. The GTO keeps its easy-to-spot hood scoop but makes it one in the middle (like a blower blister) and cleaner than last year. Other noteworthy details are the beautifully simple air opening in the front end, with its floating chrome frame and the strong, easy-to-read lettering used on all Tempests. Our only serious point of criticism on this series is the vertical headlight stack on each side that looks a little crowded. Last year's horizontal arrangement seemed to line up much better with the grille and bumper.*

Stacked quads highlight '65 Tempest changes. There's enough difference between series (Le Mans shown) to tell them apart.

Pontiac

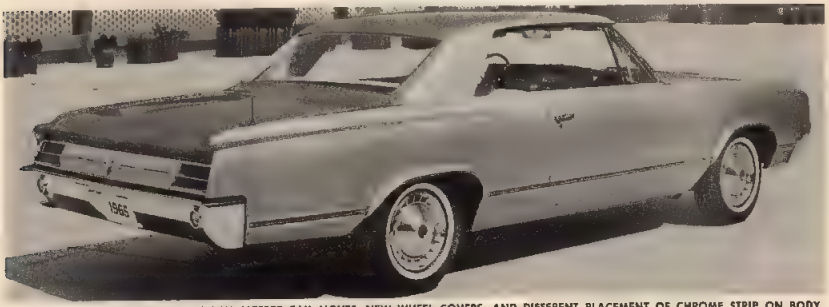
TWO YEARS AGO, *Pontiac made a design breakthrough. The car became a fantastic success when it introduced clean, dynamic shapes and good taste into the big, hot-performing, medium price field. In many ways, the award-winning Grand Prix could be considered one of the most influential designs of modern times. It's partly responsible for setting many current trends. The '65 Pontiac definitely follows this tradition with its undulating flanks, crisp edges, sporty accents, and tightly tailored hardware. Front-end themes vary with each model, but all play on the deep, horizontal air-slot theme that's divided by a thin, vertical hood from over a high, slotted bumper. The vertically stacked headlight barrels are exposed by sharply raking the fender lid back. This may look a little less tidy than previous versions. An important new touch, though, is the visual raising of the bottom of the body by adding a low fin or skeg that symmetrically repeats the top fender line, then hitting it hard with trim underneath. The rear end of the Grand Prix improves its much-copied hidden tail light trick by eliminating even the distracting shield. In the wheel department, GM's designers again show their mastery at creating functional-looking jewelry to accent the supple body forms. But the biggest news is the 2 + 2 – a sleek, gutsy, semi-fastback coupe that spells luxury grand touring in the best wide-track Pontiac sense.*



NEW SEMI-FASTBACK ROOF REACHES PINNACLE ON PONTIAC SKEG LINE RUNNING DOWN BOTTOM OF REAR FENDER GIVES CAR LOOK OF MOTION.

Olds F-85

STARTING FROM *the middle (which was brand new in '64), Olds' hot and handsome version of their intermediate luxury car has gone to new ends for 1965 model identification. The character's the same, but new sheet metal from the doors forward makes subtle changes that follow both the big Olds models and GM styling in general. Fender peaks curve down toward the front a little, looking less rigid than before, while the front end kinks back inboard of the headlights (same as other corporation cars). Costly name lettering is gone from the hood panel and is now included in the husky center bar of the die-cast grille. The rear end shows the biggest improvement and least change with a new die-cast insert panel below the deck lid that joins the tail lights in a simple, tasteful pattern. Both bumper stampings are new and house turn and back-up lights in tight circular ports instead of the usual ice cubes. Most important trim change is moving the heavy horizontal chrome molding (usually below the doors) up about five inches and running it from bumper to bumper. It adds strong emphasis to length while still tying in with wheel cut-out trim — also reduces the apparent body side height by lifting the bottom edge. New wheel covers look rich and strong with their cast radial fins and jewel-like molded plastic centers, the effect being a lot like Bugatti's functional design of the '30s. Most changes are clean and conservative but help to strengthen Olds' individuality.*



RESTYLED F-85 CUTLASS SHOWS SLIGHTLY ALTERED TAIL LIGHTS, NEW WHEEL COVERS, AND DIFFERENT PLACEMENT OF CHROME STRIP ON BODY.

F-85 VISTA CRUISER IS ONLY WAGON OLDS OFFERS FOR '65. IT'S ON 120-INCH WHEELBASE, FIVE INCHES LONGER THAN RUNNING MATES.

MARK 20

Racer-type touring bike

24" MEN'S 10-SPEED BICYCLE—MONARK The reason for (and the answer to) the current upswing of interest in adult cycling. High performance equipment. Huret Allvit derailleur systems, Phillips caliper handbrakes. Flambeyant Space-fire red. Wt. 35 lbs.
398HM5220 $48.95

Hamilton Greyhounds

GREYHOUND WAGON — HAMILTON. Baked-on red enamel finish. Sturdy body is 35x16½x4". Ball bearing wheels 10x1¾" automobile-type semi pneumatic tires. Wt. 33 lbs.
703HH930 $13.95
403HH530 30x13½x3½" body 16 lbs. $7.95

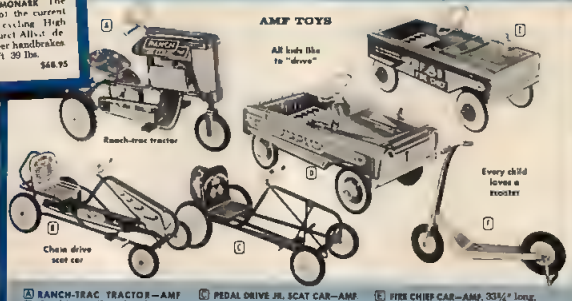
COUNTRY SQUIRE WAGON—HAMILTON. Body 16½x35". Baked on red enamel finish. Stake sides are 5/16" hardwood with natural finish and 3 coats of varnish. Tractor-type semi pneumatic tires. Life-time bearings. Wt. 35 lbs.
443HH1130 $16.95

VELOCIPEDE — AMF. U-bone frame. Swept-wing step deck. 2" tubular steel backbone. Ball-bearing pedal wheel. Chrome hub caps. Adjustable chrome plated handle bars. Adjustable steel saddle. Red finish, white trim
D-925AM919 10" 15 lbs. $13.95
D-926AM1066 12". $14.95
D-927AM1147 16" $16.95

Duo-deck 2-wheeler

DUO-DECK VELOCIPEDE — AMF. Chrome plated dual rear step deck. 2" tubular steel head. 1¼" tubular steel backbone. Polycthylene fender. Ball bearing pedal wheel. Adjustable handle bars. Adjustable vinyl saddle with springs. White pedals with red jewels. Black finish
D-950AM1197 10" $17.95
D-951AM1330 12" $19.95
D-952AM1463 16" $21.95

AMF TOYS



A RANCH-TRAC TRACTOR—AMF. Chain drive with nylon bearings completely enclosed. 37 x 19 x 28" high. Semi-pneumatic tractor tread rear tires. Spring mounted seat. Bright red finish. Wt. 28 lbs.
D-517AM1530 $22.95

B CHAIN DRIVE SCAT CAR — AMF. Full length chainguard. ¾" steel frame. Puncture proof tires. Airplane type steering wheel. Bright red finish. Wt. 27 lbs.
D-498AM1633 $24.50

C PEDAL DRIVE JR. SCAT CAR—AMF. 39" long, 19" wide. Sturdy ⅝" steel frame. Nylon bearing pedal drive adjusts to 5 positions. Airplane type steering wheel. Retractable footrests. Red finish. 22 lbs.
D-495AM1066 $16.95

D SUBURBANITE CAR — AMF. Ball bearing pedal drive adjusts to 3 positions. Rear view mirror, windshield, bulb horn. Molded rubber tires. Metallic red finish
D-531AM1587 Wt. 33 lbs. $25.95

E FIRE CHIEF CAR—AMF. 33¾" long, 16" wide. 3-position pedal drive with nylon bearings. Chrome plated bell and drive cord. ⅝" rubber tires. Red body with white trim and steering wheel. Wt. 23 lbs.
D-502AM1133 $16.95

F SCOOTER — HAMILTON Stamped 1-pc. frame and fork. 41x32". 10" wheels with semi pneumatic tires. Ball bearings. Red finish. Will delight any youngster. Wt. 16 lbs.
1240HM665 $9.95

G WOMEN'S ROLLER SKATES—CHICAGO SKATE Quality skates at an economical price. Ball-bearing plastic wheels. Unlined split leather shoes in white. Available in sizes ranging from 4 to 11. Wt. 7½ lbs. F.O.B. Chicago.
276P-100LCR1395 $20.95

H MEN'S ROLLER SKATES—CHICAGO SKATE Ball bearing plastic wheels. Unlined split leather low black shoes. Available in sizes ranging from 6 to 13. Wt. 7½ lbs. F.O.B.
276P-100MCR1395 $20.95

J MEN'S SHOE ROLLER SKATES—CHICAGO SKATE. Semi-precision skate with double rubber action. Plastic wheels. Unlined black shoes. Sizes 6 to 13. Wt. 8 lbs. F.O.B. Chicago
277G-324-1BCR2050 $31.95

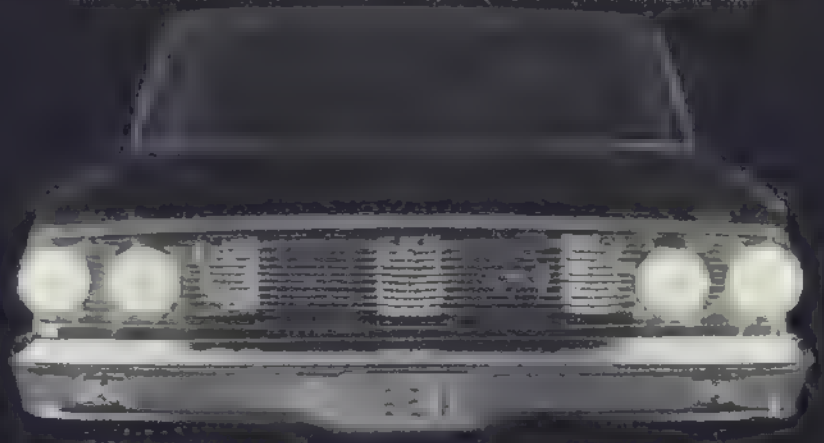
K WOMEN'S SHOE ROLLER SKATES—CHICAGO SKATE. Bright aluminum skate with double rubber action. Durylte plastic offset wheels grip the floor. Unlined full grain high white shoes. Sizes 4 to 11. 8 lbs.
277G-324-HWCR2050 F.O.B. $31.95

L IMP BEGINNER'S ROLLER SKATES—CHICAGO SKATE. A beginner's pair of skates with plain bearing wheels. Gives just enough action for fun and safety. Extends 6¾" to 7⅝".
140BCR150 $2.25

M FLYING SCOUT ROLLER SKATES—CHICAGO SKATE. For ages 7 to 17. Double tread steel wheels. Strong channel arch. Rugged buckle straps. Self-contained wheels with hardened steel balls. Extends 8" to 11"
101CR335 $3.35

BRIGHTEN UP YOUR PROFITS WITH AMT LIGHTS THAT WORK!

Working headlights and tail lights on a 1/25th scale model car? That's right! On both hardtop and convertible models of the '64 Ford Galaxie 500 XL and the Chevy Impala S/S. Another first . . . from AMT, of course. And we're light-headed if that doesn't make brilliant best-sellers out of all four of these 3-in-1 Advanced Customizing Kits! But working lights are just one of hundreds of new features in 1964 Customizing Kits



from AMT. Our team of five top customizers and 20 speed equipment experts have come up with custom and competition versions of 35 1964 convertibles and hardtops that will give millions of boys the urge to buy and build . . . cash registers the urge to ring. That's the AMT formula. And it works! Most-outstanding features. Greatest-impact advertising. Highest-quality materials and manufacture. Adds up, doesn't it? To profit . . . profit that's headed your way with every 1964 3-in-1 Customizing Kit from AMT

BUILD WITH AMT . . . YOUR CUSTOMERS DO!

AMT CORPORATION — Box 400, Troy, Michigan

Dam Trolls keep rolling: now produced in Florida

MINIATURE TROLL, BY DAM

Contrary to information received by TOYS & NOVELTIES and published in our December, 1963 issue, implying that imports of Danish trolls had been halted, the popular items continue to be readily available in all three sizes.

The wild-haired, happy-faced trolls, developed five years ago by ex-wood carver Thomas Dam in Denmark, are currently being manufactured in Florida under license by Dam Things Establishment. Sole United States sales licensee for the trolls, as well as for the entire Dam Things line, is Scandia House Enterprises, Inc., Coral Gables, Fla., headed by Mrs. Inge Dykins.

Each Dam Troll is an original, Mrs. Dykins points out, since hair and scalp are actual sections of sheepskin (imported from Iceland), and no two sheepskins can possibly be identical.

The Dam Trolls are available as 8" papa and mama, 5" brother and sister and the 2" miniature number.

Says Mrs. Dykins, "Dam Things Establishment has been able to keep up with the tremendous demand and is looking toward 1964 with full assurance that the demand, no matter how great it is, will be met and the high quality maintained."

There will be, Mrs. Dykins adds, some brand new Dam Things introduced this year.

Lomart announces acquisition, anticipated increase in sales

Lomart Perfected Devices, Inc., producer of above-ground swimming pool filtration, has announced the acquisition of the assets of Romar Filter Corp., Milwaukee.

The Brooklyn, N.Y.-based firm also reported that sales in the first half of the fiscal year, as of December 31, 1963, will exceed sales for the same period last year. An increase of approximately 20 percent in total sales is anticipated.

Lomart reported net sales of $1,808,564 and after-tax earnings of $202,163 in its last fiscal year, ended June 30, 1963.

Catalog publisher plans consumer hobby ad program

A multi-page Sunday newspaper supplement in November, 1964 will form the heart of a hobby industry advertising and promotional program currently being planned by Haywood Publishing Co., New York.

With "creative hobbies" as its theme, the campaign will offer "national distribution for manufacturers, regional coverage for wholesalers and a year-round consumer incentive program for retailers," according to George Spangler, publisher of the supplement.

In addition to Spangler, who is head of Oakes Consumer Catalogs, a division of Haywood, the team assembled to produce the program includes advertising manager William Van Precht, a 10-year veteran of the hobby industry, and Contempo Agency, Inc., which will handle creative and graphic arts aspects.

Actual circulation figures for the supplement, scheduled to appear in "multiple Sunday newspapers throughout the country," will be made available during the HIAA Trade Show in Chicago next month, along with complete details of the program.

American Toy names three reps

American Toy and Furniture Co., Chicago has recently announced three representative appointments. Jerry Tobin Associates, Merchandise Mart, Chicago, will cover Chicago, Illinois, Wisconsin and Minnesota. Darusmont, Sleeper & Associates, with Floyd Sleeper, Bill Trau, Ralph Sevebeck and Harvey Meier, will cover Ohio, Michigan, Indiana and Kentucky. Al Pozner will cover the Rocky Mountain states.

Ideal executive sees more toy sales in supermarkets

Labeling supermarkets a "vast untapped potential," Mark Michtom of Ideal Toy Corporation said that toys can be sold in the untraditional outlets if they are instantly appealing, priced low enough to come within the shopper's grocery budget and packaged so they can go in and out of the stores' warehouses quickly.

The New York toy firm's vice president also told a luncheon meeting of the Market Executives Club of New York that the nations' 100,000 supermarkets accounted for 75 million, or less than 4 percent, of the $2 billion of toys sold at retail in 1963. He pointed out, however, that this was an upward trend that will continue as the grocer becomes increasingly aware of the broader profit margins offered by non-foods.

"A recent survey showed that while non-foods do only 7 percent of the volume in supermarkets, they contribute 20 percent of the profits," he stated.

Michtom also stated that supermarket managers had to overcome a natural reticence to become familiar with anything other than staple grocery products, while toy manufacturers had to learn the workings of supermarkets and shopping habits of their customers. He further pointed out that since most people shop the supermarkets every week, the toys must change from time to time.

Other problems cited by Michtom were the fact that toys must compete with 5,000 other items for space in the stores and that they are sold by personnel unfamiliar with selling points.

Ideal vice president Mark Michtom, details the problems and potential of selling toys in Supermarkets, as he addresses the Market Executives Club of New York in the Lexington Hotel.

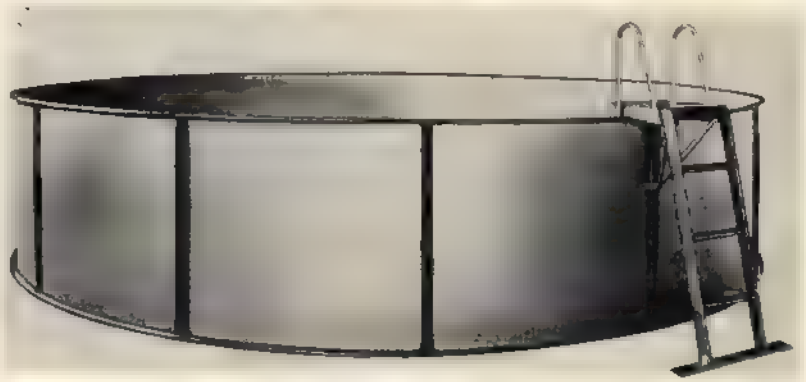
Simmons named Parker executive

Henry Y. Simmons has been named a vice president at Parker Brothers Inc., Salem, Mass. game manufacturer, according to president Robert B. M. Barton. Simmons' responsibility will lie in games research, development and marketing, and he will also handle special sales assignments.

Simmons was previously president of Phillips Publishers, Inc., game firm recently bought by Parker Brothers and now dissolved. All former Phillips games, including Spill and Spell, Take 12, Never Say Die, Pan-Kai and Chessers, will be marketed under the Parker trademark.

SIMMONS

Three series of pools in new Trophy line



A NUMBER FROM ONE OF THREE SERIES IN TROPHY'S NEW LINE

A new line of above-ground swimming pools for 1964 is being introduced by Trophy Industries, Inc., Arlington Heights, Ill. The Continental line of promotional family pools comes in seven sizes 12 x 36, 15 x 36, 15 x 42, 18 x 42, 18 x 48, 21 x 48 and 24 x 48

Features of this series include heavy-gauge steel rails and uprights; heavy-duty embossed vinyl pool liner; reinforced liner sleeves; and heavy-duty stucco embossed aluminum or galvanized steel sidewalls. Accessories include a specially designed pool ladder, wall seat and pool covers.

The Gibraltar line of deluxe family pools comes in the same sizes as the Continental, beginning with the 15 x 42 model. It features a heavy-duty embossed vinyl liner; extra heavy-duty frame assembly with I-beam construction; and a continuous 4" wide rest rail. The Silver Cup line of children's pools comes in 6 x 15, 8 x 20, 10 x 24 and 12 x 30 sizes

To reduce shipping cost and increase service, the new Trophy pool line will be made in both Chicago and Los Angeles Information about the line, in Bulletin 201, is available from Trophy Industries, Inc., 607 E. Northwest hgwy., Arlington Heights, Ill.

Gabriel promotes two, hires one

Gabriel Industries, Inc., New York toy and sporting goods manufacturer, announces two promotions and one addition to its sales staff Dan Weiss, 17-year veteran of the toy industry and special assistant for the past three years to Morton J. Levy, executive vice president at Gabriel, has been named general sales manager. Weiss will direct all field representatives of the firm's five subsidiaries Bell Products, Inc., B & M Sportoy Co., Gabriel Toy Co. Nassau Products Inc. and the J. Roberts Mfg. Co.

Leonard Moss a 10-year employee at Gabriel and previously representative in Midwest and East, has been promoted to assistant sales manager. Murray Hammer formerly with The Bernard Funk Co., has been appointed to handle special assignments in the East

WEISS

HAMMER

ANTHONY AND SLAVEN

Anthony and Slaven, new rep firm

Ray Anthony and Mike Slaven have joined to form the new representative firm, Anthony and Slaven. For the time being, they will operate from their homes Anthony, previously a character doll manufacturer for 7½ years and a representative for the last 7½ years, will cover Michigan, eastern Wisconsin and southern Illinois. Slaven, associated in the toy business for seven years with his father, Mart rep Robert Slaven, will cover Indiana, northern Illinois, Minnesota and western Wisconsin

"We feel the partnership will allow us to better serve our customers and factories," said Anthony. Robert Slaven will continue to merchandise toy and hobby items, concentrating exclusively on major mail order, drug and variety chains

Murray adds to sales staff

Pointing out details of the built-up bicycle wheel to trainee Walter Banas, Jr. (left) is E. J. McVoy, sales manager of the Service Parts Division of Murray Ohio Manufacturing Co. Also shown are chrome finish fenders and Murray's own spray finishes which have helped raise the division's volume this year.

Three new service parts salesmen, under the direction of E. J. McVoy, sales manager, have been added to the Service Parts Division of Murray Ohio Manufacturing Co., Nashville, Tenn. They are Thomas McCabe who covers the Midwest; Gene Smith who handles the West Coast, and Walter Banas, Jr., who is engaged in an extensive training program in manufacturing operations at the firm's Lawrenceburg, Tenn. plant

William Anderson, with the Service Parts Division since its inception, has transferred from the Midwest to the South and Southwest. Robert J. Beckley, also with the division since the beginning, remains as representative in the East. Packing and shipping personnel have also been added to the division at the Lawrenceburg plant.

A major factor in the success of Murray's Service Parts Division is its Bulk Pack System which features multiple packaging of the more common bicycle and wheel goods parts. The system saves on per-item and freight costs to the jobber and allows for inventory organization in cartons rather than in lots of individual parts

Bell is new Code Director

Howard H. Bell, vice president for planning and development and assistant to the president of the National Association of Broadcasters, has been appointed the new Code Authority Director by LeRoy Collins, NAB president. Bell succeeds Robert D Swezey who resigned. The appointment is temporary, pending approval of NAB's board of directors which will meet in Sarasota, Fla., January 27-31.

Mortensen leaves Duncan

Clyde Mortensen has announced his resignation as vice president in charge of marketing of Donald F. Duncan, Inc., Chicago.

Mortensen's future plans are indefinite.

Dam Trolls keep rolling: now produced in Florida

MINIATURE TROLL, BY DAM

Contrary to information received by TOYS & NOVELTIES and published in our December, 1963 issue, implying that imports of Danish trolls had been halted, the popular items continue to be readily available in all three sizes.

The wild-haired, happy-faced trolls, developed five years ago by ex-wood carver Thomas Dam in Denmark, are currently being manufactured in Florida under license by Dam Things Establishment. Sole United States sales licensee for the trolls, as well as for the entire Dam Things line, is Scandia House Enterprises, Inc., Coral Gables, Fla., headed by Mrs. Inge Dykins.

Each Dam Troll is an original, Mrs. Dykins points out, since hair and scalp are actual sections of sheepskin (imported from Iceland), and no two sheepskins can possibly be identical.

The Dam Trolls are available as 8" papa and mama, 5" brother and sister and the 2" miniature number.

Says Mrs. Dykins, "Dam Things Establishment has been able to keep up with the tremendous demand and is looking toward 1964 with full assurance that the demand, no matter how great it is, will be met and the high quality maintained."

There will be, Mrs. Dykins adds, some brand new Dam Things introduced this year.

Lomart announces acquisition, anticipated increase in sales

Lomart Perfected Devices, Inc., producer of above-ground swimming pool filtration, has announced the acquisition of the assets of Romar Filter Corp., Milwaukee.

The Brooklyn, N.Y.-based firm also reported that sales in the first half of the fiscal year, as of December 31, 1963, will exceed sales for the same period last year. An increase of approximately 20 percent in total sales is anticipated.

Lomart reported net sales of $1,808,564 and after-tax earnings of $202,163 in its last fiscal year, ended June 30, 1963.

Catalog publisher plans consumer hobby ad program

A multi-page Sunday newspaper supplement in November, 1964 will form the heart of a hobby industry advertising and promotional program currently being planned by Haywood Publishing Co., New York.

With "creative hobbies" as its theme, the campaign will offer "national distribution for manufacturers, regional coverage for wholesalers and a year-round consumer incentive program for retailers," according to George Spangler, publisher of the supplement.

In addition to Spangler, who is head of Oakes Consumer Catalogs, a division of Haywood, the team assembled to produce the program includes advertising manager William Van Precht, a 10-year veteran of the hobby industry, and Contempo Agency, Inc., which will handle creative and graphic arts aspects.

Actual circulation figures for the supplement, scheduled to appear in "multiple Sunday newspapers throughout the country," will be made available during the HIAA Trade Show in Chicago next month, along with complete details of the program.

American Toy names three reps

American Toy and Furniture Co., Chicago has recently announced three representative appointments. Jerry Tobin Associates, Merchandise Mart, Chicago, will cover Chicago, Illinois, Wisconsin and Minnesota. Darusmont, Sleeper & Associates, with Floyd Sleeper, Bill Trau, Ralph Sevebeck and Harvey Meier, will cover Ohio, Michigan, Indiana and Kentucky. Al Pozner will cover the Rocky Mountain states.

Ideal executive sees more toy sales in supermarkets

Labeling supermarkets a "vast untapped potential," Mark Michtom of Ideal Toy Corporation said that toys can be sold in the untraditional outlets if they are instantly appealing, priced low enough to come within the shopper's grocery budget and packaged so they can go in and out of the stores' warehouses quickly.

The New York toy firm's vice president also told a luncheon meeting of the Market Executives Club of New York that the nations' 100,000 supermarkets accounted for 75 million, or less than 4 percent, of the $2 billion of toys sold at retail in 1963. He pointed out, however, that this was an upward trend that will continue as the grocer becomes increasingly aware of the broader profit margins offered by non-foods.

"A recent survey showed that while non-foods do only 7 percent of the volume in supermarkets, they contribute 20 percent of the profits," he stated.

Michtom also stated that supermarket managers had to overcome a natural reticence to become familiar with anything other than staple grocery products, while toy manufacturers had to learn the workings of supermarkets and shopping habits of their customers. He further pointed out that since most people shop the supermarkets every week, the toys must change from time to time.

Other problems cited by Michtom were the fact that toys must compete with 5,000 other items for space in the stores and that they are sold by personnel unfamiliar with selling points.

Ideal vice president Mark Michtom, details the problems and potential of selling toys in Supermarkets, as he addresses the Market Executives Club of New York in the Lexington Hotel.

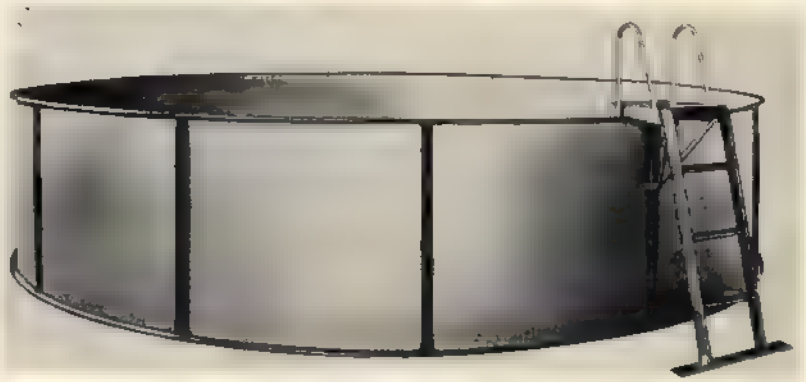
Simmons named Parker executive

Henry Y. Simmons has been named a vice president at Parker Brothers Inc., Salem, Mass. game manufacturer, according to president Robert B. M. Barton. Simmons' responsibility will lie in games research, development and marketing, and he will also handle special sales assignments.

Simmons was previously president of Phillips Publishers, Inc., game firm recently bought by Parker Brothers and now dissolved. All former Phillips games, including Spill and Spell, Take 12, Never Say Die, Pan-Kai and Chessers, will be marketed under the Parker trademark.

SIMMONS

Three series of pools in new Trophy line



A NUMBER FROM ONE OF THREE SERIES IN TROPHY'S NEW LINE

A new line of above-ground swimming pools for 1964 is being introduced by Trophy Industries, Inc., Arlington Heights, Ill. The Continental line of promotional family pools comes in seven sizes 12 x 36, 15 x 36, 15 x 42, 18 x 42, 18 x 48, 21 x 48 and 24 x 48

Features of this series include heavy-gauge steel rails and uprights; heavy-duty embossed vinyl pool liner; reinforced liner sleeves; and heavy-duty stucco embossed aluminum or galvanized steel sidewalls. Accessories include a specially designed pool ladder, wall seat and pool covers.

The Gibraltar line of deluxe family pools comes in the same sizes as the Continental, beginning with the 15 x 42 model. It features a heavy-duty embossed vinyl liner; extra heavy-duty frame assembly with I-beam construction; and a continuous 4" wide rest rail. The Silver Cup line of children's pools comes in 6 x 15, 8 x 20, 10 x 24 and 12 x 30 sizes

To reduce shipping cost and increase service, the new Trophy pool line will be made in both Chicago and Los Angeles Information about the line, in Bulletin 201, is available from Trophy Industries, Inc., 607 E. Northwest hgwy., Arlington Heights, Ill.

Gabriel promotes two, hires one

Gabriel Industries, Inc., New York toy and sporting goods manufacturer, announces two promotions and one addition to its sales staff Dan Weiss, 17-year veteran of the toy industry and special assistant for the past three years to Morton J. Levy, executive vice president at Gabriel, has been named general sales manager. Weiss will direct all field representatives of the firm's five subsidiaries Bell Products, Inc., B & M Sportoy Co., Gabriel Toy Co. Nassau Products Inc. and the J. Roberts Mfg. Co.

Leonard Moss a 10-year employee at Gabriel and previously representative in Midwest and East, has been promoted to assistant sales manager. Murray Hammer formerly with The Bernard Funk Co., has been appointed to handle special assignments in the East

WEISS

HAMMER

ANTHONY AND SLAVEN

Anthony and Slaven, new rep firm

Ray Anthony and Mike Slaven have joined to form the new representative firm, Anthony and Slaven. For the time being, they will operate from their homes Anthony, previously a character doll manufacturer for 7½ years and a representative for the last 7½ years, will cover Michigan, eastern Wisconsin and southern Illinois. Slaven, associated in the toy business for seven years with his father, Mart rep Robert Slaven, will cover Indiana, northern Illinois, Minnesota and western Wisconsin

"We feel the partnership will allow us to better serve our customers and factories," said Anthony. Robert Slaven will continue to merchandise toy and hobby items, concentrating exclusively on major mail order, drug and variety chains

Murray adds to sales staff

Pointing out details of the built-up bicycle wheel to trainee Walter Banas, Jr. (left) is E. J. McVoy, sales manager of the Service Parts Division of Murray Ohio Manufacturing Co. Also shown are chrome finish fenders and Murray's own spray finishes which have helped raise the division's volume this year.

Three new service parts salesmen, under the direction of E. J. McVoy, sales manager, have been added to the Service Parts Division of Murray Ohio Manufacturing Co., Nashville, Tenn. They are Thomas McCabe who covers the Midwest; Gene Smith who handles the West Coast, and Walter Banas, Jr., who is engaged in an extensive training program in manufacturing operations at the firm's Lawrenceburg, Tenn. plant

William Anderson, with the Service Parts Division since its inception, has transferred from the Midwest to the South and Southwest. Robert J. Beckley, also with the division since the beginning, remains as representative in the East. Packing and shipping personnel have also been added to the division at the Lawrenceburg plant.

A major factor in the success of Murray's Service Parts Division is its Bulk Pack System which features multiple packaging of the more common bicycle and wheel goods parts. The system saves on per-item and freight costs to the jobber and allows for inventory organization in cartons rather than in lots of individual parts

Bell is new Code Director

Howard H. Bell, vice president for planning and development and assistant to the president of the National Association of Broadcasters, has been appointed the new Code Authority Director by LeRoy Collins, NAB president. Bell succeeds Robert D Swezey who resigned. The appointment is temporary, pending approval of NAB's board of directors which will meet in Sarasota, Fla., January 27-31.

Mortensen leaves Duncan

Clyde Mortensen has announced his resignation as vice president in charge of marketing of Donald F. Duncan, Inc., Chicago.

Mortensen's future plans are indefinite.

- Hazel Pearson Handicrafts 266
- The Perfect Parts Co. 219, 220
- Permacraft Products, Inc. 203
- Pettit Paint Company, Inc. 247
- Physio-Chem Corporation HF12
- Pickett and Eckel, Inc. 144, 145
- Nathan R. Preston & Company 139, 140
- Prevue Publications HF5
- Pyro Plastics Corp. Parlor F
- Pyrotex Corporation 1
- Railroad Model Craftsman 224
- Rainbow Crafts Company, Inc. 119, 120
- Renwal Products, Inc. 130, 131, 132, 133, 134
- Revell, Inc. Parlor H
- Saxet Manufacturing 146
- Shore Stamp Company, Inc. HF1
- Silvine Models 218
- Simms, Inc. 107
- Victor Stanzel & Company 239
- Sterling Models 50
- Sullivan Products 15
- Superior Plastics, Inc. 101, 102, 103
- The Testor Corp. Parlor G, 211
- Three Brothers 233A
- Tootsietoy-Strombecker Corp. 29, 30, 31, 32
- Top Flite Models, Inc. 212
- Toy & Hobby World 118
- Toys & Novelties 8
- True-Scale Models 24, 25
- C. J. Ulrich Co., Inc. 235
- Union Carbide Consumer Products Co. 229, 230
- Universal Powermaster Corp. HF17, HF18
- Varney Model Mfg. Company 214, 215, 216
- Veco Products Corp. 240
- Visual Art Industries, Inc. 104
- Wagon Masters, Inc. 121, 122
- Wen-Mac Corp. 44, 45, 46, 47, 48
- Western Trimming Corp. 150, 151
- Wilhold Glue, Inc. 232
- Wilson's of Cleveland 231
- X-Acto, Inc. 221, 222, 223

Look for action at HIAA Show, Convention

The Hobby Industry Association of America's 27th Convention and Trade Show, to be held at Chicago's Sherman House, January 31-February 6, will include a spate of activities for manufacturers, wholesalers and dealers.

The manufacturers will hold their annual section meeting on Friday, January 31, which will include the election of five directors and new officers, says Lee Blyler, chairman of the Manufacturers Section.

I. Austin Kelly, president of the National Employee Relation Institute will speak on "Executive Compensation, Pensions and Profit Sharing Plans;" Ernst & Ernst will propose a new approach to HIAA's present statistical reporting program; and David Finn of Ruder & Finn, Inc., HIAA's public relations counsel, will be guest speaker at the annual business meeting.

For the wholesalers, Saturday, February 1, has been designated as Wholesaler's Day, according to Donald G. Dewey, chairman of the Wholesalers Section. Highlight of the day will be the section meeting at 10 a.m. Leslie Nash of Ruder & Finn will unveil a public relations promotion program for the section, and new directors and officers will be elected.

At the noon luncheon, Dr. G. Herbert True will deliver a guest speech, "Ideas Make Wholesalers Great," in the afternoon Bud Semco of Semco, Sweet & Jayers, consulting industrial engineers, Los Angeles, will conduct a seminar on warehouse layout, material handling systems and order filling systems; and in the evening, wholesalers and retailers will combine for a dinner and "New Items" fashion show at which 50 exhibitors will give two-minute demonstrations of new items.

The dealers have a new idea in programming, and, for the first time, their program will not conflict with other convention activities, according to Richard H. Palmer, chairman of the Dealers Section. On Friday, January 31, the directors and executive committee meeting will be held, including all section committee chairmen and representatives of community groups; a number of HIAA division will meet at 1 p.m.; and in the evening, dealers will join other members for the annual business meeting.

Saturday, February 1, will feature a series of dealer clinics: Dr. G. Herbert True will conduct "A 'True' Brass Tacks Selling Seminar;" a panel discussion, with six manufacturers representatives participating, on "How A Rep Can Assist the Hobby Retailer;" a working session led by The Association of Twin Cities Retailers on cooperative TV; and several retailers presenting case histories and demonstrations on slot car racing. In the evening, dealers will join wholesalers for the dinner and "New Items" fashion show.

Sunday is the beginning of the Trade Show, with a Dealers Hospitality Party in the evening. The Pre-Paid Trip Ticket Plan for the six days and five nights of the Convention has insured the attendance of more dealers than ever before.

Hobby Queen for HIAA show

MICHELLE SARSFIELD

Miss Michelle Sarsfield, 16-year-old daughter of Mr. and Mrs. R. C. Sarsfield, hobby jobbers, Inc., 999 Lawrence st., Denver, has been named "Miss Hobby Queen" for the Hobby Industry Association of America's 27th Convention and Trade Show, to be held in Chicago, January 31-February 6, 1964. A veteran of 15 HIAA shows in her 16 years, Michelle will be in the spotlight from her introduction to the industry at the Annual Business Meeting on Friday, January 31 to her final appearance at the annual banquet on Tuesday, February 3.

HIAA to initiate "Gold Star" program at show

A "Gold Star" program will go into effect for the first time at the 27th Convention and Trade Show, February 2-6, 1964 at Chicago's Sherman House, according to Carl J. Maxwell, Maxwell Model Distributors, chairman of the Hobby Industry Association of America's Convention and Trade Show Committee. A similar program has been requested by HIAA members for several years.

Under the program, all exhibitors receive an agreement form stating that they will introduce no new items, other than those displayed at the show, until after April 15. "It has been the feeling of some wholesalers and retailers," said Maxwell, "that they should not order merchandise during the HIAA Trade Show because of newer items coming out almost immediately after the close of the show. It is our belief that this will help sales by our exhibitors during the show."

To date, 64 firms have signed and will display a gold star on their booths, indicating their promise not to introduce new items before April 15, 1964. Their names will also be starred in the Official HIAA Program Book so prospective buyers will know who signed the agreement.

Nominees to HIAA Board named

A five-man slate has been nominated for election to the Hobby Industry Association of America Board of Directors, announces Carl J. Maxwell of Maxwell Model Distributors, chairman of HIAA's Nominating Committee. The slate will be presented for election to a three-year term at the annual business meeting to be held on Friday, January 31 during HIAA's 27th Convention and Trade Show in Chicago

Three of the five men are up for reelection. They are Lee L. Blyler, Ambroid Co., Lewis H. Glaser, Revell, Inc.; and Milton K. Grey, Milt Grey Sales. Glaser, now HIAA president, and Grey are ending their second terms. Blyler, named as a replacement to finish the unexpired term of Alan Ginsburg, has served one year

The other two nominees are John A Bacon, AMT Corp., and Prem Gary, International Balsa Corp. Bacon and Gary will fill the vacancies left by Albert H Redles, Bachmann Bros., and A. Earl Smith, Paul K. Guillow, who will not run again when their present terms expire this year.

Other HIAA members serving with Maxwell on the Nominating Committee were A. G. Davis, National Model Distributors; Edward Kapitanoff, Western Model Distributors; Richard Mates, Hawk Model Co.; Matthew Sullivan, Sullivan Products; and L. S. Wetzel, Renwal Products

Meritorious Awards to be presented at HIAA Convention

Winners of the Hobby Industry Association of America's first Meritorious Awards, one of the industry's highest awards, will be announced and honored during the annual banquet at the 27th Convention and Trade Show, February 2-6, 1964 at the Sherman House, Chicago, according to Harold F. Auler, H. F. Auler Co., chairman of HIAA's Meritorious Award Selection Committee. Winners have been selected for having done something, beyond the line of duty, to further the progress, aims and ideals of the hobby industry.

"We want this award to be the highlight of this year's convention in Chicago, and it is our feeling that the candidates chosen are very deserving," said Auler. "We feel that the recipients of the award are long overdue in being recognized by the industry to which they have contributed so much."

Members of the committee headed by Auler are Jack M. Besser, Monogram Models; Edward Kapitanoff, Western Model Distributors; Carl J. Maxwell, Maxwell Model Distributors; and Charles D. Miller, The Testor Corp

Dowst acquires MR&R, to produce new racing items

With the acquisition of the assets of Model Road & Raceways, supplier of slot racing accessories, Dowst manufacturing Co. will manufacture a line of specialized racing products to be sold under the name. "Model Road and Raceways by Strombecker." Strombecker is a division of Dowst that manufactures complete model road racing sets and accessories.

According to Myron B Shure, vice president of marketing for the Chicago firm, products in the line will include such items as variable-speed hand controls and Pit-Slot track. Donald Weber, a 14-year veteran in the hobby industry, has been appointed manufacturing superintendent for the new division.

Braun joins Atlas

Phoning his first order is Elliott Braun, newly appointed sales administrator for Atlas Tool Co., Hillside, N.J. Formerly with the Michael Tager firm, Braun will be in charge of processing and expediting all orders. With him are his former boss, Michael Tager (left), and Steve Schaffan, Atlas president.

Eldon sponsors real racing auto

In another step to identify its miniature road racing program with the realism and excitement of big car racing, Eldon Industries, Inc., Hawthorne Calif. has sponsored the running of the "Eldon Special" during Nassau Speed Week which was scheduled to be held at Nassau, the Bahamas, December 1-8. Eldon had previously announced the purchase of exclusive television rights to films of four top racing events in 1964

The "Eldon Special," to be driven by international racer Dan Gurney, is a Lotus 19B, a one-of-a-kind sports car. It has a powerful 345 horsepower Ford Fairlane engine similar to the one driven by Gurney at last year's Indianapolis 500.

ELDON SPECIAL

Aurora promotes movie monsters with contest

Toy and hobby dealers across the country are invited to join Aurora Plastics Corp., West Hempstead, N. Y., Universal Pictures and *Famous Monsters of Filmland Magazine* in a "Make-A-Monster Contest" that will promote Aurora's series of seven Movie Monsters: Frankenstein, Dracula, The Wolf Man, The Creature, The Phantom of the Opera, The Mummy and The Hunchback of Notre Dame.

Under the contest, to run from February 1 to midnight April 30, contestants under age 21 are asked to customize one of these movie monsters. Judging will be on three levels.

On the local level, individual dealers will judge entries by a May 9 deadline. Each store participating in the contest will receive three plaques to award its top three entries. Within a week after this local judging, the dealer must submit to Aurora a color photograph of his winning entry From these, 48 state winners will be chosen

Prize for the state winners will be a five-year subscription to *Famous Monsters of Movieland Magazine*, appearance of his or her picture in an issue of the magazine to be devoted to the contest and a complete collection of Aurora Movie Monster model kits, including all future ones to be developed.

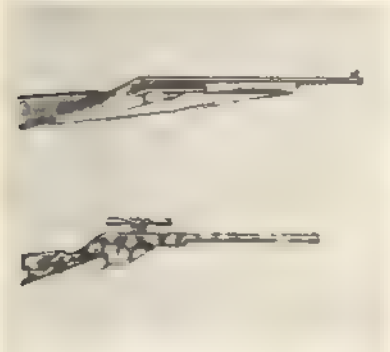
The state winners will then compete for the grand prize in the contest by creating an original horror movie set from an Aurora kit of customizing materials. Entries must be sent to Aurora by July 4. Judging here will be done by a committee of three: a celebrated horror film producer, a well-known set decorator or make-up artist and a famous artist.

The grand prize will be a trip for two to Hollywood with all expenses paid, a chance to appear in a Hollywood movie, a tour of Universal Pictures' TV and film studios with introductions to well-known Universal personalities and luncheon or dinner in the film company's commissary

Ladies of HIAA to hear spy

Countess Pulaski, who served for many years as a spy in Russia for the FBI, will address the Ladies of the Hobby Industry Association of America at their luncheon, February 5, 1964, during the association's 27th Convention and Trade Show at Chicago's Sherman House. According to Mrs. Lewis H. Glaser, honorary chairman of the Ladies' Convention Committee, the luncheon will be held in the Gold Room from noon to 4 P.M

New items, refinements in 1964 line of Daisy B.B. and play guns



New Daisys include 99 Target Special (top) and camouflaged scope mode.

New items and refinements of older models are featured in the 1964 line of spring-air B.B. guns and rifles and play guns by Daisy Manufacturing Co., Rogers, Ark. The seven B.B rifles retail for $6.98 to $15.98, and the nine play guns range from a 13¾" cork pop gun for less than 80¢ to a corkball carbine and flying target set for less than $10

Heading the B.B rifle line is a new version of the Model 99 Target Training Special, approved by the National Rifle Association, Jaycees and Boy Scouts, featuring what is said to be the finest sighting system ever mounted on a Daisy B B gun Changes in the Model 1894 "Spittin Image" include a new stock and forearm, mechanical construction, bright plated hammer, trigger, butt plate, loading gate, feed follower and forearm band

Other rifles include the Model 25 pump gun, with 10 million sold in 50 years; a wood stock sporter model; a carbine saddle gun; a 35" trade-up version of the Daisy Cub gun, and a 500-shot capacity Model 102 Cub. The pistol line has a "Spittin Image" of the famed Colt Peacemaker, a Model 177 target pistol and a new $CO_2$200 semi-automatic CO_2 gas-operated pistol

Two new military guns are part of Daisy's play gun line. The camouflaged scope and rifle, No. 2960, with a detachable 7½" play scope and realistic military camouflaging, produces a loud report and lots of smoke at the pull of the trigger The combat rifle No. 198, with military emblems decorating the receiver, also has a loud report and smoke

Other play guns include a smoke-bang rifle styled after the famous carbine that won the west, a saddle carbine that makes a loud ricochet whine and report and a double barrel shot gun that shoots .50 calibre cork balls

Catalog sheets and promotion aids for the 1964 line are available from Daisy or from Daisy jobbers.

New plant for Hallman

After only three years in the hobby field, Hallman Products, Los Angeles mosaic kit manufacturer, has been able to progress from a borrowed phone on a borrowed desk to a 40,000-square-foot automated plant, according to president Shelly Flier. The new plant will contain the Hallman-designed "Rock monster," a unique machine with its own built-in electronic quality control system, which speedily sorts to size and packs to exact weights the contoured mosaic rock

Besides the new plant, Hallman continues operations at its 6,000-square-foot warehouse and its 7,000-square-foot assembly shop in Anaheim, Calif

Signing the long term lease for the firm's new 40,000-square-foot plant is Shelly Flier, president of Hallman Products. Herbert M. Jacobs, Hallman vice president, watches while Richard Weisman and Alvin Leibsohn of Century Properties stand by

Correction on Losak

In a recent item on the promotion of Shelly Losak to vice president in charge or production at Norstar Corp., New York, Losak was reported formerly to have been with Gabriel Bros., New York. Before coming to Norstar, Losak had previously been associated with Gabriel Industries, New York.

TOY INDUSTRY NEWS

Sutton Games, new adult game firm, introduces first item

The Sutton Games Corp., to be located at 733 Third ave., New York, has been formed to manufacture and merchandise a new line of adult games, announces president Curtis H Kaufman. Kaufman enters the game field from a background in teaching, newspaper management and 10 years in the television film industry

Sutton games will stress imagination and unusual design, with a heavy emphasis on unique packaging, according to Kaufman. He plans to introduce three new games and a point-of-sale merchandising technique at the March Toy Fair

The first game in the Sutton line, Port-Of-Call, is already on the market. Said to be a game of judgement rather than chance, it has the Pacific Ocean for a playing board, and each player tries to build and operate a profitable merchant fleet. Designed in a multi-color package, the game retails for $5.95

SUTTON'S PORT-OF-CALL

Talking shop at Blazon's annual sales meeting

W. R. Caldwell, vice president and general manager of Blazon, Inc. (left) isn't asking representatives Jim O'Brien and Vic Petrone to join him for a ride on the swing set. The three are merely taking a breather during Blazon's two-day annual national sales meeting held at the company's executive offices in Akron. In his opening remarks, Earle Schultz, president, complimented the sales force on their outstanding performance in 1963.

Kenner sets TV campaign, four new toys for spring

The January-March TV schedule announced by Kenner Products Co., Cincinnati, includes two top-rated network programs and a saturation spot campaign on local stations. The network shows are the weekday segments of Captain Kangaroo, carried by more than 160 CBS stations, where commercials will run for six weeks beginning January 19; and Ruff 'N Reddy, carried by 164 NBC stations on Saturday morning, where commercials are scheduled to run January 11-March 28. Both programs will feature Kenner's entire line of Give-A-Show projectors, Presto and Sparkle Paints and Gobs of Fun

At the same time, Kenner will introduce four new types of toys. A three-dimensional viewer, The See-A-Show Stereo Viewer, will come in three sets, to retail at $1 each Each set will contain five color stereo shows with a total of 35 scenes featuring popular TV characters such as Dick Tracy, Hector Heathcote, Dennis the Menace, Fury, The Three Stooges, Mr. Ed, Barney Google, Snuffy Smith and Superman. A $2 set will have all 15 shows and 105 scenes from the three $1 sets

Three new Jet-Shoot games, Jet-Pitch Horseshoes, Jet-Push Shuffleboard and Jet-Shoot Tic Tac Toe, will retail at $1, and the Jet-Putt Golf game will go for $2. All four feature a Press 'n Play Shooter that swivels for aiming and, when pressed, emits a jet stream of air to propel balls, pellets or discs into scoring position.

In the '64 spring line Kenner will also introduce its Dolly's First Playthings—Dolly Nursery Birds and Dolly Nursery Butterflies, for doll cribs and doll carriages, both to retail at $1.29. These are miniature version of Kenner's infant mobiles, Baby's First Playthings.

The last new item in the line is Kenner's Car Plane, a toy airplane that is attached on the outside of a closed automobile window. The propeller turns with the flow of air, while the child controls the plane from inside the car, making it climb and descend and "fire" machine guns with sound effects. Controls for the plane, which list for $3, include a speed indicator and a realistic turn-and-bank indicator.

Coleco moves to share new warehouse with Kestral Corp.

The 120,000-square-foot warehouse, occupied jointly by Coleco Industries, Inc. and its subsidiary, Kestral Corp., makes for better service and faster shipping

To allow stocking of fast-moving, seasonable merchandise, Coleco Industries, Inc., Hartford, and its subsidiary, Kestral Corp., Springfield, Mass., have recently moved into a consolidated warehouse in Gloversville, N. Y., according to president Leonard Greenberg. The building is 120,000 square feet, complete with rail siding, and will be used jointly by Coleco and Kestral with combination shipments on their own truck fleet.

Coleco has expanded its line to toy products, and Kestral has begun production of its new line of lock-frame, family size swimming pools.

DeLuxe builds marketing team for new Topper Division

With a series of new appointments, De Luxe Reading Corp., Elizabeth, N.J., continues to build a marketing team for its new Topper Toy Division, formed to handle the firm's major move into the conventional toy market. Until now, DeLuxe toys have been sold only in food markets.

A new marketing division has been formed for Topper Toys under the executive direction of vice president Ronald D Saypol, and the Topper sales division is headed by general sales manager David Cohen who will be in charge of the rest of the sales-administrative organization

Theodore J. Clyde, former vice president of Tremax Industries, will be in charge of mail order, automotive and other special accounts. George A. Wisun, formerly sales manager of the variety chain division of Ideal Toy Corp. and vice president of sales of Pressman Toy Corp., will handle sales to national variety chains.

A staff of representatives is also being assembled. John Di Carlo, manufacturer's representative in the South for the past 10 years and previously toy buyer for Strawbridge and Clothier, will travel in the southeast territory. Alexander W. Hughes, formerly toy buyer for Goldblatt's in Chicago, Gimbel's in Pittsburgh and Strawbridge and Clothier in Philadelphia, will cover Pennsylvania, Ohio, Kentucky and West Virginia.

Jack J. Mason will handle North and South Dakota, Minnesota, Nebraska, Kansas, Wyoming, Colorado, Mississippi and Louisiana. Most recently with A. C. Gilbert in the mid-Atlantic states, he also covered the midwest for six years for Lionel Corp. West Coast representative will be Robert Schanzer, former regional sales manager for A. C. Gilbert.

Warren A. Schmidt, formerly with the L. R. Schmidt Co. rep firm and Structo Manufacturing Co., will cover upper New York State. And Michael Weisman, formerly Southeast and Midwest representative for Remco Industries, will cover New York City, Baltimore, Washington, D.C. and New Jersey. Appointments in the Midwest and Southwest have not yet been announced

Liaison between management and the sales department will be handled by sales administrator Jack D. Krellman who was previously with Lionel Corp. for 17 years.

Headquarters for the Topper sales team will be in the division's new showroom at 200 Fifth ave., New York. At the 1964 Toy Fair, Topper will introduce its entire new line of toys which will include 15 to 20 items ranging in retail price from under $2 to about $15. Some of the toys will be heavily promoted starting in April, and over $2 million has already been committed for TV time.

KRELLMAN

WISUN

MASON

DI CARLO

SCHMIDT

WEISMAN

Air Force Jeep

Has Real Military Look

$14.98

(9) Two Can Ride This Rugged Air Force Jeep. All-steel body, Air Force Blue enamel finish. Special features: 2-level seat with side handrails; tow ring on rear bumper; adjustable ball-bearing pedal drive; semi-pneumatic puncture-proof tires. Windshield frame (no glass) raises and lowers.
48 T 5317 MO—Abt. 43½x15½x19½ in. high. Ship. wt. 38 lbs. *Mailable*.....$14.98

Note: For latest Camouflage Military Outfits, see wide selection of costumes on Pg. 253.

GOODY'S "GUNG-HO" FOR THIS SPECIAL

WHY A WARDS WAGON

(10) (11) Wards *Hawthorne* Sturdy Coaster Wagons. Have all quality features shown above. Strong 1 piece steel bodies. Soft rubber tires. Baked enamel finish. *Mailable*.

(10) Hawthorne 400 7x3¼-in. wheel, 28x13x3¾ in.
48 T 5303 MO—Shipping weight 17 lbs. **$5.49**

(11) Hawthorne 200 5x½ in. wheel, 20x10¼x3 in.
48 T 5300 MO—Shipping weight 7 lbs. [illegible]

(12) Wards Garden Mark Stake Wagon. Big, strong, and designed for heavy loads. Remove sides for coast [illegible]. Clear spar varnish finish, kiln-dried hardwood body reinforced with steel cleats, enamel trim. 10-in. steel wheels, easy-rolling EverWear graphite bearings, 1¼-in. semi-pneumatic tires. Seamless tubing handle, vinyl-coated [illegible]
48 T 5311 MO—Ship. wt. 43 lbs. *Mailable* **$16.79**

(13) (14) Deluxe Hawthorne Wagons—2-coat *Metallic* finish! Strong, sturdy—all quality features above. Heavy [illegible] steel bodies, semi-pneumatic tires.

(13) Hawthorne 900. Removable enameled steel sides for hauling loads. 8½x1¼-in. wheels. 36x17¾x8¼ in.
48 T 5312 MO—Ship. wt. 32 lbs. *Mailable*. **$10.98**

(14) Hawthorne 800. 10x1¾-in. wheels. 36x17x4½ in.
48 T 5302 MO—Ship. wt. 32 lbs. *Mailable*. **$9.59**

(15) (16) Super-Trac Tractor with Giant-Size Wheels and Deluxe Trailer. All-steel TRACTOR . . . ultimate in realism—a full 42 in. long. Heavy-duty rear wheels with 16x1¾ in. tractor tread tires, 8x1¼-in. semi-pneumatic front tire. Simulated motor block. Bicycle-type chain drive for easier pedaling, smooth riding. Ball bearing chain drive completely enclosed. Spring mounted seat [illegible] adjustable. Trailer hitch. Size 42x24x18 in. high. DELUXE TRAILER. Kiln-dried hardwood steel cleats, [illegible]-in. wheels, graphite bearings. Abt. [illegible]x20 in. [illegible]. Milk [illegible]. Shipped by Freight, Truck or Express.
(15) 48 T 5532 R—TRACTOR. Ship. wt. 38 lbs. **$19.98**
(16) 48 T 5305 MO—TRAILER. Wt. 22 lbs. *Mail*. . **9.49**

STURDY VELOCIPEDES

HAVE EVERYTHING FOR EVERY CHILD

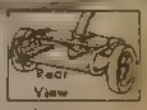
- Ball bearing front wheel for easy pedaling
- Heavy-gauge steel spoke wheels
- 1⅝-in. puncture-proof semi-pneumatic tires
- Sturdy 1¼-in. tubular steel frame with 2-in. head
- Play-safe polyethylene fenders
- New frame design is more compact, saves on shipping

Wards GOOD *Hawthorne* Velocipedes—outstanding values with features above, plus: swept-wing rear step deck, bright plated head fittings and hub caps. Adjustable 3/4-in. enameled tubular steel handle bars. Red vinyl grips, streamers. Adjustable steel saddle; Red polyethylene pedals. Bright Red enamel finish, White trim. *Mailable.*

Catalog No.	Wheel	Leg Reach	Ship. wt.	Price
48 T 5549M	10 in.	15–18 in.	15 lbs.	$6.99
48 T 5550MO	12 in.	17–20 in.	16 lbs.	7.99
48 T 5551MO	16 in.	19–22 in.	20 lbs.	9.99

Wards BETTER *Hawthorne* Velocipedes all quality features above, plus: dual rear step deck. Chrome-plated head fittings, hub caps, tires have pneumatic-type chain tread, white walls. Adj. 3/4-in. chrome-plated handle bars, white vinyl grips, streamers. Adj. padded vinyl-covered saddle, coil springs. White pedals. Blue and white enamel finish, red trim. *Mail.*

Catalog No.	Wheel	Leg Reach	Ship. wt.	Price
48 T 5400MO	10 in.	15–18 in.	16 lbs.	$10.99
48 T 5401MO	12 in.	17–20 in.	19 lbs.	11.99
48 T 5402MO	16 in.	19–22 in.	22 lbs.	13.99
48 T 5403MO	20 in.	21–24 in.	28 lbs.	15.99

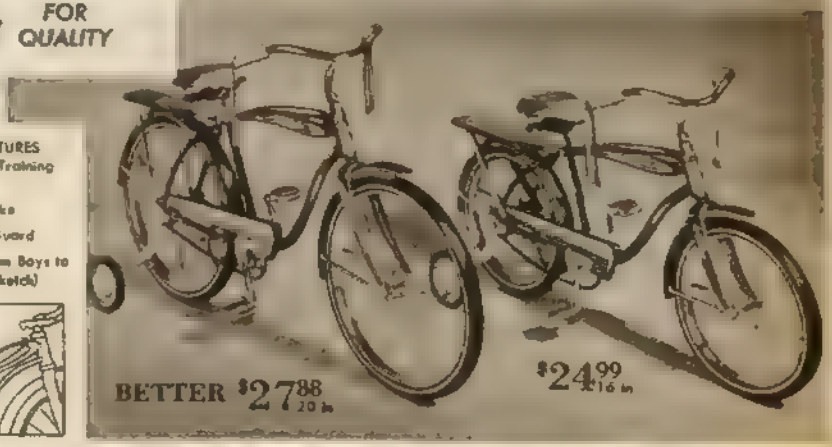


Wards BEST *Hawthorne* Velocipedes—rank with the finest money can buy! Have all the features at left, above, plus: swept-wing chrome-plated dual rear stepdeck, chrome-plated truss rods, head fittings and 3/4-in. adjustable tubular steel handle bars. Ball bearing front wheel. Tires have pneumatic-type chain tread, white walls. Adjustable Vinyl saddle with full coil springs and chrome rail. Red vinyl hand grips, streamers. White polyethylene pedals with flashing red jewels. Sleek Jet Black enamel finish with red and white trim. *Mailable.*

Catalog No.	Wheel	Leg Reach	Ship. wt.	Price
48 T 5416MO	10 in.	15–18 in.	18 lbs.	$13.99
48 T 5417MO	12 in.	17–20 in.	20 lbs.	14.99
48 T 5418MO	16 in.	19–22 in.	25 lbs.	16.99
48 T 5419MO	20 in.	21–24 in.	30 lbs.	18.99

DEPEND ON WARDS HAWTHORNE FOR QUALITY

PLUS FEATURES
- Removable Training Wheels
- Coaster Brake
- Full Chain Guard
- Converts from Boys to Girls (See Sketch)



Wards *Hawthorne* Sidewalk Bikes With Big Bike Styling. Sturdy welded heavy, tiny tubular steel frames. New design tank, converts easily from boys' to girls' model. Plated rims, ball bearing, hub 1⅝-in., semi pneumatic puncture-proof tires, pneumatic-type chain tread. Coaster brake for extra safety. Training outrigger. Freight, Truck or Exp.

Better Quality with rear luggage carrier, adjustable 3/4-in. bright chrome plated tubular steel handlebar. All quality features above. White plastic grips, streamers. Red and White padded saddle, coil springs. Red and White striped type pedals. White wall tires. Wts. 39 lbs., 34 lbs.

48 T 5556R 20-in. Wheels, 22–26-in. Reach **$27.88**

48 T 5557R 16-in. Wheels, 20–24-in. Reach **24.99**

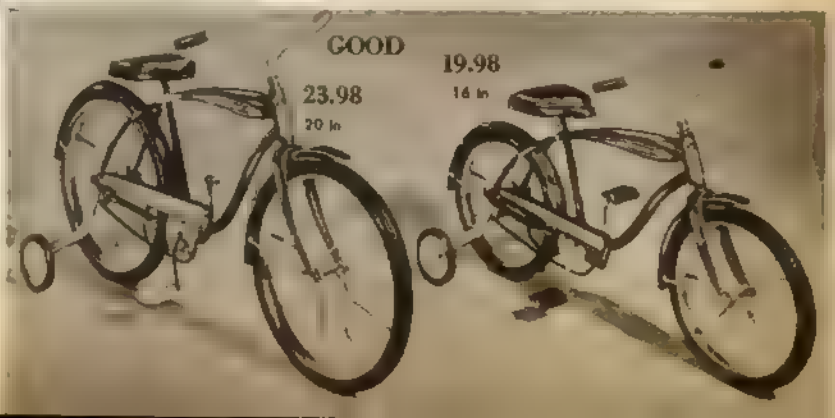
Good Quality well built but low priced. Quality features described above. Enameled handlebars, plastic grips. Straight steel saddle.

48 T 5562R 20-in. Wheels, 22–26-in. Leg Reach. Ship. wt. 39 lbs. **$23.98**

48 T 5563R 16-in. Wheels, 20–24-in. Leg Reach. Ship. wt. 34 lbs. **$19.98**

Wards Finest *Hawthorne* Sidewalk Bike with all the features of the better quality at right, plus deluxe extras such as handsome chrome fenders and handlebars, chrome-plated headlight, handy stripped steel luggage rack, and 2-pc. bicycle-type Red transparent pedals. Comfortable 2-tone saddle has coil spring, attractive Red trim. White sidewall tires, streamers on handlebars. Two-toned Metallic Red enamel finish. White sidewall tires. Freight, Truck or Exp.

48 T 5564R 20-in. Wheels. Leg Reach 22–26-in. Wt. 40 lbs. [redacted]



Save Your Christmas Catalog. Toys are available Until October 1, 1964

For over 40 years serving leading toy buyers with

ALL THE BEST IN

POPULAR-PRICED DOLLS

AND STUFFED ANIMALS

NEW PLAYMATES

At The Toy Fair

VISIT OUR SHOWROOM

Room 461

200 5th AVE., N. Y. 10

H. E. CHIET — HERB CHIET — E. GLOWA
GEORGE CASHETTA — BOB COLE
NORMAN SCHWARTZ
SID. AMES ASSOCIATES
Minnesota, Wisconsin, North & South Dakota
S. E. S. ASSOCIATES
West Coast

AN Allied QUALITY DOLL

ALLIED DOLL and TOY CORP.

PICTURE BOOK TOYS, DIVISION

4116 First Avenue, Brooklyn 32, N. Y.

New York Office: Room 463, 200 Fifth Ave., New York 10, N. Y.

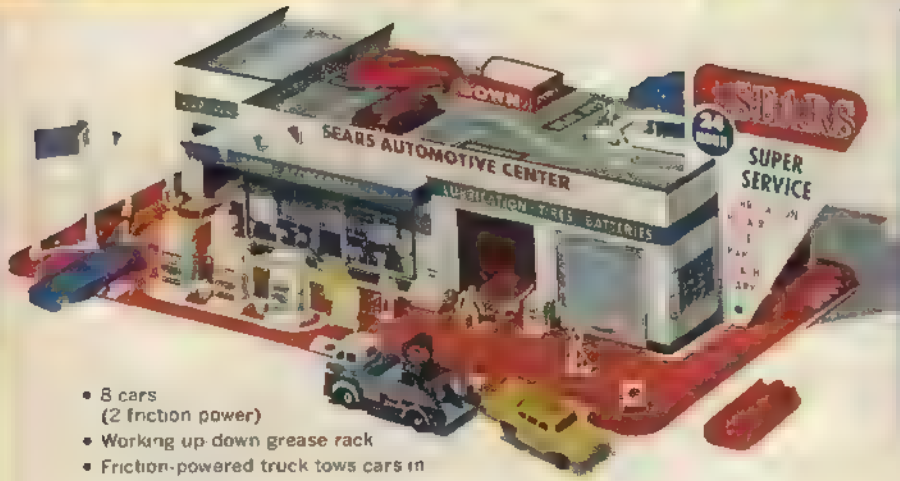
Big, complete Service Station has 10-man crew to run it

MOTORIZED ELEVATOR whips late-model cars up to the roof
4 WAY STOP LIGHT changes color for regular traffic control
WRECKER TRUCK has working hoist, and friction-powered motor
TAKE APART CAR lets you do fast dismantling, repair jobs

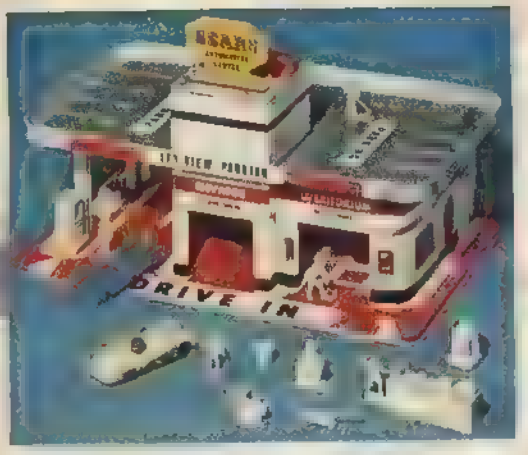
$8.89 without battery

Watch cars pour [illegible] super Service Center. Deliver them to upper level via battery operated elevator [illegible] curving ramp rolls them back down to street level. Stop light regulates traffic. 8 cars in all, two are metal and friction-powered, six are plastic and free rolling. There [illegible] take apart car [illegible] 13 pieces to dismantle. Cars about 4 in. long. [illegible] power truck [illegible] Station has working grease rack, jack [illegible] plus scale model [illegible] battery charger, pumps, etc. Elevator uses 1 "D" battery (sold [illegible] page). Steel building on base is 29½x16x14 inches high. Unassembled. Accessories 30 man crew are plastic.

79 N 6003C Shipping weight [illegible] pounds. . . . . Set $8.89



- 8 cars (2 friction power)
- Working up-down grease rack
- Friction-powered truck tows cars in



Boss a busy Service Station 32 pieces $4.97

Business is booming. This good size steel station on a 26x14 in. base has a crew of 5 mechanics [illegible] each has [illegible] job. There lots of service equipment for them to use.

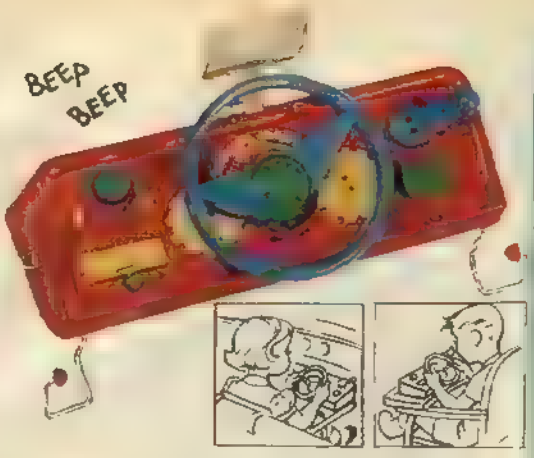
Triple-pump island stands sign, tools are 3 dimensional plastic. Grease rack raises so mechanic can work under car. Ramp allows roof parking. Station unassembled. 2 metal cars and a truck [illegible] 6 plastic cars.

79 N 6002C—Shpg. wt. 6 lbs. . . Set $4.97

Service Station has hand-operated elevator to park cars on roof $2.99

This 2 level service station is ready for customers with 24 hour parking [illegible] or [illegible] charge. Hand-operated elevator stacks cars up top. Five attendants, pumps, 2 cars and other equipment are plastic, station and base are metal. Unassembled. 17x11x11 in.

49 N 6015 Shipping weight 3 lbs. 5 oz. . . . $2.99



Busy Driver

Tot can spin the wheel, shift gears, honk horn $3.79

Ten activities. Noise-making gear shift lever, rear view reflector, [illegible] wheels, etc. Attaches to high chair, car seat. 17 inches long. Plastic.
49 N 4579—Shipping weight 2 lbs. 11 oz. $3.79

1 $1.24 2 $1.85 3 $1.72

Ever-changing Col-R-Tone Top

1 Colors blend, change magically as top spins. Music comes from reed plate. Bright foil pieces are mounted in clear plastic bell. Plunger spins top. 10½ in. high.
49 N 4796—Shpg. wt. 1 lb. 8 oz. $1.24

Exciting Road Race Top

2 Cars race on [illegible] track with real [illegible] factor. [illegible] press plunger and spin top. Bright "pylon," countryside. Plastic 7-in. diam., 9 in. high.
49 N 4580—Shpg. wt. 1 lb. 6 oz. $1.85

Spin Choo-Choo Top and watch tiny train whiz around track

3 Small plastic train inside clear [illegible] dome seems to race as top spins. Colorful town, country scene on base. Easy working lever spins top, makes choral tone. [illegible] diameter, 9 in. high. From W. Germany.
49 N 4725—Shpg. wt. 1 lb. 4 oz. $1.72

Nursery Play Kit. Milk carrier set, cone with 4 rings, *plus* 7-inch bolt with 3 nuts. Plastic.
49 N 4588—Wt. 14 oz. 88c

AcrobaticToe-Joe. Press lever; clown flip-flops around trapeze. 16x9 in. Wt. 2 lbs. 5 oz.
49 N 4593 ....$2.19

Playmates. Washable cotton terry. Plastic filled. Doll 10 in., lamb 7 in. Shpg. wt. 12 oz.
49 N 4034 Set $1.89

Pop-up Cone Tree. Push lever . . . plastic cones pop off "tree." 11 inch. Wt. 12 oz.
49 N 4456....$1.47

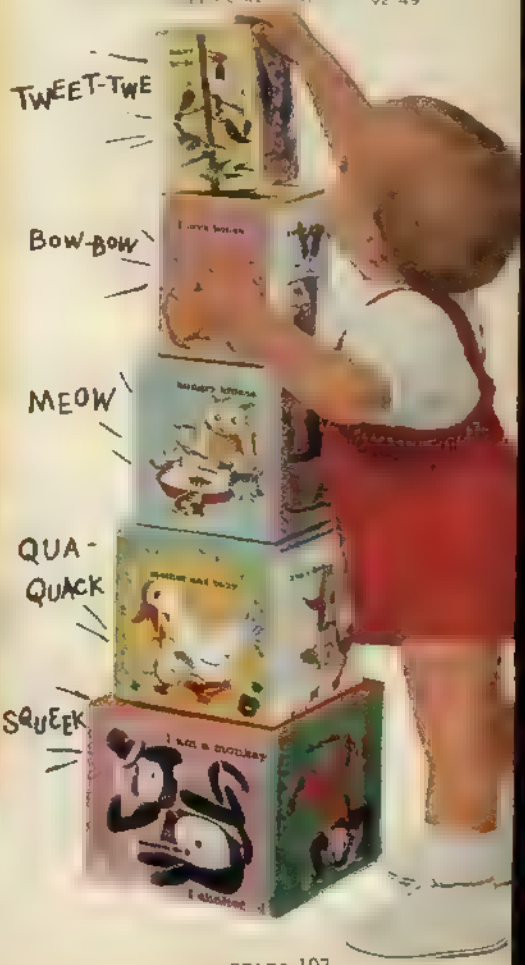
Rock-a-Stack. Rings on cone. *6 plastic rings*, 8 inches high.
49 N 4611—Shpg. wt. 12 oz. 77c
10 plastic rings, 13 inches high.
49 N 4601—Wt. 1 lb. 2 oz. $1.64

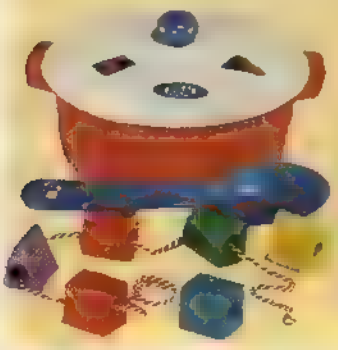
Baby Bolts squeaks when tot hammers nail or squeezes him. Wrench removes eye, nose, arm bolts. 14 inches tall. Plastic.
49 N 4594C—Wt. 2 lbs. 4 oz. $3.66

Talking Blocks

Sound like real animals $2.49

Delight mind, fry with blocks they can squeeze a [illegible] cow [illegible] quack [illegible] sturdy cardboard block [illegible] sound like animal painted on sides. [illegible] stack 30 inches high.
49 N 4507 [illegible] $2.49





Pot 'n Spoon. Drop 6 wooden blocks in round, square and triangular shapes into matching holes in plastic pot cover. Good eye training. 10x4 inches high. Paint [illegible] for extra play.
49 N 4462 Wt. 1 lb. $2.64

Musical Pony-go-round. Ponies go up, down and around. For at least 2 minutes of [illegible] imported musical movement. Break-resistant acetate with plastic base. 7 inches high.
49N4424 Wt. 1 lb. 7 oz. $2.88

Cuddly Panda. A charmer in rayon plush and velvet [illegible] for squeeze [illegible] 12 in. high.
49 N 4006 Shpg. wt. 1 lb. $2.89

- First Raceway With Entire-Family Appeal!
- Competitive Fun For 2 To 5 Players—Children And/Or Adults!
- Easy To Operate! No Batteries! Nothing To Wind!
- Complete With Starting Gate And Marbles!

AMSCO'S marble raceway

No. 1230. MARBLE RACEWAY.
$2.00 Suggested Retail.
Each in colorful display box
Size: 6⅞" x 6⅜" x 6¾"
Packed: 1 doz. to Master Carton.
Weight: 10 lbs.

from the wonderful world of AMSCO

The Dream Toy Of Rocket-Minded Youngsters!
TV-Backed For Stratospheric Sales!

ALPHA-1
ballistic missile

- Designed By Missile Engineers! Tested At Cape Canaveral!
- Includes Launching Platform, Rocket Fuel, Instruction Manual!
- Safety Tested! Non-Explosive! Harmless Chemical Fuel!
- Rugged High-Impact Plastic Construction!
- Full-Color, Action-Illustrated Package!

No. 1650. ALPHA-1 BALLISTIC MISSILE.
$4.00 Suggested Retail.
Individual Box Size: 12½" x 7⅞" x 3¾".
Packed: ½ doz. to Master Carton
Weight: 8 lbs

No. 1651. ALPHA-1 REFILL KIT.
50c Suggested Retail.
Individual Box Size: 2⅞" x 3" x 1⅝"
Packed: 2 doz. in Display; 1 Display to Master Carton.
Weight: 7 lbs.

A TV SPECIAL FROM AMSCO

from the wonderful world of

AMSCO

SCAT-RACER
EMPIRE OF CAROLINA

Sturdily constructed, has steel tubing for chassis, colorful polyethylene hood, rugged polyethylene wheels. The flooring, seat and back rest is webbed polyethylene. Steering bracket is pre-assembled. Size 29 x 11 x 14 inches high at seat back.

Pkd. 1 K.D., wt. 5 lbs.

No.	Retail
1033	$4.00

RIDEM HORSE
EMPIRE

Colorful Riding Horse on wheels, made of sturdy polythene plastic. Beautifully decorated. Size: 21 x 7 x 18½ inches.

No.	Retail
1015	$3.00

RIDE'EM FIRE TRUCK
ANDY GARD

Attractively designed for young fire fighters. Includes removable ladder, rugged all-steel frame and footproof steering. Size: 24 x 10 x 10½ inches.

No.	Retail
1402	$4.00

HOOK AND LADDER
AMF

Attractively styled body design with sturdy rear step platform. 45 inches long and 18 inches wide. Ball bearing pedal drive adjustable to 3 positions. White handrails, ⅝ inches molded rubber tires, flexible windshield, and fibre seat pad.

No.	Retail
E508	$23.50

FIRE CHIEF
AMF JUNIOR TOY

Compact body design, 33¾ x 15 inches. 3-position pedal drive with nylon bearings. Chrome plated bell and red cord. ⅝ inch rubber tires, white wheels with red hub caps, silver grille with embossed headlights. Finish: Fire red with white trim.

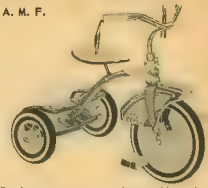
No.	Retail
503	$16.50

DELUXE SCOOTER
RADIO

No-slip embossed footrest. Sure-gripping brake on rear sheet. Sleek, husky, heavy gauge steel frame. Cushiony, 8½ x 1.25 in. semi-pneumatic tires. Fire Engine Red, sparkling white wheels. Black grips on white handle. 37 inches long, 33 inches inches high.

No.	Retail
4	$7.00

BALL BEARING TRICYCLE
A. M. F.



Dual rear step, name plate, rubber white wall tires, saddle with rail, pedals and streamers.

No.	Size, In.	Retail
E-960	10	$20.25
E-961	12	21.50
E-957	16	22.00

TRICYCLES
A. M. F.

Step deck, 2 inch head, 1¼ inch backbone, fender, ball bearing pedal wheel, tires, pedal, adjustable saddle, grips.

No.	Size, In.	Retail
D-915	10	$10.95
D-916	12	12.25
D-917	16	14.25

SUPER SCOOTER
RADIO

Single piece frame of extra heavy gauge steel. Flip-down stand. 6 x ¾ in. molded rubber tires. Fire Engine Red finish frame, white wheels, tubular steel handle with plastic grips. 31 inches long, 24 inches high.

No.	Retail
2	$4.75

COASTER WAGON
RADIO STEEL

A steel stake wagon with patented interlocking panels. Fit-Grip handle. Redesigned "Sports-flair" steel hub caps are brightly plated. Congo graphite bearings with steel sleeve support. Puncture-proof 10 x 1.50 in. tires. Fire Engine Red baked enamel finish. White wheels, blue trim.

No.	Retail
19	$18.75

REX PAL
RADIO

A sturdy all-steel wagon with new rolled-under flange edge. Safe, smooth corners. Steel sleeve bearings. 6 x ⅜ in. molded rubber tires. Bright baked Fire Engine Red body, white wheels. Body size: 25 x 12½ x 3½ inches.

No.	Retail
80	$5.40

WHEELBARROW
RADIO STEEL

One-piece body with smooth, safe rolled edge. Plastic handle grips. 7 x 1¼ in. semi-pneumatic puncture-proof tire. Congo graphite bearing, red baked enamel, white wheel.

No.	Retail
30	$4.75

REX JET
RADIO

Rolled-under flange edge. Congo graphite bearings with steel sleeve support never need oiling. Fit-Grip handle. Steel hub caps are plated. 8½ x 1.25 in. puncture-proof tires. Fire Engine Red baked enamel finish, Cloud White wheels. Body size: 34½ x 16 x 4½ inches.

No.	Retail
90	$11.00

REX MISSILE
RADIO

Heavy duty "fifty wheel" construction. Rolled-under flange body. Steel sleeve bearing. 7 x ¾ in. solid rubber molded tires. Durable baked Fire Engine Red finish, white wheels. Body size: 28½ x 13½ x 3¾ inches.

No.	Retail
9	$8.35

PALOMINO
REMPEL

White mane and tail. Canteen, lariat, exotic blanket molded into body; brown saddle and reins; red painted frame and handles. Size: 41¾ in. L., 22½ in. W., 33¼ in. H.

No.	Retail
6331	$25.00

PETER PAN
REMPEL

White mane and tail; green saddle; red painted frame and handles Beauty and action in every curve. Size: 34 in. L., 18 W., 29 in. H.

No.	Retail
6225	$20.00

STICK HORSE
PET

Head and fore feet of unbreakable plastic. Has Ting-a-ling bell.

No.	Retail
942	$1.00

JUNIOR FAVORITE SKATE
BRUNSWICK

For shoe size 1 to 6 or ages 4 and over. Self contained 18 ball, double race bearings, dual extension bars. One piece padded ankle strap. Has smaller size clamps and heel plates for shorter, narrower feet.

No.	Retail
4	$6.00

DELUXE JUNIOR SKATES
BRUNSWICK

Full sized skate, large diameter race wheels with 9 ball-bearings fully enclosed Steel toe clamps for shoe and padded foam rubber strap. Duct caps protect wheels and bearings. Shoe size 8–1. For ages 2 thru 5.

No.	Retail
3	$3.60

RIDE EM DUMP TRUCK
ANDY GARD

Self steering, back rest, foot mounts and manually operated dump action from driving position.

No.	Retail
1404	$5.00

FAVORITE SKATES
BRUNSWICK

Famous SCB wheels with 18 ball, double race bearings, dual extension bars, heavy gauge foot plate, large shaped-to-sole clamps. Extends from 8¼ to 10¾ inches. Shoe size 3 and up. For ages 5 and over.

No.	Retail
5	$6.00

CHAMPION SKATES
BRUNSWICK

For shoe size 1 to 9 or ages 4 and over. Fully enclosed, single race ball bearing wheels, easy sliding channel-type extension box. Leather ankle strap with rubber pad. Sure grip toe clamp.

No.	Retail
7	$4.00

RIDE EM TRACTOR
ANDY GARD

Large, rugged, red and silver tractor body and heavy duty wheels. Movable gearshift and positive steering. Size 9½ x 8 x 20 inches.

No.	Retail
1406	$4.00

RIDER LOCO
MARX

Attractive poly loco molded in black with gold trim. Sturdily built. The Loco incorporates a steel frame and steel axles. Features bell, bellows whistle, and swivel wheels with steering handle. Shipped completely assembled.

Pkd. 6, wt. 30 lbs.

No.	Retail
3026	$5.00

RIDE EM KIDDIE CAR
PLASTIC

Molded in unbreakable plastic. Strong, safe, washable. Completely assembled. Ideal "first" riding toy. Size: 16½ x 7¼ x 15½ inches.

No.	Retail
880	$3.00

RIDE 'EM JEEP
ANDY GARD

Army green, heavy duty jeep for active youngsters. Rugged all-steel frame construction and fool proof steering. Size: 23½ x 9½ x 11 inches.

No.	Retail
1408	$4.00

BIG BRUISER—Big-in size and power. Battery operated rear wheels and winch with 15 lb. pulling power. Includes flashing red roof light, safety guard tail gate, operating steering wheel, windshield wipers and horn, tools and jack plus separate 15" damaged truck and replacement parts.
5136/1197 **LIST $17.95**

SUPER-CRANE — Rugged steel truck carries heavy plastic swivel crane and boom. Cab features button, lever, clutch, gear shift panel. Scoop bucket and boom operate independently, cab rotates automatically. Complete with wrecking ball, dump bucket. Either battery or manual operation.
5130/1337 **LIST $20.00**

BIG JOB — 2¼' long with 15 lb. load and dump capacity, real electric power steering. Battery powered forward and reverse control. Extras include booming truck horn, windshield wipers, power drive, 'air brake' release button.
5216/1397 **LIST $20.00**

FIREBALL EXPRESS — Child drops tiny, plastic balls into tender, switches her on, and it chugs along, shooting balls out of the smoke stack. Of hi-impact plastic in bright red and yellow. For all younger railroad fans. Operates on 2 D batteries.
2040/797 **LIST $11.95**

MATTEL

LARRY, THE TALKING LION — Pull his Chatty Ring, and he says 11 different phrases. He's 13" tall and made of wonderfully soft apricot colored plush. Movable mouth made of sturdy vinyl.
0381/997 **LIST $16.00**

CRACKERS, THE TALKING PARROT — 15½" tall on his perch with a beak that moves when he says 11 different things at random. Just pull his Chatty Ring. Of soft plush with brightly colored wings.
0382/997 **LIST $15.00**

LIONEL

HELIOS 21 ROCKET SHIP — Tri-motor with silver 'skins' of specially patented Lionel construction . . . light but tough. They soar, turn right, turn left, go up, go down, hover at any height, cruise as commanded. With lighted Electronic Space Control Center.
860/1663 **LIST $24.95**

QUIZZY PUPPY — An adorable "egghead" pooch, full of the right answers. Just ask him a question and he answers by shaking or nodding his head. No batteries.
4168/267 **LIST $4.00**

ANDY GARD

RIDE-EM DUMP TRUCK—Heavy duty plastic dump truck with positive steering, back rest, foot mounts, and manually operated dump action.
1404/333 **LIST $5.00**

RIDE-EM TRACTOR Large, rugged plastic tractor with movable gear shift and positive steering.
1406/267 **LIST $4.00**

Frankonia

TIMMY O'CLOCK 9½' clock with a cute face. Just push a button and a bell rings, eyes open, arms stretch, mouth smiles and he walks!
4001/399 **LIST $6.00**

"DRESS UP" BATTLE ARMOR

Additional Set Shown on Inside Front Cover

King Arthur's Excalibur Sword

26 in. long plastic sword with plastic scabbard and cut-out cardboard shield. Silver and blue color; intricate detail and design. Packed on colorful, corrugated board, shrink-film wrapped.

Y23-404 O.S.
Doz. **15.20**
¼ doz N.B. Doz. **14.40**

MIGHTY WARRIOR SETS—3 Styles

Deluxe Warrior Set

Includes 20 in. sword with scabbard; 16 in. helmet with web head protection and adjustable chinstrap 15¼ x 8¼ in. shield. Soft, unbreakable plastic in silver and gold color. Display box

Y23-962 ... ...Each **6.00**

Sword and Shield Set

Includes 19½ in. long silver sword and 16 x 8 in. gold shield. Unbreakable plastic. In poly bag

T454—½ doz. N.B. . ....Doz. **28.80**

Warrior Helmet

14 in. x 10½ in. helmet. Made of gold color unbreakable plastic. Web head protector; adjustable chinstrap. In poly bag with header

T455—¼ doz. N.B. . . .Doz. **28.80**

DOLL SPORTS CARS

Fits Most Teen-Age Dolls
15x6½x4 in. Overall

Ultra modern design polyethylene sports car in bright colors. With silver trim and steering wheel. Holes provided to seat any one or two of the popular teen-age dolls. Two college decal pennants mounted on board. Colorfully printed band wrapped around car

T171-66—1 doz. N.B. Doz. **14.40**

A Proven Big Seller!
Fits Barbie, Ken or Midge Dolls
18 in. Long, 7½ in. Wide, 6½ in. High

All-poly body with chrome-like accessories and fittings. Clear plastic windshield. Free-rolling on exact replica wheels fitted with steel axles. Beautifully presented in window display box. (Doll in illustration not included.)

Y116-4718.....Each **7.20**

GIANT RACERS

Wheels Make Racing Sound

23 x 8½ x 4½ in. giant size racer with steering wheel. Made of strong polyethylene in red, blue and silver. Wheels hum when racer is pushed

T171-202—1 doz. N.B. Doz. **14.40**

SPACE ROCKETS

Authentic Air Force Markings

13¼ x 3½ in. Red, white and blue space rocket made of soft plastic. 4 stages fit together, shoot out with powerful spring mechanism. Astronauts shoot separately into air. On bubble card.

T61-959—1 doz. N.B. Doz. **10.08**

GIANT AIRPLANE

Authentic U.S. Model

13 in. long plane with 20½ in. wing spread. Made of unbreakable plastic with authentic military olive drab color. Moving wheels and propeller

Y23-813 1 doz. N.B. Doz. **14.40**

"ANDY GARD" PLASTIC TOYS

Dump Truck

18¼ x 7 x 7½ in. heavy duty yellow truck with dump action body. Carries and dumps big payloads. "See-thru" display box

Y3-1340—O.S. .....Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

Kennel Truck

11¼ x 5 x 4½ in. overall. Made of heavy duty polyethylene and styrene. Removable kennel section with 12 life-like dogs. Blue and white. In "see-thru" display box

Y3-358—O.S. .....Doz. **30.40**
¼ doz. N.B. Doz. **38.80**

Pumper Fire Truck

19 in. long overall. Large, sturdy polyethylene body with removable ladders. Carries and jets water through rubber hose at the push of a button. Red, black and silver color. In 3D display box.

Y3-1341——O.S. ..Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

Ride 'Em Jeep

22½ x 9 x 8 in. overall. Strong plastic jeep with steel frame. White steering wheel actually turns front black wheels. Large and strong enough for a child to ride on

T179-1408 .....Each **4.80**

Jeep & Trailer with Racer

20½ in. long overall. Utility jeep with drop windshield and detachable trailer. Seen realistic dirt track racer car is detachable. Unbreakable poly plastic in a variety of colors. In 3D display box.

Y3-350——O.S. ....Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

Ride 'Em Tractor

20 x 15 x 15 in. overall. Huge red and silver tractor with 3 black wheels, white steering wheel. Rugged steel frame; poly body

T179-1406.....Each **4.80**

Truck Transport

8½ x 6¾ x 22 in. overall. Red and white heavy duty plastic truck with detachable trailer. Trailer holds 2 pick up trucks, tow truck, dump truck, in asstd. green, yellow, blue and white. Truck wheels lock securely in trailer ramp. "See-thru" display box

Y3-603—O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

Tow Truck and Jeep

17 in. long turnpike tow truck with manually crank-operated hook. Includes 8 in. utility jeep with drop windshield. Unbreakable polyethylene plastic in a variety of colors. Window display box.

Y3-611——O.S. ....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

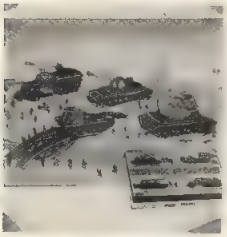
Ride 'Em Shooting Tank

25 x 11 x 8½ in. overall. Army olive drab with black wheels. Huge, sturdy tank is strong enough to ride on . . . made of tough plastic with rugged steel frame. Swivel gun actually shoots white plastic balls

T179-1412.....Each **6.00**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

"MULTIPLE'S" DYNAMIC TOYS and DISPLAYS . . .



ARMORED TASK FORCE SETS

With Combat Soldiers...Mobile Equipment

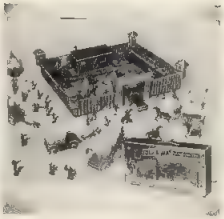
Set consists of mobile equipment including 20 in. heavy shooting tank and armored halftrack with aluminum barrel and swivel-action cannon 14½ in carrier tank, 15½ in engineer's bridge, 13 in. rocket tank that fires individual rockets. A variety of fighting soldiers in asstd positions. All vehicles are plastic with metal axled wheels; fire harmless shells. Soldiers are all plastic. Set easy to assemble

Y55-3503.....Set **8.40**

ARMORED TASK FORCE DISPLAY

Same set as above with pieces assembled and realistically arranged in attractive 56x64x11 in. display. Ship. wt. 9 lbs

T42-350395.....Each **17.60**



"FORT PIONEER" SETS

In Foldaway Carrying Case

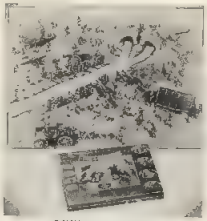
24x38x8 in. colorful foldaway carrying case opens up into a realistic fort with large swinging entrance gates, buildings, etc. Plastic toys include 5 in covered wagon, 2 in Indians horses, cowboys, stagecoach etc. in proportionate size. Easy to assemble.

Y55-3006.....Set **6.00**

"FORT PIONEER" DISPLAY

Same set as above with all pieces assembled and mounted on 23x20x38 in acetate covered "showcase" display Ship wt 8 lbs.

T42-300695.....Each **13.20**



CIVIL WAR SETS

The Blues and the Grays

Historical set contains over 100 realistic pieces including army of 2 in. Union and Confederate soldiers in combat poses, 6 in supply wagons, proportionate size exploding bridge shooting cannon, tents, accessories and equipment. All plastic, easy to assemble. Each set in colorful box

Y55-3015.....Set **6.00**

CIVIL WAR DISPLAY

Same set as above with all pieces assembled and set up on 30x17x28 in. display with battle scene background. Ship. wt. 8 lbs

T42-301595.....Each **13.20**

CASTLE ATTACK SETS

With Crossbows That Fire

Unique set consists of a realistically detailed castle 16x8x5½ in. with drawbridge that raises and towers, knights in action poses, crossbows that fire, 2 mobile breastworks, 1½ in. knights, equipment in proportion. All plastic, easy to assemble

Y55-1233—O.S. . . . Doz. sets **30.40**
¼ doz. sets N.B. Doz. sets **28.80**

CASTLE ATTACK DISPLAY

Same set as above with all pieces assembled and mounted ready for action on 48x16x22½ in. window display

T42-123395.....Each **6.60**

"BIG BLAST" CANNON

Fires Harmless Shells

Powerful authentically detailed 20 in. Bookbuster cannon. All plastic and rugedly built for hard play. Holds 4 large shells, can be raised or lowered. Moves on huge 5 in. wheels with heavy metal axles. Boxed

Y55-3008—O.S . . . . Doz. **57.60**

AMERICAN ENGINEERING SETS

For Young Builders...3 Sizes

Versatile set is designed for playing, planning, creating and constructing. Consists of a variety of colorful, unbreakable plastic pieces in asstd shapes and sizes. Enables the child to assemble and make hundreds of different objects including animals, robots, bicycles, airplanes, etc. Fully illustrated "step-by-step" booklet is included.

Y55-3009 -120 Pc. Set. . **Set 6.00**
Y55-1512—80 Pc. Set
O S Doz. sets **45.60**
¼ doz. sets N B Doz. sets **43.20**
Y55-1240—48 Pc. Set
O.S Doz. sets **30.40**
¼ doz. sets N.B. Doz. sets **28.80**

AMERICAN ENGINEERING DISPLAY

Same as 120 pc. set above in a mounted 28½x38x6¼ in. acetate covered "show case" display. Ship wt. 8 lbs

T42-300995.....Each **9.60**

FIREBALL "XL-5" SETS

TV Space City in Action

TV action-packed Space City with all its thrills and exciting lifelike characters including Steve Zodiac, Venus, etc. Consists of 20 in. Fireball "XL-5" with spring powered firing rocket launchers and sliding hatch; detachable "Fireball Jr." with retractable landing gear, 24½ in. launching track that actually works and Space City complete with buildings, astronauts, 3 stage missile, etc. Plastic; easily assembled.

Y55-3502.....Set **8.40**

FIREBALL "XL-5" DISPLAY

Same set as above with all pieces mounted and arranged on 38x45 in display with outer space background. Ship wt 8 lbs

T42-350295 . . . . Each **17.60**

BAGGED FIGURE ASST.

4 to 5 Figures to Set...6 Different Sets

Asst. consists of 6 different action-figure bagged sets including Air-Sea Rescue, Space Rocket Squad, Cowboy & Indians, etc. Each set with 2 in. plastic figures; interchangeable weapons, etc. Poly bagged

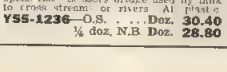
Y55-127—Asst. of 72 sets N.B.
Asst. **25.92**

"EXPLODING" MINED ROAD

"Blows Up" When Vehicle Passes Over

All unbreakable plastic in a variety of colors. Mined road "blows up" when the enemy troops travel over it. Safe and harmless . . . and exciting. Complete with 4½ in. long jeep, soldiers and equipment. In window-pane pkg. with overwrap

T42-895—1 doz. N.B. Doz. **14.40**



JUNGLE RAIDERS "BATTLER"

Carrier Tank with Shooting Cannon

14½ in. armored tank with aluminum barreled cannon that shoots harmless shells. 16½ in long folded bridge that opens flat. Scissors bridge used by tank to cross streams or rivers. All plastic

Y55-1236—O.S. . . . . Doz. **30.40**
¼ doz. N.B Doz. **28.80**

Steve Zodiac's

FIREBALL "XL-5" SPACESHIP

20 in. replica of the one and only Fireball "XL-5" authentically designed & decorated. Equipped to detach Fireball Jr., to launch 2 jetmobiles and to fire rockets. Includes figurines of Steve Zodiac, Venus, Zoony the Lazoon and Robert the Robot. Each unit in colorful box

Y55-1701 O.S.....Doz. **57.60**

"AG-CAT" BIPLANE

With Wind-up Whirling Propeller

Accurately designed "Ag-Cat" biplane of colorful plastic, 8 in. long with 9½ in. wingspan and propeller that actually spins. Rubber band motor, rolls along ground with pilot at controls

T42-385—2 doz. N.B. . . Doz. **8.64**

SHOOTING "COASTAL CANNON"

With Automatic Launcher Track

7 in. plastic cannon and 18 in. automatic recoil launcher track. Track release button propels cannon that speeds up track and automatically fires safe shell. All action is spring powered.

Y55-1238 O.S. . . . . Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

ATTRACTIVE STYLING, "SAFETY" FEATURES IN MTD'S TRICYCLES

Such attractive details as a rugged wishbone frame with a new cherry flamboyant finish and extensive decal decorations are featured in a new line of deluxe tricycles made by MTD Products, Inc., Cleveland.

Each trike also has an extra large step-

plate, vacuum chrome trim and a full Safe-Gard front fender with an eye-catching white skirt designed as a safety factor for ankles and feet. Other features of the line include white vanguard handlebar grips with knuckle-defenders and streamers, boot-sized plastic pyramid pedals and padded vinyl saddles with coil springs.

MTD advises dealers that tricycle storage space is cut over 40 per cent by the company's exclusive mounting plate frame construction and that an added mechanical selling feature is the use of a device that secures the fork to the handlebar thus eliminating "play" and "wobble." Also, according to MTD, it is possible to pack the tricycles in smaller cartons, "and more cartons per carload means savings on shipping charges."

All inquiries should be addressed to Warren Thrun, sales manager, consumer products, MTD Products, Inc., 5389 W. 130 Street, P. O. Box 2741, Cleveland 11.

RUBBER OR STEEL WHEELS IN SHOE SKATES BY CHICAGO FIRM

From the Chicago Roller Skate Company, 4448 W. Lake Street, Chicago 24, come shoe skates with rubber or steel

wheels for indoor or outdoor use, respectively.

Attractively packaged, the skates are available in black for boys or white for girls in sizes juvenile-9 through 4.

The manufacturer says that the skates are already popular with the younger set. More information is available by writing to the concern.

American Character Sets up A New International Division

Two prominent executives join forces: Herb Brock, Fred Gardel

Formation of a new international division by American Character, Inc., New York doll manufacturer, was reported February 10 by Herbert A. Brock, executive vice-president. The company, formerly known as American Doll and Toy Corporation, has set up the new division—American Character International—to represent a line of high-quality European ethnic dolls on an exclusive basis, Mr. Brock said.

The arrangement involves six major European manufacturers in four countries and also provides for reciprocal representation for American Character's merchandise in Europe. "This will give us the widest distribution of any doll line in the world," Mr. Brock claimed. He added that his company is "following in line with President Johnson's announced policy of encouraging American exports. We will be exporting our U.S.-produced items as well as licensing production on certain lines of these companies abroad," Mr. Brock said.

The reciprocal arrangement will be headed by Fred Gardel, longtime doll trade executive, who is director of American Character International. He will be [illegible] permanently in Europe, where the company will maintain offices and showrooms in Paris, France and Milan, Italy. American Character's New York showrooms will also exhibit the import dolls, which include a variety of 100 ethnic items and range in retail price from $2.98 to $50.

Representation for these top-selling doll lines from Europe, says Mr. Brock, makes life much easier for buyers. Now they can see the full line here, and work directly through our international division in ordering shipments from the nearest European port. This will cut an enormous amount of red tape and end up costing the retailer far less than he now spends."

Paul Hagman, American Character executive in New York, will coordinate work of the international division in the United States. The European doll manufacturers include three Italian companies, Furga, and Ratti and Valleuzasca of Arona and Italo of Cremona, Italy; Popees Bella of Tertignan, France; Casseloid, Leicester, England; and the Rheinische Gummi Werke Und Fabrik company of Mannheim, Germany.

Leader items in the American Character line, which will now be available to these European companies for import or for licensing to manufacture, will be shown at the three major European toy fairs.

The American Character items produced here, as well as the European import items, are fully protected by international copyrights in Europe and in the United States, Mr. Brock said. He is urging buyers to place their orders for the import items in the spring to assure late-summer and early-fall delivery before the peak selling season.

40,000 SQUARE FEET ADDED TO STELBER'S BROOKLYN PLANT

An additional 40,000 square feet in the Stelber Cycle Corporation's new Plant 2 in Brooklyn will allow a 50 per cent increase in production in 1964, according to Jack Berkowitz, president of the company, headquartered at 200 Fifth Avenue, New York City.

The 18-year-old firm, which began its operations in a small store in Brooklyn, now manufacturers a complete line of bicycles, tricycles and multi-speed racers.

In recent months, Stelber's production facilities have been almost completely redesigned to minimize materials handling and to accommodate automated procedures that allow Stelber to produce more than 700 cycle frames an hour.

BACK IN APRIL 1933

Leather-Kraft Work Shops were attractive, practical sets containing materials, tools and instructions for making useful articles with leather.

Chain Bike's Ross Models Feature American Cranks, Construction

Three new 1964 Ross bicycle model lines, all equipped with regulation American chrome drop-forged cranks and full cantilever American frame construction, have been announced by Chain Bike Corporation.

The two-toned Custom Middleweight tank models (CK6W) feature chrome fenders and rims, whitewall tires, a deluxe rear luggage carrier, kickstand, streamlined tank and Space Age Fender Ornament. The boys' models are available in gleaming ebony black with flamboyant ruby trim and the girls' in two-tone flamboyant blue.

Another model is the 24" and 26" Middleweight Sports model (#6W) with chrome rims, a deluxe saddle, full-size handlebar, kickstand, deluxe chain guard and whitewall tires. The boys' models are finished in ebony black, the girls' in flamboyant blue.

Illustrated above is the 20" Convertible with safety coaster brake (L20), which is being offered in red enamel with white trim for both the boys' and girls' models. Among the many deluxe construction features are a one-piece chrome drop-forged crank, double adjustable chrome 5" handlebar and stem, and heavy duty double-braced trainers. The #L20AT is available with black air tires and tubes.

Chain Bike Corporation also offers a diversified line of domestic bicycles in a wide range of styles and models including 16", 20", 24" and 26" sizes. The firm's other products are Armstrong English lightweights and Phillips Rollers Skates. Purchases and shipments may be combined, the firm advises, and all items are shipped from 350 Beach 79 Street, Rockaway Beach, New York City.

23 Merry Products to Debut at Fair

Twenty-three entirely new products will be shown at the Toy Fair by Merry Manufacturing Company, 531 N. Wayne Avenue, Cincinnati 15, as part of the firm's overall 54-item line for 1964.

Making their debut will be three Trayettes (see photo), 14 new rack numbers, and six unique *Dee Jay* paper dolls from Merry's DeJournette division.

Seventeen Play Sets introduced earlier this year retain previous names but are completely revised versions of popular Merry numbers with new components and totally new packaging, featuring foam tray packs and shrink wrapping.

Continued are Merry's popular Barbie Make-Believe Cosmetic Sets, including five makeup and manicure sets and two rack numbers; and seven Play Things, composed of miniature replicas of nationally-advertised products such as Waxtex, Brillo, Scotties and Chix diapers. These are in My Merry Play Things for dolly's dressing room, pantry, kitchen, nursery, and so on.

TWO KEY EXECUTIVES, 3 REP FIRMS APPOINTED BY DUNCAN

Wilf Schlee, vice-president-sales for Donald F. Duncan, Inc., Evanston, Ill., has announced the appointment of two key executives within the company, and of three new representative organizations.

The executives are Don Schaefer, who

Wilf Schlee

becomes a premium sales manager, and Win Dawson, advertising and promotion manager. Mr. Schaefer, whose duties will include all phases of Duncan's interest in premiums, brings to his post many years' experience in that field. Mr. Dawson, who has been with Duncan for the past several years, will be responsible for advertising coordination and general supervision of the company's field force of Yo-Yo Return Top and Spin Top demonstrators.

The representative organizations named were the Merwin Smith Company, 200 Fifth Avenue, New York City—handling the full line in New York, New Jersey, Pennsylvania (except Pittsburgh), Maryland, Delaware and Washington, D. C.; the Hull Sales Agency, 27 North Street, Hull, Mass.—Vermont, New Hampshire, Massachusetts, Maine, Connecticut and Rhode Island; and Fred X. Brownstein Associates, Inc., 799 S. Highland, Memphis—Alabama, Tennessee, Mississippi and West Virginia

LINES MOVES TO NEW QUARTERS; MARIAMSON APPOINTED V-P-SALES

Announcement has been made of the move of Lines Bros., Inc., the U.S. sales division of Lines Bros., Ltd., London, into larger quarters at 1107 Broadway, New York City, and of the appointment of Joseph Mariamson as vice-president—sales in the United States for the firm's complete range of products.

According to the announcement, the move was necessary to accommodate the handling of "greatly expanded sales" and the need for additional showroom space. Lines Bros., Inc., distributes Tri-Ang Scalextric Miniature Electric Motor Racing Sets; Minic, Spot-on and Tri-Ang toy and hobby items; and Pedigree, Swan and Thistle baby carriages in the U.S.

Mr Mariamson was formerly general sales manager for Lines Bros., Inc., and before that was with the Lionel Corporation for more than 30 years. He will work out of the new quarters at 1107 Broadway.

Amsco's Alpha-I Ballistic Missile Tested for TV at Cape Kennedy

The Alpha-1 Ballistic Missile, a new $4 retailer from Amsco Industries, underwent a dramatic test recently when it was sent aloft and filmed in color, for a TV commercial, at Cape Kennedy, within sight of the Atlantic Missile Range.

Traveling to Florida for the filming were marketing director James R. Becker, sales and sales promotion manager Stan Harfenist, and ad agency account man Carl Bristel. In their troupe were 15 production staff members—directors, camermen, prop men, a script girl, and actors

After waiting several hours for the sun to burn away a slight mist, the crew began shooting. The Alpha-1 "launch" was a success and drew the admiration of the Mayor of Cape Kennedy, Richard R Thurm, who dictated an official letter which read: "Amsco Industries, Inc., test-demonstrated its toy Ballistic Missile Alpha-1 at Cape Kennedy today. Authorization is hereby given by me, as Mayor of this city, for the release of photographs and statements in connection with the advertising program of this product."

Following the filming of the commercial, to be shown this fall, the Amsco executives and crew moved their equipment to Patrick Air Force Base where a giant Air Force missile was photographed as a realistic background for the toy.

The Alpha-1, #1650, made of high-impact plastic, is propelled 100 or more feet into the air by a non-toxic, non-explosive chemical fuel. Box size on the item is 12½" by 7⅞" by 3¾". Six Alpha-1's are packed per 8-pound master carton.

Zippel Moves to Larger Quarters

The Martin Zippel Company, Easton, Pa., wholesalers, have moved to new quarters in that city. Located in the downtown area at 2nd and Ferry Streets, the building taken over by Zippel is reputedly the largest single piece of property in that section of Easton.

In making the move, the wholesaler picked up three times its former amount of space.

Reported to be one of the fastest-growing toy wholesale houses in eastern Pennsylvania and New Jersey, the concern is owned by Marty Zippel. He and his staff of three salesmen—Richard Breisch, Stan Suchowieski, and Arial Rehrig—call on all types of retailers in their trading area.

Zippel's new warehouse, offering 75,000 square feet, has five truck bays, is adjacent to parking space for 100 cars.

LIFE OF SOLDIER DRAWN IN "COMBAT" COLORING BOOK

"Combat" and the two GI stars of that television show go into action on the pages of a new children's coloring book from the Saalfield Publishing Company, Akron, Ohio.

Battlefield scenes and training, carefully

drawn for youngsters, are based on the ABC television series, licensed by Selmur Productions, Inc. "Combat" is an authorized edition, and adds the show's stars—Rick Jason as Lt. Gil Henley and Vic Morrow as Sgt. Chip Saunders—to Saalfield's growing "family of stars."

A 144-page book, it is informational as well as entertaining. Along with describing the life of the soldier, there are pages showing American and Allied flags, U.S. Army uniforms from colonial to modern times, and organization and grade insigne.

All the excitement of combat is captured on a full-color cover featuring Jason and Morrow. Size of the book is 8¾" by 10¾".

Saalfield's "Combat" Coloring Book, #9651, retails at 29¢

WALLACH ASSOCIATES SHOWING AMERICAN TREE & WREATH LINE

The American Tree & Wreath Corporation, a division of American Technical Machinery Company, is presenting this year Scotch Pine Christmas trees in both wrapped and stick-on branches. During a recent interview, sales representative Leo Wallach stated that many buyers will attest to the fact that this type was their best-selling Christmas tree in 1963.

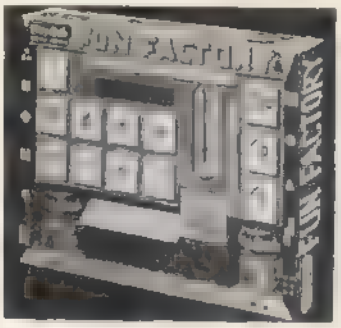
These Scotch Pine trees are exceptionally natural in appearance and are said to be absolutely flame-proof. Another important feature is the fact that they can be stored away for many years of future use. Three plants are now engaged in manufacturing these trees in varying sizes, Mr. Wallach said, in addition to a full promotional line of vinyl, balsam and aluminum trees

American Tree & Wreath also manufactures an extensive line of promotional wreaths which come trimmed and untrimmed. The five-foot Garland was said to have been an exceptional seller during the past year.

Substantially-increased production facilities for 1964 assure prompt delivery of all accepted orders, Mr. Wallach added. Wallach Associates extend a cordial invitation to visit their attractive display in room 1163 in the Fifth Avenue Building, and also at the Hotel New Yorker, room 1434, where a special Toy Fair display will be maintained

RAINBOW CRAFTS' FUN FACTORY NOW FEATURES 12 MODELING DIES

Rainbow Crafts, Inc., of Cincinnati, are offering their 1964 edition of the Play-Doh Fun Factory Toy Extruder (#450)



with 12 interchangeable modeling dies to form a variety of play shapes—building blocks, logs, beads and other designs.

Included in the Fun Factory are two 7-ounce cans (with plastic lids) of Play-Doh Modeling Compound, a trimmer and an instruction booklet. Each in an all-visual display box, the items are packed six per 18-pound shipper

RENWAL WILL INTRODUCE 11 NEW HOBBY KITS AT TOY FAIR

Renwal Products, Inc., Old Country Road, Mineola, L. I., N. Y., will offer 11 new hobby kits at the Toy Fair, its president, L. S. Wetzel, has announced. Retailing at from $1 to $9.95, they are described as being "educational-instruction" toys

Included in the group are a submarine, "The Andrew Jackson," a visible series, sculpture kit, science kit and a Custom-

ized Service Truck assembly kit (illustrated here)

The manufacturer claims that "everything works" on the Customized Service Truck, a $3 retailer built to 1/32-scale. Described as being an ideal accessory for realistic auto racing, the truck features front wheels that steer, a hood that opens to show the detailed power plant, a windshield that collapses, a cab roof that comes off to reveal interior details, and a crane that lifts, extends and rotates 360 degrees.

The truck is designed to actually tow a car. It also has a rear train suspension for "rough terrain," a real working winch and supporting jacks that extend and drop, and a fully-detailed chassis. A wide selection of decals and figures of four service men in action positions complete the kit.

Renwal has also announced that it has doubled its 14th floor showroom space at 200 Fifth Avenue, New York City. The showroom next door was leased and the wall broken through.

Complete Product Line to Be Shown by Doughboy at Fair

What is called the "most complete line of products" in its history will be presented at the Toy Fair by the Plastics Division of Doughboy Industries, New Richmond, Wisc., at its sales offices and showrooms (#401), 1107 Broadway, New York City.

Such numbers as wading, splasher and family swimming pools, water toys, play houses and bouncing toy clowns with musical bases will be among those on display

One of the latest products, a square-shaped pool, features sparkling embossed red and yellow tubes with child-appealing artwork on the bottom. It is 51" across, 10" deep and has a 58-gallon capacity There is also a vertical wall pool of sparkling diamond-embossed vinyl with two inflatable blue tubes (separated by ribs of vertical inflatable tubes) which reportedly give it greater depth and added vertical rigidity. Many other round, inflatable plastic wading pools also feature drawing and cartoon art work on their bottoms.

For youngsters a little older, Doughboy has splasher pools in a choice of constructions. Engineered for easy assembly, strength and simple maintenance, these have rugged, corru-ribbed steel sidewalls with deep blue enamel-finish telescopic tubular steel rails. The liners are made of heavy-duty blue vinyl and are fastened to the sidewall with complete poly coping. Vertical supports for added strength come with some models. Pool covers and repair kits are also available

The recently unveiled Flip-N-Fill splasher pool (see PLAYTHINGS, December 1963, page 81) is completely inflatable and the embossed vinyl bottom is permanently sealed to a rigid vinyl three-color wall. A vinyl extrusion sealed to the top of the wall protects its edge It is 6 feet across 15" deep and holds 265 gallons

Doughboy is also offering full-drape, wire-wall splasher pools with a heavy-duty vinyl pool liner that completely covers the wire mesh wall. The one-piece wall is said to offer strong support and fast, easy assembly, and the steel connecting rod makes the sidewall "endless." A molded drain fits a standard garden hose connection.

In the rigid-frame line, Doughboy has pools with vinyl liners, wooden seats for children and even a canopy for some models—all available in different sizes. Four complete lines of family swimming pools, the Silverline, Acqualine, Crest-Line, and Royal Riviera come in a wide variety of sizes and offer many exclusive features.

Other items from Doughboy include such inflatable toys as plastic ducks, beavers, a walrus, penguins and fish, and a new swim belt, jet boat and beach and patio mat

And as a special treat this season, Doughboy is presenting a wild West playhouse made of a strong tubular steel frame covered with vinyl. Patterned after a real sheriff's office, the playhouse features original artwork. There is also a nursery rhyme playhouse decorated with colorful figures

Rounding out the line is Doughboy's "Bobo" the Clown. One model has a musical base and another, a red squeaker nose

BRONSON, HANSON NAMED TO ELKA SALES ORGANIZATION

Elka Toys, manufacturers of stuffed toy animals, has announced two major appointments to their national sales organization.

Richard Bronson, formerly with American Character, has joined the sales staff of the company and will handle the Metropolitan New York area, including New Jersey and southern Connecticut, Philadelphia, the District of Columbia, Delaware, and Maryland.

Hanson Southern Sales Company will cover the entire Southeast territory of the United States

BACK IN APRIL 1933

Reportedly appealing to both kids and adults were new Wright Blocks which offered players a chance to build skyscrapers, bridges, towers, railroad terminals, hotels and so forth with a patented interlocking feature that kept them from falling.

Five display areas at Brighton

It's fair time in England, too. With displays at Brighton Stadium, the Corn Exchange and three leading seafront hotels, close to 70,000 square feet of exhibition space was used by British and overseas manufacturers at the 11th British Toy Fair, held Feb. 9-13.

Open every day from 9 A.M. to 6 P.M., the fair provided overseas buyers with free first class railway travel between London and Brighton (a 60-minute trip), free car service among the five exhibition areas, and the service of interpreters covering 18 languages.

Among the many firms participating in the event were.

- L. Rees and Co., Ltd., London, showing a line of soft toys molded from foamed plastics.
- Airfix Products, Ltd., London, introducing model kits of planes, ships and an 0-6-0 saddle-tank locomotive
- D. Sebel and Co., Ltd., Kent, featuring a new tricycle with a blow-molded plastic saddle.
- Bell Toys, Ltd., London, presenting its 'Astra' ray gun and other toys
- Britains, Ltd., London, exhibiting new plastic models, including a remote control operated tractor

NEW MODEL BY AIRFIX

Bonham markets under own label

In a key change, the Athletic and Playground Equipment Division of the Bonham Co., with plants in Pomona, Calif. and Keyser, W. Va., has begun to market nationally its basketball goals and other athletic hardware under the Bonham name, according to president Eldon L. Richardson. The move by Bonham, which until now has supplied its equipment to be branded and marketed by rubber sporting goods manufacturers and others, was triggered by increased national interest in physical activity

The Bonham line is being promoted by a progressive marketing program and a vigorous advertising and publicity campaign. The firm is also setting up more intensive distributor and dealer concentration throughout the continental U.S.

Andy Gard acquires new plant

According to a statement by Bob McCoy, vice president of operations for Andy Gard Corp., the 210,000-square-foot Oakmont, Pa. plant recently acquired from Scaife Corp. will be used primarily for the manufacture of the firm's line of blow-molded toys.

Located on the Allegheny River, the plant is on a 12-acre site and is about 20 miles from Pittsburgh.

McCoy added that Andy Gard will be ready to operate from the new facility "in about two or three months." The company has seven other plants in operation

Hurvitz new Supplee head

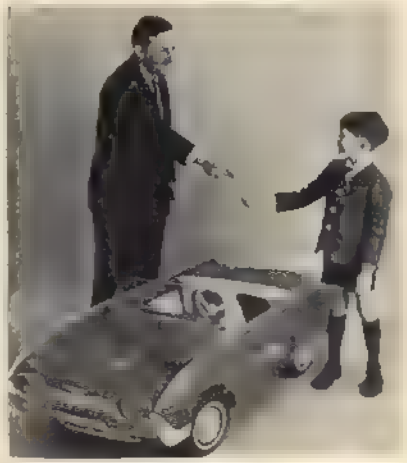
Alvin W. Hurvitz, president of the new combined Tryon-Supplee-Biddle Co., addresses the semi-annual sales meeting.

Alvin W. Hurvitz, one of the 10 executives who bought Supplee Biddle Steltz Co. and E. K. Tryon Co., Philadelphia wholesaler firms, is the new president of the new combined firm, Tryon-Supplee-Biddle Co. Speaking at the semi-annual Supplee sales-meeting, Hurvitz said that he and his associates expected the company's sales to rise to $20 million a year.

Hurvitz also stressed the importance of the salesman. "The salesmen," he said, "are like ambassadors. They bring to us the dealers' thoughts and in turn carry to the dealers our company's sales policy and dealer aids."

Among the other executives who bought the two wholesale firms are Edward C. Laird, executive vice president; Horace W. Davies, vice president, Western Pa. sales division; Robert A. Hynes, vice president in charge of sales; and Fred B. McMaster, vice president for toys and athletic goods.

Award Empire contest prizes



Presenting the keys for the Thunderbird Jr., first prize in Empire Pencil Co.'s Pedigree Pencil Contest, is Phil Unger, the firm's New York representative. Winner is Larry Archibald of Pelham, N.Y.

Larry Archibald, happy boy of 266 Ancon ave., Pelham, N.Y., won the grand prize, a 1964 Thunderbird Jr., in the second annual Pedigree Pencil Contest of Empire Pencil Co., Shelbyville, Tenn. subsidiary of Hassenfeld Bros. Inc

The contest, which promotes coloring interest in youngsters, drew more than 25,000 entries this year from the U.S., Canada and Mexico. Entry blanks were in the form of a circus scene showing a dog, symbol of Empire's Pedigree line, included in each box of Pedigree Pencils. Children were asked to color the scene and name the dog.

Second place winners got 40 pedigree puppies, and runners-up were given more than 1,000 Hasbro toys in the contest, considered one of Empire's most rewarding advertising ventures.

Lowe's 'Skat' lists for $2.98

The correct suggested list price of the game Skat, advertised by E. S. Lowe Co on Page 166 of this issue of TOYS & NOVELTIES is $2 98

The $1.98 price shown in the advertisement is in error, officials of E. S. Lowe Co. state

Ward Continental's licensee is Rex Aluminium Co., PTY

In the advertisement for Ward Continental, Inc., appearing on Page 194 of this issue of TOYS & NOVELTIES the firm's Australian licensee is identified as Rex Aluminum Co., PTY, Ltd. This company's correct name is Rex Aluminum Co., PTY. Ltd

TOY INDUSTRY NEWS

Raggedy Ann, Andy go to work for Knickerbocker

Musical Raggedy Ann and Andy are checked out by Vincent DeGaetano (left) senior assistant toy buyer for Macy's, New York, as Ed Kaplan, sales manager of Knickerbocker Toy Co., stands by with the items' new package.

Coming down the production line of a new manufacturer this year, to be given a major new feature, dressed perhaps in a new costume and packed in a new box will be one of the oldest staples in the toy industry.

The production line belongs to Knickerbocker Toy Co. and the item is Raggedy Ann

Last New Year's Day, Knickerbocker officially acquired the exclusive right in perpetuity to manufacture and distribute both Raggedy Ann and Andy, which have been on the American toy scene for a half-century

There will be some changes made, Knickerbocker president Leo L. White said, but added that the firm has no intention of abandoning the floppy, whimsical air which is the two staples' most distinctive characteristic

The key change will be the addition of musical versions of both dolls. The line will also be repackaged in multi-color boxes with artwork depicting a typical scene from the Raggedy Ann and Andy books. New costumes may be introduced in the future, it was disclosed.

Knickerbocker will market conventional versions of the dolls in 17", 21", 27" and 33" sizes, and musicals in 17" and 21 numbers. Larger display pieces will also be available

Knickerbocker will take Raggedy Ann and Andy into foreign markets, among them England, Scotland, Ireland and South Africa. The market in non-English-speaking countries will be tested during the upcoming Nuremberg International Toy Fair at which Knickerbocker will exhibit

White revealed that the firm is out to build domestic sales to a level never before attained by the dolls. He told TOYS & NOVELTIES that acquisition of the items would result in "a significant broadening of Knickerbocker's staple base"

Created in 1911 by Johnny Gruelle, a political cartoonist, the dolls were first produced commercially by a clothing manufacturer. From 1938 to 1963 the dolls were produced by Georgene Novelties

Emenee markets casting set

A new toy that allows children to make military toys and dolls has been introduced by Emenee Industries, 200 Fifth ave., New York. Called Formex "7" Casting Sets, the items feature a compound that melts safely over a regular electric bulb and can be poured into a casting mold to harden when cooled.

Emenee spokesmen note that the material is non toxic and harmless to taste and touch, while the Dyna-Cast Thermo unit used for melting the compound is safe and simple to operate. Sold in toy and department stores throughout the country, the casting sets range from less than $1 to less than $8

FORMEX "7" CASTING SET

Stelber names board chairman

Philip Steller has been named chairman of the board of Stelber Cycle Corp., Brooklyn, N.Y. manufacturer of bicycles, tricycles and multi-speed racers. Previously president of the firm, Steller was appointed to his new post at a recent stockholder meeting held at Stelber's factory office in Brooklyn.

Motheral opens own agency

George B. Motheral II, director of public relations for The Rust Engineering Co. for the past seven years, has opened his own advertising and public relations agency, George B Motheral, Ltd., Rm 401, Investment Building, Pittsburgh 22, Pa

Motheral will continue to handle advertising and publicity for the Rust companies. His agency will also handle the advertising of children and adult games for Saalfield Publishing Co., Akron, Ohio manufacturer of the Bluff and Blockhead games owned by Motheral

Own TV show for Milton Bradley

Highlighting Milton Bradley's 1964 ad program, the largest in the company's 104-year history, will be sponsorship of "Shenanigans," a new game show for children which will be shown Saturday mornings 10 to 10:30 on the ABC TV network, beginning September 26. Also included in the year's promotions, according to president James J. Shea, will be the company's largest TV spot program, covering 67 markets, from late October to Christmas, as well as magazine advertising in the spring and fall

"Milton Bradley's sole sponsorship of its own half hour children's TV network show is a logical expansion step," said Mr. Shea, noting the firm's success in adapting TV show formats such as "Concentration," "The Match Game," "Password" and "The Beverly Hillbillies."

The format of "Shenanigans," to star Stubby Kaye, is a game board brought to life in three dimensions. Each step the child contestants take on the life size board represents a stunt, event, gift, challenge or competition.

Some of the games to be promoted on the show include Time Bomb, a safe action game with a plastic "bomb;" Pow, a game in which boys try to knock down opposing soldiers with cannon balls; Wow, a companion piece in marksmanship for girls; The Kookie Chicks Game in which players maneuver plastic chicks by magnetized sticks; Tussle, On the Ball, Candy Land, Magic Mary; and Boob Tube

Among the games to be featured in the firm's spot TV program are Stratego, Game of Life, Go to the Head of the Class, Game of the States, Rack-O, Dogfight, Broadside, Battle Cry, Easy Money, Password and Concentration. These items will be seen on the "Today Show" with Hugh Downs and the "Steve Allen Show"

Magazine advertising will herald Milton Bradley's World's Fair items as well as Candy Land, Uncle Wiggily, Chutes and Ladders, Park and Shop, Pirate and Traveler, Why and Video Village

Artists' supplies firm acquired by Binney & Smith

RANSEEN

Following his company's acquisition of Permanent Pigments, Inc., John M. Hamilton, president of Binney & Smith, Inc., stated, "this transaction will give us the most complete line of art materials available for artists of all ages and capabilities." At the same time, the head of the 100-year old company named Robert E. Ranseen sales manager of the newly acquired firm

According to Hamilton, the combined company will now number among its customers children, professional artists, amateur artists, schools, variety chains and jobbers. Binney & Smith is well known for its line of educational and commercial art supplies, including Crayola crayons, while Permanent Pigments, Inc. manufactures and distributes a variety of artists' materials.

In addition to Ranseen's appointment as sales manager, director and officers of the new subsidiary include John M. Hamilton, chairman and chief executive officer; Henry Levison, president; David Levison vice president and treasurer; and Rudolph Ingrisch, Lester Muffley and Victor Watson, vice presidents.

Ranseen, who has sold the company's educational and commercial products in North Dakota, South Dakota and Iowa, and who has been associated with Binney & Smith Since 1949, will work out of the subsidiary's Cincinnati office

Expansion of U.S. toy exports objective of new association

Open to firms representing at least three toy manufacturers on an exclusive export agency basis, American Toy Export Association was formed in New York recently for the purpose of expanding United States' toy exports.

According to Harris E. Baer of Kraemer Mercantile Corp. and acting chairman of the association, ATEA's aims also include the dissemination of information; cooperation with the government and private organizations interested in furthering U.S toy exports; and representation of the interest of the domestic toy export trade in matters of general concern such as discriminatory ocean freight: rates, foreign traffics, quotas and exchange restrictions.

Baer has already travelled to Washington for preliminary hearings concerning the tariff reduction discussions scheduled to take place in Geneva this May and he, along with other Association members, is currently preparing arguments calling for the reduction of foreign trade barriers.

Charter member T. G. Howland of H. G. Wathen & Co., Inc., adds that ATEA will present these arguments sometime this month at the open hearings on the tariff negotiations in Washington.

Howland also revealed that the association will try to promote participation of U.S. manufacturers at the Nuremberg Fair, to take place in February, 1965.

The ten independent firms that make up ATEA's current membership are Century Distributing Co.; Guiterman Co., Inc.; Kalglas International, Inc.; Kraemer Mercantile Corp.; Lionel-Essex International; E. Miltonberg, Inc.; Max Morgan Associates; Overseas Agencies; Henry L. Shrier, Inc.; and H G Wathen & Co., Inc Howland points out that these firms are all located in New York and represent many of the leading American toy companies.

Further information about the new association's activities may be obtained from officials of any of the 10 member firms listed above

New York Toy names Lang

Milan Lang has been appointed sales manager of New York Toy & Game Mfg. Corp., 200 Fifth ave., New York. Milan was formerly sales manager and vice president of Lomart Industries, Inc., Brooklyn N.Y., for five years. Before that, he was a manufacturers representative in the Midwest for 17 years.

Cooper expands TV program

FRANKENSTEIN MONSTER COSTUMES

Its national TV program has been expanded for 1964 by Ben Cooper, Inc., Brooklyn, N.Y. manufacturer of Hallowe'en costumes and masks. Full one hour Ben Cooper TV Hallowe'en Parties will be held in 100 key markets during the peak Hallowe'en selling season. Two of the parties will be telecast in 15 areas. The Cooper firm will also participate in more than 100 major Kiddie Programs in all sections of the country.

Ben Cooper items to be promoted on the telecast parties include the Magic Glo' line with the Glo' in the Dark and Hairy-Scary masks; Frankenstein Monster Costumes; and the deluxe line with the firm's patented Moving Mouth mask.

American Character forms international division

Examining one of their firm's European import dolls are Herbert Brock (left), executive vice president of American Character, Inc., and Fred Gardel, director of the newly formed American Character International.

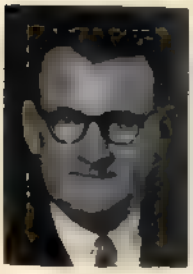
American Character, Inc., New York doll manufacturer and distributor, has formed a new international division, American Character International, according to executive vice president Herbert A. Brock. The new division, to be headed by veteran doll executive Fred Gardel, will handle a line of high-quality European ethnic dolls on an exclusive basis.

The arrangement involves six European manufacturers in four countries and provides for reciprocal representation for American Character's merchandise in Europe. Gardel will have permanent headquarters in Europe, where the firm will maintain offices and showrooms in Paris, France and Milan, Italy.

In New York, Paul Hagman will coordinate work of the international division in the U.S. The import dolls, including a variety of 100 ethnic items retailing for $2.98-$50, will also be exhibited in the New York showrooms.

The European doll firms are Furgi and Ratti & Vallenzasca of Arona and Italo of Cremona, all in Italy; Poupees Belles, Perpignan, France; Casseloid, Leicester, England; and Rheinische Gummi Werke Und Fabrik, Mannheim, Germany. Leading items in American Character's line will be available to these firms for import or licensing. They will also be shown at three major European toy fairs.

War-Con to handle national sales for Noma Lites



WARD

CONGALTON

Noma Lites, Inc., world's largest manufacturer of Christmas lights has appointed War-Con Sales Co. to handle its national sales. Joseph H. Ward, president of War-Con, is past president and chairman of Noma Lites. He started his career with General Electric Corp. and then joined the infant Noma Electric Corp. soon after its formation, a result of the merger of several Christmas light manufacturers.

Noma soon grew to a position where it supplied about 80 percent of the country's total requirements, according to Ward. Widely known throughout the Christmas light industry, he will specialize in handling national accounts as head of War-Con

Thomas Congalton, vice president of War-Con Sales, joined Noma Lites in 1951. Presently sales manager of Noma, he will continue in that position, managing and directing the sales activities of all sales representatives throughout the country. The sales force consists of 20 men, some of them with Noma for more than 30 years.

Noma Lites operates factories in St. Joseph, Mo. and Bridgeport, Conn. and has warehouses throughout the country. The firm has its sales office at 200 Fifth ave., New York, where War-Con Sales will also be headquartered.

"Probe," a new word game, is introduced by Parker Bros.

NEW PARKER BROTHERS WORD GAME

A new game that Parker Brothers marketing staffers feel may well do for word contests what Monopoly did for board games and Mille Bornes did for cards is being introduced to the market by the Salem, Mass. firm. Called "Probe," the new product is said to have a completely different concept that tests both vocabulary and deductive ability.

The object of the game is to guess the word opponents conceal in a card tray formed by any number up to 12 of the 384 letter cards. Going letter by letter, the players draw from a pack of activity cards in their quest to unearth the word

Thoroughly tested by a consumer panel of men, women and children, the game is aimed at all ages, Parker spokesmen point out

P & M Doll expands sales setup

For better service and coverage of the domestic and export market, P & M Doll Co., New York, has expanded its sales organization, according to vice president Joe Paganello. The 1964 line has also been "completely redesigned, repackaged and restyled," said Paganello.

In the new sales setup, Jack Saunders Associates will cover the West coast, operating out of Los Angeles and San Francisco. Al Dupree and Associates, with offices in Atlanta, Charlotte and Dallas, will cover the South and Southeast. Ray Anthony, working out of Chicago, will service the Midwest.

Pincus & Prince, with offices in Framingham, Mass., will again handle the New England territory Bob and Bill Slaven will cover Ohio and Pittsburgh. Paganello himself will concentrate on the major chains. Mildred V. Shore will be working with the resident buying offices and remain in charge of the showroom at 200 Fifth ave.

Burgess Toy Sales replaced by Jinks-Connell in Atlanta

The trade has been informed that Burgess Toy Sales Co., Atlanta manufacturers representative firm, has ceased operations, according to C. S. Burgess, Sr Burgess has retired for the time being, while his son, C. S. Burgess, Jr., has gone into another line of endeavor.

A third principal of the firm, however, J. Tom Jinks, has decided to continue the business. In partnership with James E. Connell, he has formed Jinks-Connell Sales Co. which took over from the Burgess firm as of January 1, 1964. Connell was previously a toy representative in the Southeast for eight years. The new firm will carry most of the same lines as the Burgess firm, including: Auburn Rubber Co.; Badger Basket Co.; Ben Cooper, Inc.; The Fletcher Enamel Co.; Nylint Tool & Mfg. Co.; The Oak Rubber Co.; Park Plastics Co.; and Standard Pyroxoloid Corp

Tinkertoy celebrates anniversary

Tinkertoy's 50th anniversary is cause for the redesigning of the familiar red, white and blue cannister for Tinkertoys. The Tinkertoy label has been produced in full color with eye-catching photographs of space age models that can be built for the various size sets. In addition, plastic parts have been added and a new, full color graphically illustrated instruction booklet is also included.

"Play-Doh" executives promoted

Two marketing executives at Rainbow Crafts, Inc., Cincinnati manufacturer of Play-Doh modeling compound, have been promoted, according to president Joseph S. McVicker. Arthur L. Stoecklin, vice president-sales, is now vice president and general manager. His appointment is in line with long-range company plans and the increased responsibility of a new venture in international toy sales. Stoecklin will attend toy marketing conferences in London and Paris this year.

John L. Beck, advertising manager, is now marketing manager, responsible for coordinating national and overseas trade and consumer promotion. Beck will also join in with Stoecklin on international toy marketing.

Both men came to Rainbow Crafts in 1958 when president McVicker consolidated national distribution of Play-Doh modeling compound

STOECKLIN

BECK

MORSE NAMED ASSISTANT SALES PROMOTION MANAGER AT AMSCO

James R. Becker, marketing director of Amsco Industries, Inc., has made known the appointment of Arnold (Jim) Morse as assistant sales promotion manager. Mr.

Arnold (Jim) Morse

Morse will work under Stan Harfenist the firm's sales and sales promotion manager.

Formerly with the Lionel Toy Corporation, where he was promoted to premium promotion manager in 1963, Mr. Morse had also been with the Around-The-World Shoppers Club in New Jersey. Prior to that he was a promotion copywriter at Ziff Davis Publishing Company. He has also published paperback collections for Dell Books and Bantam Books.

MORRIS AGENCY TO HANDLE KEWPIE RIGHTS FOR CAMEO

The William Morris Agency, located at 1740 Broadway, New York City, will represent Joe Kallus, head of Cameo Doll Products Company, Inc., Port Allegany,

Pa., in negotiations for all rights to the "Kewpie" character in all show business and commercial media.

The Kewpie character was created by authoress Rose O'Neill, who sketched the original drawings and wrote the Kewpie books. These books, read by millions, led to the creation of the Kewpie Doll.

According to Mr. Kallus and the William Morris Agency, an extensive exploitation campaign is in preparation.

Bradley to Sponsor TV Show; Record Ad Sked Announced

James J. Shea, president of Milton Bradley Company, Springfield, Mass., has announced that the firm has scheduled the largest ad program in its 104-year history and that it will sponsor "Shenanigans," a new children's TV game show on the ABC network.

Mr. Shea said that the 1964 ad campaign, including the company's largest TV spot program, covers 67 markets and an eight-week participation on the "Today" show with Hugh Downs and the Steve Allen Show, all scheduled from late October to Christmas, as well as magazine advertising in the spring and fall.

Solely-sponsored by Bradley, "Shenanigans" is scheduled in prime Saturday morning time from 10 to 10.30 beginning September 26. Mr. Shea said that the show will be the basis for a Milton Bradley Shenanigans board game and will promote a brand new line of Bradley action games, including Time Bomb, Tussle, Kookie Chicks, Pow and Wow, On the Ball, and the firm's popular Candy Land, Magic Marv, and Boob Tube.

Milton Bradley's sole sponsorship of 'Shenanigans' is a logical expansion step," Mr. Shea said, noting that the firm had met success in adapting as games such TV show formats as "Concentration," "Password," "The Match Game," "Beverly Hillbillies," and "You Don't Say."

Starring Stubby Kaye of "Guys and Dolls" and "Li'l Abner" fame, "Shenanigans" is being produced by Heatter and Quigley, Richard K. Manoff is Bradley's ad agency.

The format of the show is a gameboard brought dramatically to life in three dimensions in a gay carnival-type setting. Each step the child contestants take on the lifesize board represents a stunt, event, gift, challenge or competition. Prizes are Shenaniganzas, which the kids trade to a Bradley kiosk for Bradley prizes.

Commercials on Bradley's new action game line will be planned as an integral part of the show format and will "project the spirit of exuberant fun" which reportedly characterizes the show.

With the Time Bomb, one player sets the timer in motion and tosses it to a competitor who, in turn, tries to get it out of his hand before it goes "bang." The sturdy, plastic time bomb stays intact and the game is said to be perfectly safe.

Especially for boys is Pow, with toy soldiers set up on each side of a board with a barrier in between in the center. Each player in turn aims a plastic can-

non and tries to lob a cannonball over the barrier to knock down opposing soldiers. A companion piece for the girls is Wow, a pillow-fight game in a pajama party setting. Players shoot pillows over the wall to knock down their opponents' pajama-clad team.

The Kookie Chicks Game has players maneuvering wobbling plastic chicks by magnetized sticks which operate under the gameboard. The object is to be first in the scramble to get the eggs in the nest. All of these games retail at $3.

Among the Bradley games being advertised in the TV spot program are Game of Life, Stratego, Go to the Head of the Class, Game of the States, Rack-O, Dogfight, Broadside, Battle Cry, Fast Money, Password and Concentration.

Magazine advertising will feature Bradley's World Fair items and such staples as Candy Land, Uncle Wiggily, Chutes and Ladders, Park and Shop, Why, Pirate and Traveler, and Video Village.

BACK IN MARCH 1933

Kali-ko-kate, an appealing doll made of 80-square cloth, had a rubberized face that could be washed without damage.

Bausch & Lomb Enters the Toy Trade with Microscopes

Bausch & Lomb, Incorporated, Rochester 2, N. Y., one of the world's foremost manufacturers of ophthalmic and scientific optical and electronic products, has announced the development of three microscope sets and five microscopes aimed at the toy and hobby market. It is the first time the 111-year old concern has entered that field.

The line will be shown at the Toy Fair in the Arcade suite of Bausch & Lomb's Eastern representatives, Lawrence R. Schmidt & Company, Inc., 200 Fifth Avenue, New York City.

Top row, l-r: R-1900 Microscope for 8-10-year-olds; R-8900 Microscope for beginners. Bottom row, l-r: STZ-100 ZoomScope; SSM-15 Stereo; and STZ-200 ZoomScope.

Featured in the sets are professional-quality, low-cost microscopes which provide an economical approach to expansion of school science programs for elementary and high school students. Introduced by B&L last October, these instruments were designed on recommendations of leading school authorities and high-level government officials. The objectives were (1) to make economically available an individual microscope for every science student and (2) to make U.S. products more than competitive with foreign products.

All the new microscopes feature simple operation, high image quality, unitized construction and the ability to withstand hard usage. Every component has been designed and manufactured in the United States.

Each of the three sets contains complete equipment and instructions for setting up a home-science laboratory. All come in highly-styled sectionalized styrene and urethane packages in brightly colored and decorative overpacks. Suggested prices range from $28 to $120.

The smallest set (#R-1900) priced at $28, contains an experiment card file and use manual for beginners aged 8-10 who have had no experience in microscopy. These microscopes, like all the others, have achromatic ground and polished glass lenses which produce high quality color-distortion-free images and extremely flat fields, features that up to now have reportedly been found only in more expensive type microscopes. The overpack measures 9½" by 8¾" by 17¾".

A larger set (#R-8900) uses the same type microscope for children 10 and older, who have some experience in microscopy, and is a more complete micro-science set containing an experiment card file and use manual, slides, specimens, tools for dissecting and specimen preparation. This set is priced at $42. Its package dimensions are 10¾" by 8¾" by 18¾".

In addition to the beginners' microscopes, which can be purchased apart from the set for $18, there are three others priced at $88, designed for the junior and senior high school students and hobbyists familiar with microscope use. Two of these instruments feature a ZoomScope which permits the students and hobbyist to "zero in" on the most interesting parts of a specimen and quickly zoom to a desired magnification. B&L claims to be the only manufacturer to offer this type of instrument. One model zooms from 25 to 100 times magnification, the other from 50 to 200. The third member of this group is a Stereomicroscope for natural three-dimensional viewing of rocks, biological specimens, coins, stamps, fibers, botanical material, and so on.

Called the ultimate in micro-science labs is a set (#SSM-15) containing a three-dimensional Stereomicroscope and such equipment as experiment card file and use manual, dissecting needles, forceps, microtome blade, slides, test tubes, an illuminator, specimens of fibers, insects, marine life, rocks, and so forth. This set is priced at a suggested $120.

To withstand possible hard usage, all these new instruments have been subjected to thorough tests and analyses in every design feature. Consequently, all carry the standard Bausch & Lomb quality warranty.

Sales representation has been set for the B&L line in every section of the country. Mr. Schmidt's organization, manned by Charles Zuckerman, Erwin Lewis and Phil Strompf, is responsible for New York, New Jersey, the New England area, Washington, D.C., Maryland, Delaware and Pennsylvania. Ree Ron Sales, 14-121 Merchandise Mart, Chicago (Jim Ronayne, Albert Schwalge, Robert Jackson, Roland Vercillo, and Miss Lee Salvati)—the entire Midwest south to Missouri; Fred X. Brownstein Associates, 799 S. Highland, Memphis, (Mr. Brownstein, John LeFlore, Walter H. Haase, Joe D. Cash, Edward Hardin, and Alex Sternberger)—the Southeast and Southwest; and Sidney L. Lee Company, Inc., 38 Second Street, San Francisco (Mr. Lee, Jay A. Spongberg, Harold C. Bell, Carl W. Bender and Robert L. Lee)—the 11 Western states, Hawaii and El Paso.

Of interest is the fact that long before the current emphasis on science and space exploration, Bausch & Lomb recognized the need for the encouragement of young science-oriented minds.

In 1931 B&L established the Honorary Science Award, a bronze medal presented annually in over 8,500 high schools throughout the United States. It is awarded at graduation to secondary school students achieving outstanding records in science studies.

In addition, all award winners become eligible to compete for a Bausch & Lomb Science Scholarship at the University of Rochester, where 38 students are right now on campus as a result of this program.

Two Bausch & Lomb sets, the R-1900 at top ($28) and SSM-15 Stereo ($120).

New Packaging, Color Trays Highlight '64 Play-Doh Line

The 1964 line of Play-Doh Modeling Compound toys will be presented at the Toy Fair in completely new pilfer-proof, fully-visual packages, the manufacturer, Rainbow Crafts, Inc., Cincinnati, reports. All the packages will also feature point-of-sale display panels on the backs of the boxes with family identification of the popular Play-Doh Modeling Compound brand prominently displayed.

Rainbow Crafts also announces that this year a new series, the Play-Doh Coloring Trays (#500), has been added to the line. The company describes the tray as being "a new concept—coloring with Play-Doh Modeling Compound." Each set features four plastic coloring trays—a "Little Red Riding Hood" picture tray, the complete alphabet, numbers 1 to 10, and a "Little Boy Blue" picture tray—and four 2-ounce miniature cans of Play-Doh Modeling Compound. Instructions appear on the display box. Packing is 12 per 13-pound shipper.

The Play-Doh Coloring Trays will be demonstrated at the Fair in the Murray Gilbert showroom (#1005) at the 200 Fifth Avenue Building and in exhibit rooms 1031 and 1032 of the Hotel New Yorker.

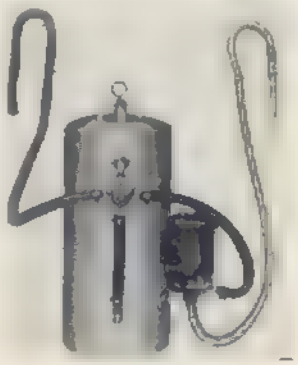
According to Rainbow Crafts, early consumer-test reactions indicate quick acceptance of the new packages. The merchandising features in the packaging design are the results of a new department of research and development added to the company this year and headed by Harry Meth. Together with the marketing team, this department readied the Play-Doh line in time for Toy Fair showing.

In addition, Rainbow Crafts has several other new items in consumer-test campaigns and has completed other similar tests on toys to be shown at the Fair. The results of these tests are being adapted for merchandising and promotional plans for the new toy year, the company advises.

Following a successful premium promotion with Procter and Gamble's Gleem toothpaste and miniature cans of Play-Doh Modeling Compound, other promotions with network television exposure will be announced at the Fair.

AMPRO'S ABOVE-GROUND POOL FILTER WITH MULTI-PORT VALVE

Ampro Pool Filters, Inc., Woodside, N. Y., has redesigned its easy maintenance, above-ground pool filter line, which now includes three models with the company's unique new multi-port valve "to take the



drudgery out of backwashing." The new "Multi-Custom" filter model (illustrated here) will be presented to the trade at the Toy Fair in room 1503, Hotel New Yorker.

To backwash, all that is now required is an easy turn of the lever to the left—accomplished in a second. Without this improvement, the important backwashing operation is complicated and tedious, claims Ampro. "Hoses have to be reversed and pre-primed—difficult not only for mothers, but for men too."

Ampro's valve is standard on two of four models, which will filter pools up to 24 feet in diameter. Other features in all models include the Anthrafilt filtering agent which never requires replacing, and tanks of heavy gauge steel galvanized inside and out. GE motors are used exclusively, as are the guaranteed-for-life, corrosion-resistant "America" pumps manufactured by Ampro.

COX INTRODUCES '64 LINE OF RACE CARS, READY-TO-FLY PLANES

Interest in gas-powered models should be enhanced by the introduction of the 1964 line from L. M. Cox Mfg. Company, Santa Ana, Calif. Cox reports that an attractive group of headline-name models have been added to both the racing car and ready-to-fly plane categories.

The '64 Corvette Sting Ray, a fast-

backed Cox .049 engine-powered model said to be "authentic to the dashboard detail," and the '64 Buick Riviera are the offerings in the drag-racing category. And in the ready-to-fly field, Cox has flight-tested models of two famous European fighters—the Supermarine Spitfire, a replica of one of World War II's planes, and an adapted RAF Kittyhawk.

Cox's line continues to include the handsome, award-winning Mercedes Benz and the popular Prop Rod. All the firm's planes are available in regular packs for repeat fliers, or complete with starting and flying accessories for new modelers.

Being included for the first time in Cox's catalog are the Spook-all Plastic Flying Wing Kit, Precision Throttle Control for R/C Fliers and the bubble-packed Bench Test Engine Kit and accessories. The Corvette Sting Ray and Buick Riviera are being shown in a separate four-page car racing brochure along with the Racing Accessory Kit and Custom Blend Fuel for race cars.

Cox consumer advertising on race cars is appearing in the following publications: Car Craft, Rod & Custom, Models, Car Model, Model Car Science and Model Cars Illustrated. Engines and ready-to-fly are being featured in Model Airplane News. Further advertising plans for 1964 are now under discussion, William H. Selzer, vice-president, advises.

BOARD CHAIRMAN AT STELBER

Philip Steller has been named chairman of the board of Stelber Cycle Corporation, Brooklyn, N. Y., manufacturers of bicycles, tricycles and multi-speed racers. Mr. Steller, former president of the company, was appointed to his new post at a stockholders' meeting held at the factory office on February 1st.

BACK IN MARCH 1933

The Wonder Box included an attractive assortment of penny balloons and balls.

NEW EMBOSSED VINYL BALL JUST BROUGHT OUT BY BARR

A unique globe-patterned embossed vinyl ball has been announced by The Barr Rubber Products Company, manufacturer of inflated rubber and vinyl balls and balloons.

The Globe Embossed FunBall is sharply

embossed with an authentic reproduction of the world and has an unusual three-dimensional effect. It's complete with continent and ocean names and with latitude and longitude lines. Barr points out this will make it a popular educational as well as recreational item.

Made in bright shades of red, green and blue, the ball is available in a dozen pack, or is included in assortments of 9½", 10" and 10¾" balls.

For further information, contact the manufacturer, The Barr Rubber Products Company, Sandusky, Ohio.

PANZER "88" CORK CANNON NEW ITEM BY PARK PLASTICS

New from Park Plastics Company, Linden, N. J., is the Panzer "88" Cork Cannon (#272-B), a realistic toy model of a

famous World War II artillery piece.

Complete with six corks the cannon fires in all directions with a remote control release. Blister-packed, the 79¢ item is offered in combat colors. Packing is one- and two-dozen per 7- and 13-pound shipper.

AMERICAN TOY BUYS 5 SPORTING GOODS DEPARTMENTS FROM MEAD

American Toy Company, Cranston, R.I., has bought five sporting goods departments from Mead Distributors, in stores in which it also operates toy departments. Lawrence Goldberg, American Toy's vice-president, said that the purchase was the first move in the company's expansion program for 1964.

The departments are in Warwick Shoppers World, Warwick, R.I.; Middleton and Bellingham, Mass.; and in the Coats Field units in Pawtucket, R.I., and Brockton, Mass.

Oval Table Used in Gotham's Unique New Elliptipool Game

Arthur P. Frigo, Jr., the college student who designed the game

Elliptipool, a brand new game described as a combination of billiards and pocket pool and played on an elliptically-shaped pool table, has just been introduced to the trade by the Recreational Equipment Division of Gotham Educational Equipment Company, Inc., New Rochelle, N. Y.

Reportedly the only table that can accommodate the Elliptipool game, Gotham's elliptical table features only one pocket, only nine balls and a cue ball, and a geometric relationship between the pocket and the "elliptidot" that makes for unusual angle and bank shots.

The elliptical table was designed and patented by Arthur P. Frigo, Jr., a senior majoring in science at Union College, Schenectady, N. Y., who is now serving also as Gotham's consultant and "champion" player of Elliptipool.

Mr. Frigo says he first got the idea for Elliptipool by listening to a mathematics professor explain an ellipse to the class as "a locus of points, the sum of whose distance from two fixed focal points always remains the same." As interpreted for the game by Mr. Frigo, this meant that there are two points on the elliptical table, and if a ball passes over one of them it must eventually pass over the other point as well, assuming it keeps rolling and rebounds off the elliptical sides. Mr. Frigo put the table's only pocket at one open focal point in the playing area (similar to a golf hole) rather than into the side or corner cushions. As the game is played, every time a ball is hit so that it passes over the one point, or "elliptido," as the inventor calls it, it ends up in the pocket; if it's not hit by another ball or stopped.

The manufactured version of Mr. Frigo's elliptical pool table will be smaller than the standard professional-size pool table made by Gotham for some years. Professionally crafted with the same materials used in all Gotham regulation pool tables, the Elliptipool table has overall dimensions of 52" by 57". It is manufactured under U. S. Patent 3,029,078.

According to Gotham president, Morris Miller, his company decided to manufacture the elliptical pool table because "we have had considerable experience in the educational and recreational field and we feel that Elliptipool offers Americans an exciting new national pastime at a reasonable price, for use in private homes, apartments or clubs."

Mr. Miller said that he will have the elliptical pool table in mass production and on the market within the next few months and that he already has orders coming in to the company headquarters.

Founded in 1925 in New York City by Mr. Miller, Gotham has been manufacturing such diversified products as chalkboard, color cork bulletin boards, aluminum trim table tennis tables and others, including the Gotham pool table. Gotham first started making tennis tables in 1958 and pocket billiard tables in 1961.

With sales representation in every section of the country, Gotham maintains a 54,000-square-foot plant in Marked Tree, Ark., and another factory in Drummondville, Quebec, besides its 30,000-square-foot headquarters at New Rochelle. In 1947 Robert N. Greenfield joined the firm as vice-president and secretary with Mr. Miller, who is also the concern's treasurer.

GRUER TO SHOW LINE AT FAIR

Syna Gruer, owner of Chuck Doll & Toy Company, which began operation in a modern 12,000-square-foot plant January 1 at 102 Wooster Street, New York City, advises that he will show a complete new line at the Toy Fair in room 1154, Hotel New Yorker. Mr. Gruer was formerly a partner of the Chicago Toy & Doll Company for 15 years.

BACK IN FEBRUARY 1933

Three characters were featured in each $1 Kewpie Combination.

In the American toy industry, there's always room for one more man with an idea. Here's how scientist and engineering instructor Irving Lieberman designed an off-beat new toy and took it to market

The story of Digi-Comp 1

Scientist and engineer confer on details of Digi-Comp's programming information. Scientist Irving Lieberman, co-inventor of the unique item, is at right.

■ A search by industry to develop an educational tool with which to teach children and college-trained engineers about the workings of digital computers eventually led to the formation of the newest company in the toy manufacturing field.

It was nearly six years ago that Irving Lieberman, manager of the digital computer department for a large New Jersey electronics firm and lecturer on digital computers at Columbia University, started work on an aid for teaching digital computers.

He had for many years been hiring engineers right out of college, but was discouraged by their lack of knowledge of the workings of the giant electronic brains.

His research and development led to the formation, less than three years ago, of E. S. R., Inc., a firm which has recently placed on the market Digi-Comp 1, an actual working toy computer and the end result and outgrowth of his and several associates' laborious efforts.

In his item, Lieberman wanted to picture the real feeling and sense of seeing exactly how a digital computer worked, and Digi-Comp 1 does exactly that.

What started as a teaching aid and not a toy is now the basis for E. S. R., Inc. The company, with offices and manufacturing facilities in Montclair, New Jersey, has also developed a spinning top that can be kept in perpetual motion, and a marble-checker game.

From teaching aid to toy, however, was no simple jump. It took almost three years of research, study, experimentation and testing before initial shipments of Digi-Comp 1 finally appeared on store shelves.

Lieberman, whose background includes a B.A. in mathematics from the University of California at Los Angeles, and graduate work in mathematics at Southern California and N.Y.U., and currently a post in the Columbia University School of Engineering, teaching graduate courses in digital computers, is also a working research scientist His responsibility encompasses research, design and development of advanced special purpose digital computers and digital systems.

After more than 10 attempts at developing the basic concept, Digi-Comp 1 emerged. It satisfied Lieberman's five basic requirements that it be (1) easily illustrative of how a computer works, (2) easy to program; (3) simple in mechanism; (4) economical to produce; and (5) reliable in operation.

A prototype was built. Parts were hand-made or wooden patterns were used for casting. Certain parts were made by short-run injection molds.

At this point, Lieberman wrote a manual for the use of Digi-Comp 1 which was used during tests conducted at the Brooklyn Children's Museum on children chosen at random from the museum floor. The children ranged from eight to 18 years but were mostly in the 10-12 age group. Some changes in the manual resulted following the tests which proved that children could comprehend the toy's principle

Large and small establishments of all types were used in test-marketing the new item—toy stores, candy stores, department stores and self-service outlets. In addition, the unit was exhibited at various conventions and fairs.

During this period, a national network of manufacturers' representatives was established and active advertising and public relations programs were created

Initial reaction from the press was excellent. Five stories from nation-wide feature syndicates resulted in stories about Digi-Comp 1 in nearly 2,000 newspapers, and mention was made in *Life Magazine*. In addition, a consumer publication reviewed and tested the unit and described it as "excellent for child development."

Today E. S. R. has moved into a phase of increased and intensified promotion, leaning heavily on television, as well as maintaining constant research into new products in the toy field.

The scientific approach, upon which the company was founded, will remain the basis for its future growth. Scientist Lieberman will see to that. END

YOGI BERRA TO CATCH IN 1964—ON TOY COUNTERS

Yogi Berra, the New York Yankee manager and former all-time catching great, has signed an exclusive arrangement with Ross Products, Inc., New York City, general merchandise importer, for Ross to produce a Yogi Berra Pitching Trainer for youngsters.

Yogi Berra calls a strike.

The new toy is a 3-foot-high vinyl inflatable crouching catcher made in Berra's likeness—with his familiar number 8 on its back and "Yogi Berra" inscribed on the glove.

Its purpose is to help youngsters learn how to pitch to the strike zone. In play the child tries to throw the lightweight ball, which comes with the kit, into the pocket of the catcher's glove from varying distances. The toy can be used both indoors and outdoors.

Hyman Ross, the company's board chairman, said the "Pitching Trainer" will be on toy counters nationally in time for the spring training season, and will retail for less than $5. He stated that the toy is easily deflatable for compact storage and can be blown up to full size quickly.

HUBLEY OFFERING NEW CAR KIT FOR MAKING DUESENBERG MODEL

Hubley Mfg. Company, Lancaster, Pa., has just brought out a new kit for making an authentic metal model of the SJ Duesenberg, the famous American car of the early 30's.

Called the SJ Duesenberg Dual Cowl

Phaeton, the kit is primarily of die-cast metal with metalized plastic accessory parts. When completed, the Hubley model is 12¼" long, superdetailed and scaled from an actual car.

The real Duesenberg car had a 320-horsepower engine, capable of 130 MPH in third gear and 104 MPH in second gear. It could go from a standing start to 100 MPH in 20 seconds.

Dowst Announces Change of Name to Strombecker Corp.

The Dowst Mfg. Company of Chicago, whose Strombecker division pioneered in producing model road racing in America in 1959, will now be known as the Strombecker Corporation, according to Joseph N. Shure, president. Mr. Shure stated that the change reflects the vital role that model road racing will play in the future of the 86-year-old company.

In addition to Strombecker racing sets and accessories, the corporation will manufacture products through three separate divisions: Tootsietoy, Model Road & Raceways, and Dowst Die Casting.

Tootsietoy, the first manufacturer of die-cast metal toys and reportedly the country's oldest national toy advertiser, produces visually-packed and gift-boxed toy sets ranging in price from 10¢ to $5. Tootsietoy electric Table-Top Racing was introduced last year and has become a top contender for the racing dollar at the lower age level, Mr. Shure said.

Model Road & Raceways was purchased by Dowst late last year. Its products, aimed at the growing number of true racing enthusiasts, include such items as custom wheel sets, hubs and speed customizing accessories. The Dowst Die Casting Division manufactures a wide variety of die castings for industry.

According to Myron B. Shure, vice-president-marketing, the Strombecker Corporation will introduce a host of new products in both the Strombecker and Tootsietoy divisions at Toy Fair.

Among the new Strombecker products are a complete line of hobby tools and three new, complete road racing sets—Sports Car Set, $24.95, International Set, $29.95 and the Formula I Set, $39.95. Strombecker has increased its racing stable to 18 cars with the introduction of the Porsche RS 61, Lotus MK XIX, Midget Racer, Dragster, BRM, exciting new Ford GT Competition Car and the now famous Lotus Ford. The Lotus Ford is to be offered in big ¼ scale.

New Strombecker trackside accessories include a rheostat control with brake, starting flagman; jump track; Le Mans start and overhead lights.

New in the Tootsietoy division are the two complete Electric Train Sets and the new Tootsietoy Super Series. The Electric Train Sets are priced at $11 for the set with transformer, and $5 for the battery-operated set. Both outfits feature an engine, tender, gondola car and caboose—all brilliantly colored and constructed of unbreakable die-cast metal. Also included are telegraph poles, crossing signals and gates.

The Tootsietoy Super Series consists of six vehicles—a tow truck, tractor, dump truck, pick-up truck, U-Haul truck and Indianapolis "500" Racer. All vehicles in the Super Series are "super" size. The dump truck measures 8¾" long and the tow truck, complete with windup winch boom and hook, 8¾" long. All are constructed of unbreakable die-cast metal and rugged polypropylene—and finished in bright color combinations.

Two new Tootsietoy Table-Top Racing sets have also been introduced for '64 sales—the Serpentine Road Race Set ($20) and the large figure-8 American Road Race Set ($15). Both sets feature the new Ford Falcon racing car.

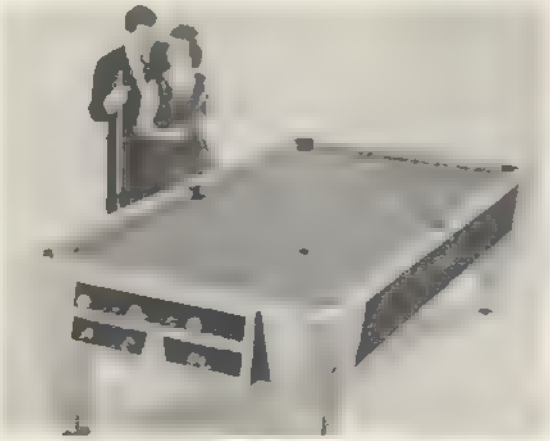
TV-PROMOTED ELECTRO-TOP FROM NORSTAR CORPORATION

The Norstar Corporation has introduced a new electric top in a comprehensive spring promotion campaign. Called Electro-Top, the item features a new concept in spinning toys for pre-teenagers.

The Electro-Top is made of safe, durable plastic and comes in two sections. A portable battery-powered hand shooter automatically spins the top at 5,000 rpm. When the trigger is released, the top spins off on its own with what is claimed to be a longer, better controlled spin than that of ordinary tops.

Colorfully decorated with interchangeable tops, all uniformly fitted to the shooter, the Electro-Top is being released in the metropolitan New York area in conjunction with a complete advertising promotion, including live TV commercials on local stations. The spring promotion is slated to end by April.

Frederick-Willys to Show 18 New Pool Tables at Toy Fair



Anticipating no slackening in the "boom" in family pool tables, Frederick-Willys Company expects to better a record 1963 with a new line of 18 tables ranging from professional size, professional performance tables down to 30" table-top models. The line will be introduced at the Toy Fair.

Included are significant innovations, both in new models and on existing tables, which, according to Fred Grothe, Frederick-Willys president, should enable the company to substantially increase its 1963 production record of more than 120,000 tables. Typical, Mr Grothe said, are early inquiries on this year's model of the Jupiter, F-W's popular, promotionally priced table. They indicate, he added, that last year's production schedule of 300 Jupiter tables per day will have to be doubled.

The new "star" in this year's line is the Galaxy (shown above). Available in 4 by 8-foot size, it features a playing surface of "Sla-Tite," a new slate-like material. Comparable to slate in weight, density and playing reaction, it will not break or crack and can be finished to precise dimensions, Mr Grothe said.

Combined with Frederick-Willys' patented Micromatic bed-leveling system, Sla-Tite provides what the company's designers believe is the finest playing surface available in a home pool table, "comparable to the best professional tables but without their elaborate installation requirements and cost." Micromatic bed-leveling, provided in all F-W tables 72" and longer, enables users to accurately level playing surfaces by means of several convenient adjustment wheels located under the bed.

Styled in a modern spirit, the Galaxy has reverted to the traditional and functional corner legs. Its sidewalls are finished with rich walnut-grain laminate, contrasting with gold-finished legs. Cloths are available in various decorator colors, and the table is equipped with quality accessories. It is designed to retail in the $450-to-$500 range.

At the other end of the home pool table spectrum, Frederick-Willys also expects 1964 to be a [illegible] for toy pool tables, as children [illegible] managers catch the enthusiasm from the adult boom in billiards. F-W's junior line includes tables from 30" to 72" long. Such big-table features as numbered balls, gum rubber cushions, automatic ball-returns, and good grade billiard cloth tops glued to the beds are standard on all Frederick-Willys' toy pool tables.

Other highlights of the new line include:

The Mercury III, a substantially improved version of last year's Mercury model, an 8-foot table that will sell in the $300 range.

The Mars III, available in 7- and 8-foot sizes and expected to sell in the $190-$200 [illegible] incorporates an entirely new design feature that Frederick-Willys expects will make this one of the line's leaders in 1964. High-impact molded plastic panels are used on the end frames providing handsome styling and easier access and storage for balls in the end returns.

Saturn III, a brand new model this year that F-W has designed to meet the need for a high quality table selling in the $100 range.

Jupiter III, available in both 7- and 8-foot models and expected to sell at about $70, is said to include quality features not usually found in promotional tables. These include F-W Micromatic bed-leveling system, 100 per cent gum rubber cushions, automatic ball-returns to end storage; individual leg leveling and all accessories. A newly-designed pocket has been developed with positive downward deflection to prevent balls from jumping from the playing surface.

Frederick-Willys will display their 1964 line at the Toy Center during the Fair this year, in addition to their usual display at the Hotel New Yorker. The new display space will be in the office of their New York representatives, Van Canagan & Larrabee, room 654, 200 Fifth Avenue. The New Yorker quarters will be in the Empire room of the hotel.

COOPER HALLOWEEN TV PARTIES SCHEDULED FOR 100 KEY MARKETS

Ben Cooper, Inc., 33 Thirty-Fourth Street, Brooklyn 32, N. Y., has announced that its expanded national TV program for 1964 will include full one-hour Halloween parties in 100 key markets during the

peak II. lowrent selling season.

Two parties will be telecast in 15 areas. In addition, Cooper says it will participate in more than 100 major kiddie programs in all sections of the country.

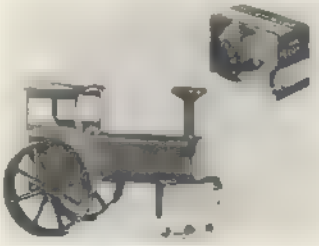
Alfred R. Fischer, sales manager says that Cooper numbers to be featured on these telecasts are the Magic Glo' line with Glo' in the Dark and Hairy-Scary Masks, Frankenstein Monster Costumes, and the #200 Deluxe line with the company's patented Moving Mouth Mask.

A new brochure, "How to share in the profitable Halloween costume business," is available on request. Mr. Fischer says the booklet gives all important dates, shows various displays, and offers sales tips for the Halloween promotion.

TWO REALISTIC PUSH-TOYS NOW AVAILABLE FROM KUSAN

Two new push-toys, a Steamroller (illustrated here) and a Lawnmates Mower, are now available from Kusan, Inc., 3206 Belmont Blvd., Nashville, Tenn.

A sturdy action toy, the Steamroller has marbles in the roller to make a crunching



noise all over the "road," and the smokestack turns the roller so that the "operator" can move it in any direction. A $2 retailer, the item is almost 12" long, 8¾" high and 6¾" wide.

Featuring a red body with contrasting color parts the attractive Lawnmates Mower makes a realistic clicking noise, when the starter cord is pulled, and goes "putt-putt" when pushed. The clear plastic housing lets youngsters see the pistons move up and down and the safe plastic "blade" go 'round and 'round. The retail price on this number is about $3.

Dowst now named Strombecker; to show new items

To reflect the vital role that model road racing will play in the future, Dowst Mfg. Co., Chicago, whose Strombecker division pioneered model road racing in America in 1959, has changed its name to Strombecker Corp., according to president Joseph N Shure

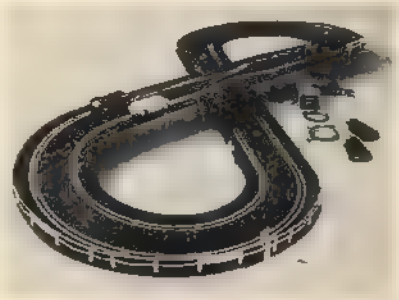
Since 1959, Strombecker and other companies that later entered the field have built road racing into the fastest growing segment of the billion dollar toy and hobby industry, Shure said. Besides its Strombecker racing sets and accessories, the firm will make products through three separate divisions: Tootsietoy, Model Road & Raceways and Dowst Die Casting.

Tootsietoy, the first manufacturer of die-cast metal toys and the country's oldest national toy advertiser, makes visually packed and gift boxed toy sets retailing from 10¢ to $5. Its electric Table-Top Racing, introduced last year, is popular at the lower age level

Model Road & Raceways was bought by Dowst late last year. It makes items for racing enthusiasts such as custom wheel sets, hubs and speed customizing acessories. Dowst Die Casting makes a wide variety of die castings for industry

Strombecker will introduce a group of new products in its Strombecker and Tootsietoy divisions at Toy Fair, according to Myron B. Shure, vice president of marketing.

New Strombecker items include a complete line of Hobby Tools and three complete road racing sets—Sports Car Set, International Set and Formula I Set, retailing for $24.95, $29.95 and $39.95, respectively. The series of racing cars now numbers 18 with the introduction of Porsche RS 61, Lotus MK XIX, Midget



TOOTSIETOY AMERICAN ROAD RACE

Racer, Dragster, BRM, Ford GT Competition Car and Lotus Ford, the last to be offered in ¼ scale. Track side accessories include rheostat control with brake, starting flagman, jump track, Le Mans start and overhead lights.

The Tootsietoy division has two new electric train sets, one with transformer for $11 and one battery operated set at $5. Both sets have an engine, tender, gondola car and caboose, all made of die-cast metal. Telegraph poles, crossing signals and gates are included.

The Tootsietoy Super Series has six "super" size vehicles: Tow truck, tractor, dump truck, pick-up truck, U-Haul truck and Indianapolis "500" Racer. The dump truck is 8⅜" long, and the tow truck, complete with windup winch boom and hook, is 8½" long All are made of die-cast metal and polypropylene. The division also has two new Table-Top Racing sets, the Serpentine Road Race Set at $20 and the large figure-8American Road Race Set at $15 Both sets feature the new Ford Falcon racing car.

Rosenberg to work for Hallman

Gary Rosenberg, former sales manager for B. Paul's AHM, Philadelphia, has been named merchandise manager of Hallman Products, Los Angeles-based mosaic kit manufacturer. Announcement was made by Herbert Jacobs, vice president of sales.

Rosenberg's responsibilities will include developing a dealer's promotional program for the firm's dimensional mosaics and its new line of Velvet Art

Art Award has new line

"Black Velvet" a series of paintings that incorporates a technique of directly applying oil colors onto a velvet textured sheet, is Art Award's latest introducion to the paint-by-number field.

According to Herb Tytel, president of the Brooklyn, N.Y.-based firm, the series is aimed at the paint-by-number enthusiast who wants to achieve a truly striking effect He added that subjects have been designed with the special requirements of this medium in mind.

Available in two sizes, 16" x 12" and 16" x 20", and retailing for $4 and $6, respectively, every set contains all the materials needed to complete two painting. There are six matching pairs of subjects in each of the two sizes.

BLACK VELVET PAINT SET

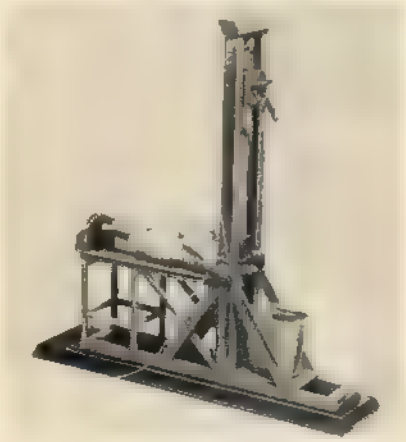
Aurora has four new items, new series, Mme. Tussaud tie-up

In a spate of new item introductions at the recent Chicago Hobby Show, Aurora Plastics Corp., West Hempstead, N.Y., came up with three additions to its Movie Monster series. The new horrors are Big Frankenstein, 2½ feet tall with realistically swinging arms, the blood curdling Kong Kong and his opponent, Godzilla, the last two retailing at $1 49 each. Another new kit is Superman, 98¢

Also making its debut at the Hobby Show was the authentic miniature "pumper," the first modern fire engine ever produced in hobby kit form. Retailing for $2.98, the "pumper" copies the fire engine made by LaFrance Co. and used by many volunteer firemen

Aurora has also introduced a new series of super Model Motoring cars, the first customized hot rod slot cars developed for table top racing. The new series has eight models in one-quarter inch scale, all with a souped-up Thunderjet 500 motor

As a result of a cooperative tie-up with Madame Tussaud's Wax Works in London, Aurora now has the first of a series of Tussaud inspired miniatures, the guillotine of the French Revolution. This miniature has a real blade and a head that falls when the blade descends. Other plans for the series include miniatures of an American president group, modeled after life-size figures in the museum, and of figures in the Chamber of Horrors.



The guillotine of the French Revolution is the first of a series of miniature models resulting from a tie-in by Aurora with the famous Madame Tussaud Wax Works in London.

Three elected at Guillow

Earl Smith has been elected vice president and Cortland B. Bacall treasurer at Paul K. Guillow, Inc., Wakefield, Mass., according to president Gertrude H. Guillow.

The Guillow firm specializes in ready-to-fly airplanes and authentic scale model kits.

At its recent board of directors meeting, William Colwell, production supervisor, was elected a director of the Guillow company. In another appointment, Clayton Atchison, office manager, was named company controller.

BEGINNERS' BALSA MODEL KITS AT FROM 39¢-$2.98 FROM COMET

Comet Model Hobbycraft Corporation is introducing four new beginners balsa kits ranging in retail price from 39¢ to $2.98, it has been announced by Morrie Shamberg, sales manager and president of the concern.

Reportedly offering the ABC's of model building and flying, the first kit called the Trainer—features all balsa parts cut to shape, ready for sandpapering and assembly. The completed Trainer has an 11⅜" wing-span and a 14⅜" overall length. Each kit retails at 39¢

The "second step" for the modeler is the Cadet, an easy-to-build rubber-powered airplane that is guaranteed to fly. Retailing at 59¢, each kit contains all essentials such as balsa strips, quality-colored tissue, a propeller, hardware and rubber tape. The wingspan and length of the completed Cadet are 14⅜" and 12" respectively

A rise-off-the-ground model, the Fly Boy R. O. G. is intended to further the experience of the beginner. In each 79¢-retail kit are picture plans, balsa strips, die-cut parts, quality-colored tissue, a propeller, hardware, rubber tape and wheels. When completed it has an 18" wingspan and is 15⅜" long.

The last set in the group, the Cloud Buster, should enable the novice to use simple building methods learned in the other three sets. Die-cut parts, quality-colored tissue, balsa strips, balloon wheels, a propeller, hardware and rubber tape are included in this 98¢ kit. The assembled Cloud Buster is a long-distance flying model with a 21⅜" wingspan and a length of 20 5/16".

All the items are packed 24 individually poly-bagged kits per chip-board display. The six display boxes in each shipper contain 144 kits. The shipping weights are 12, 10, 18 and 24 pounds for the Trainer, Cadet, Fly Boy R. O G. and Cloud Buster, respectively

Also being offered is a package containing the Trainer, Cadet, and Fly Boy R. O. G. In addition to the standard parts, it contains Comet wood cement, a building board, brush, modeler pins, wax paper overlay, sandpaper and a block. Designed to round out the beginner's line, this package retails at $2.98. Packing is 12 sets per 24-pound shipper.

The company advises that the units will be on display at the Toy Fair in room 903, Hotel New Yorker.

Mr Shamberg also reports that Comet has developed two new point-of-sale floor displays. One contains three dozen Senior Redi-Flite models (at $1.29 retail each) and is 65" high, 21⅜" wide and 20⅜" deep. The other unit, with Redi-Flite Junior Models (retailing at 69¢ each), is 65" high, 17⅜" wide and 24⅜" deep.

Complete information on these units is available by writing to the sales department of Comet Model Hobbycraft Corporation, 3623 S. Laflin Place, Chicago.

BACK IN FEBRUARY 1933

Bak-A-Brane jigsaw puzzles, ranging in retail price from 10¢ to a quarter, came in adult and kids' versions.

Bradley Introducing All-New '64 Series of Learning Aids for Kids

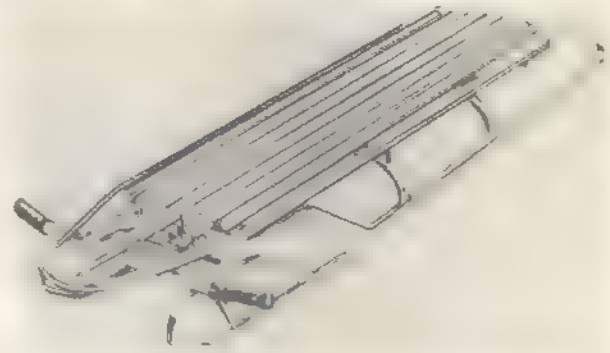
Milton Bradley Company is introducing an all-new 1964 series of 15 Learning Aids, gaily packaged and keyed to provide enjoyable competition for primary grade youngsters, that also will sharpen their skills in the three R's and social studies Each game format is the result of depth research by educational experts to assure sound instructional guidance as well as fun.

This all-new 1964 Children's Library of Fun and Learning Games by Milton Bradley includes Memory, an arithmetic game; Pairs, a word game, each based on the technique of childhood's classic favorite; and the game Concentration, all three retailing at $1 each. New items include You Can Read, a fun and learning game keyed to phonetic drill cards with ingenious competitive features, which retails at $2, Sentence Builder, a $1 retailer; and Educational Password, with sight and picture words, $2

The Learning Aids introduce completely new designs in flash cards, including Understanding Numbers for Beginners, Addition and Subtraction and Multiplication and Division, [illegible] at $1.25 Link Letters, Link Numbers and United States Flash Cards retail for $1.

With the purchase of Learning Aids with [illegible] value of $330, retailers receive, free, a revolving floor merchandiser which dramatically focuses attention on this complete new Children's Library Of Fun And Learning Games

Duralite Power-Steering Bob Sled Features an Aerodynamic Design



Markedly advanced styling distinguishes the new Bob-Sled Power Steer Racer introduced recently by Duralite Aluminum Products, 2 Barbour Avenue, Passaic, N. J., and on display in the Wallach Associates showroom in New York City at suite 1163 in the Fifth Avenue Toy Building.

The sled is available at popular price levels in two models: all aluminum or aluminum with a hardwood deck Constructed along principles of aerodynamic design, the Duralite product offers the following features: power steering for superior maneuverability (safely around trees and curves); wide V groove tubular runners that provide [illegible] without drag, reinforced aluminum bridge-truss factory assembly for lightness plus strength; and bike-type hand grips.

Both models come in 3⅜-, 4-, and 4⅜-foot lengths.

BACK IN APRIL 1935

The Three Bears Adding and Multiplication Board featured "magic" calculation, and fairy tale scenes and was printed in bright colors.

V-P MARKETING NAMED BY FISHER-PRICE TOYS

Fisher-Price Toys, Inc., has announced the appointment of J. H. Asthalter as vice-president—marketing.

In making the announcement, H. G. Fisher, president, stated, "The continuing

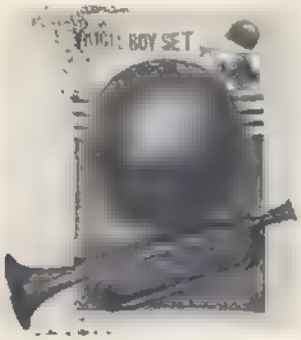
J. H. Asthalter

growth of our business and the increasing complexity and competitiveness of our industry make it necessary to combine all aspects of our marketing under a single head."

Mr. Asthalter comes to Fisher-Price from the Brunswick Sports Division of the Brunswick Corporation where he has been vice-president—marketing for the past four years. Prior to that, he served as marketing vice-president of Wallace Silversmiths in Wallingford, Conn., until that firm was acquired by Hamilton Watch. Earlier, Mr. Asthalter was general merchandise manager of the W. A. Sheaffer Company in Fort Madison, Iowa.

BUGLE-KAZOO, HELMET A NEW 98¢ CARDED ITEM BY BAYSHORE

"Anyone who can hum can play any tune on it," says Bayshore Industries, Inc., of its new Bugle Boy set, a number made



to retail at 98¢.

The set includes a combination army-style bugle-kazoo instrument and a plastic helmet with Bugle Boy imprinted on the front in white.

Both in olive drab, the items in the set are mounted on an attractive card for racking or stacking.

A subsidiary of Miner Industries, Bayshore is headquartered at 200 Fifth Avenue, New York City.

Brand New Spring Rocker Added To Wonder's Hobby Horse Line

Wonder Products Company, known universally for their family of spring-action hobby horses, have announced that they have a brand-new 1964 addition to their "family."

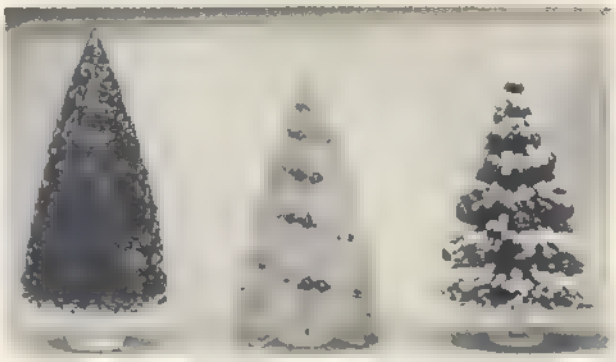
The company's new Spring Rocker is unique in that it is a combination rocking and bouncing pet that will give children (age 9 months to 3 years) "an even greater feeling of riding a real horse."

The Wonder Spring Rocker is realistic down to the last detail, with carefully sculptured muscles and sinews. The color is expected to appeal to a child's eye in that the martingale and saddle is soft pink against a pale blue body with sparkling white mane and tail.

Saddle height is 20", overall length is 32", width 17½".

The Collierville, Tenn., firm's stable of spring-suspended hobby horses now numbers 21 different models.

Manheim Named Sales Reps for Hahn's Christmas Trees, Wreaths

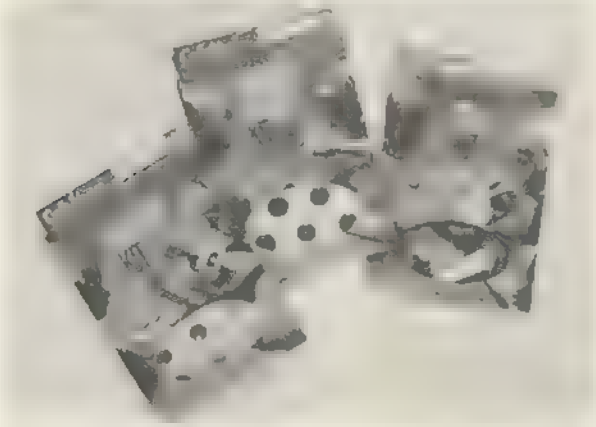


Ira Abrams, president of Arthur W. Hahn Company, Inc., 195-201 Lafayette Street, New York City, announces that they have appointed the Manheim Merchandising Corporation as sales representatives for their expanded line of Christmas trees and wreaths. The new Hahn line will be on display during the coming year and throughout the year at the Manheim showroom, room 259, 200 Fifth Avenue, New York City.

Mr. Abrams, who recently acquired the Arthur W. Hahn Company from the Hahn family, is enthusiastic over the many bright, sparkling new items in Christmas trees, wreaths and holiday decorations which will be featured in the new line this year. He said, "We are busy making plans to expand the activities of this fine old company which was established way back in 1891. Having pioneered the development of tabletop Christmas trees some 35 years ago, we feel that the firm has a wonderful background which will aid us in our future aggressive expansion."

Mr. Abrams brings to his new association a wealth of experience in merchandising, packaging and business management. For many years he was associated in an executive capacity with the Esquire Shoe Polish Company which was founded by his father, Sam Abrams, who built it into a nationwide success before selling the firm to Revlon three years ago.

Glitter, Tile, Stained Glass Picture Kits New in Craft Master's Line



Glitter, tile and stained glass are the three categories in numbered picture kits from Craft Master Corporation, Toledo, Ohio, manufacturers of paint-by-number sets and other hobby items

There are six subjects in each category. Numbered Glitter Kits are: The Siamese Dancer, Oriental Musician, Parrot, Matador, Flowers, and Indian. Numbered Tile Kits include: the Pot of Flowers, Donkey, Indian Brave, Circus Seal, Castle, and Rocket Ship. Numbered Stained Glass subjects are: Birds, Barnyard Family, Skyline, Lanterns, Fish, and Clowns. Each kit contains a pre-planned panel and all materials to complete the picture and instructions Suggested retail on each kit has been put at 69¢.

Craft Master's numbered picture kits are packaged in full-color window boxes and are designed for rack display. The company has made available a special introductory, three-dozen counter display unit for the kits. The sell-by-sight displayer holds three dozen assorted kits; two of each subject from each series

These new numbered picture kits, a counter displayer and the entire Craft Master line will be on display in the Boston Room, Hotel New Yorker, and at showrooms 618-20, 200 Fifth Avenue, during the Toy Fair

Kids Can Learn Coordination Skills With Big-Boy Blocks by Fritzel

Big-Boy Blocks (#604), especially designed for imaginative play and for teaching coordination skills, are now being offered by The Fritzel Toys Corporation, Randolph, Vt.

Each set comprises 10 blocks, constructed of a warm-tone richly-grained wood and purposely glued to produce an intriguing effect. Carefully cut, the blocks have smoothly-rounded edges, which are sanded and attractively stained.

Suitable for youngsters from 3 to 10, the entire unit consists of basic forms in several sizes and shapes, offering numberless possibilities for balancing and building. Available in a full view complimentary container, the Big-Boy Blocks are 3" long, 3" wide and 6" high.

VOGUE ANNOUNCES EXPANSION OF REP ORGANIZATION FOR '64

Norman Owen, recently-appointed general sales manager of Vogue Dolls, Incorporated, Malden, Mass., has announced the expansion of the firm's representative organization for 1964. Mr. Owen said that coverage in the East will be doubled with six men servicing direct retail accounts, while seven men will be detailing and selling in the West.

The representatives and their respective

Norman Owen

areas are Joel Lesser, who has spent 10 years in Vogue's sales division—New England; Henry Weisser, with Vogue for the last eight years—New York, the Atlantic states, Pennsylvania and Illinois; Dick Franken and Buck Bailes working out of Miami and Charlotte, respectively—the Southeast, Charles Bolbrink, continuing in his fifth year with Vogue—East Central states; Bart Warman—Wisconsin, Minnesota, North and South Dakota; Jack Wolther—the Mountain states; Gaston-Anderson—Southwest; Art Grobe and George Olsen of Erlach Lee Associates, Inc., beginning their 20th year with Vogue—the West Coast.

The company may add another man to work out of Atlanta in the near future and an announcement will soon be made concerning representation in the Plains states, which have been serviced by Mr. Owen since the first of the year. Mr. Owen will work with the national buying offices in New York and will also direct national sales efforts.

TAYLOR BUILDING FACTORY, OFFICE NEAR FRANKFORT, KY.

The Frank F. Taylor Company of Norwood, O., a leading manufacturer of high chairs, walkers, strollers (Taylor Tots) and other juvenile furniture, has begun construction of a 188,000-square-foot plant on a 25-acre site about two miles southeast of Frankfort, Ky. The one-story building will face U. S. Route 421.

A spokesman for the concern said that the new plant, which is expected to be completed by late spring, will eventually replace three smaller plants, all in the greater Cincinnati area. He added that the company's offices will also eventually be moved to Frankfort. Taylor was founded in 1921

Work on an adjoining brick-office building will be completed after the factory opens.

MOTORIZED MUSICAL CAROUSEL FOR KIDS 2-8 FROM BAYSHORE

A porch, nursery, den or family room can be converted into a play fairyland for kids 2-8 with a new Motorized Musical Carousel with an on-off kick stick now being offered by Bayshore Industries, Inc.,

200 Fifth Avenue, New York City.

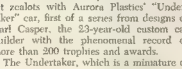
This home-sized version of a real carousel features two whimsical-looking, pastel colored all-vinyl horses, a barber-striped pole, candy-striped fringed canopy and an AC electrical motor with rheostat speed control that can be turned off by hand or foot. The sturdy platform (4 feet in diameter by 8" high) holds up to 175 pounds. The height of the stationary horses is 17½" from the platform

Attractively priced, the item is available with or without the music mechanism or canopy unit. It is shipped with the platform and mechanical parts assembled, at a weight of about 105 pounds.

AURORA'S UNDERTAKER VISIT IN CASPER-DESIGNED CAR SERIES

New excitement is promised for hobby kit zealots with Aurora Plastics' "Undertaker" car, first of a series from designs of Carl Casper, the 23-year-old custom car builder with the phenomenal record of more than 200 trophies and awards.

The Undertaker, which is a miniature of

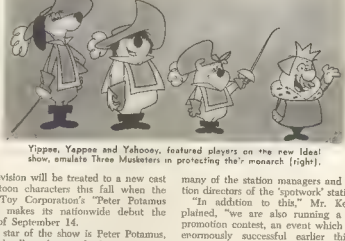


Mr Casper's latest custom car design, will be in hobby shops and toy departments early in October, according to Bill Silverstein, vice-president of marketing. The kit will retail for $1.98

The custom car Undertaker, which served as the model for the hobby kit, won four new awards for the young designer—the winning design in the National Custom Car Championship Show, the National Sweepstakes title and two achievement plaques from Ford Motors. The car is being featured in the Flint, Mich., "Auto World Show" in the National Guard Armory, September 27-29

The new Aurora hobby kit contains all of the materials Carl Casper uses when he shows the custom car Undertaker—tombstone, ghoulish figures and skulls.

Ideal's "Peter Potamus Show" Making Nat'l Debut Sept. 14



Yippee, Yappee and Yahooey, featured players on the new Ideal show, emulate Three Musketeers in protecting the'r monarch (right).

Television will be treated to a new cast of cartoon characters this fall when the Ideal Toy Corporation's "Peter Potamus Show" makes its nationwide debut the week of September 14.

The star of the show is Peter Potamus, cartoonland's only purple hippopotamus, who flys through time and space in a striped balloon. With his travelling companion, So So the monkey, Peter finds himself in the company of the great outlaws and heroes of yesterday, today and tomorrow.

In addition to Peter, the show will also feature five other cartoon characters who will spark their own individual segments. They are:

Breezly, the fast-talking, quick-stalking polar bear and his side kick, Sneezly, an equally slick seal. These characters make their home outside of an Army post in Alaska and are constantly finding themselves in hot water with Uncle Sam as they try to outsmart the soldiers with their ingenious schemes.

Yippee, Yappee and Yahooey are three dogs who try—but never quite succeed—to make like the Three Musketeers when they are assigned to protect the monarch of an old, mythical kingdom. Stumbling hand-over-foot over both themselves and each other, Yippee, Yappee and Yahooey get into, and somehow manage to get out of, impossible situations as they valiantly strive to keep danger away from the castle.

Abe Kent, Ideal vice-president, noted that the show, his company's second half-hour cartoon offering this year, will run on all of the 151 stations that now carry "The Magilla Gorilla Show." "These stations," he said, "comprise what we call a 'spotwork'. We have bought each of the markets individually so as to be certain of getting the top children's station, as well as the top time slot in each city. The 151 cities," he added, "account for approximately 97.6% of the buying power in the country."

To assure Peter Potamus the same pre-program push as was given Ideal's "Magilla Gorilla Show," the company will again send out its field teams to visit with many of the station managers and promotion directors of the 'spotwork' stations.

"In addition to this," Mr. Kent explained, "we are also running a station promotion contest, an event which proved enormously successful earlier this year when we launched Magilla Gorilla." Cash prizes will be awarded to the stations that execute the most imaginative promotion campaigns.

"The Peter Potamus Show" was created by Hanna-Barbera Productions of Hollywood, who conceived such other famous cartoon stars as Yogi Bear, The Flintstones and Magilla.

HOCHSTETTER, HOROWITZ JOIN TRANSOGRAM COMPANY

Herbert C. Hochstetter has been appointed specialty sales manager and Russ Horowitz Southeastern sales manager, it has been announced by Roy R. Raizen, the new president of Transogram Company, Inc

Both men were formerly associated with the H & H Sales Team, Miami, and will report to Morton A. Simon, vice-president-sales.

Mr Hochstetter, based in New York, will concentrate on developing Transogram's premium merchandising, a phase of the toy industry in which he has been active for more than 15 years. With the Transogram line and the Toy Research Institute, the company's research and development subsidiary available to him, Mr. Hochstetter, also formerly president of Royalty Designs, will assist prospective customers in their marketing activities and help develop programs tailored to their needs.

Mr Horowitz, 33 years in the toy industry, will supervise the entire Transogram line of more than 300 toys and games in the nine states comprising his territory. He will make his headquarters in Miami.

CUTE SENORITA: MARCH '67

Vividly attired in a colorful Spanish costume was Conchita, one number in a line of dolls representing every nation.

Lido sends Toy Fair books

Through its salesmen and through the mail, Lido Corp., New York, is distributing Toy Fair booklets featuring items in its line which are also complete appointment and memo booklets for three weeks of Toy Fair.

The firm is also inviting those of its accounts who will be in New York on March 8 to have lunch at its newly completed plant, located at 1340 Viele ave., New York. Lido's accounts will be picked up at their hotels, brought to the factory and returned by noon.

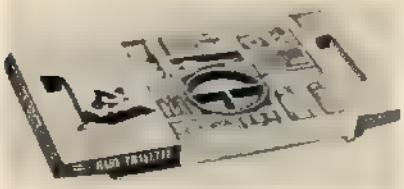
New kits by Rushton

"Felt by Numbers," a new series of kits that consist of pre-shaped felt parts which are to be cut out and glued into place by numbers, is being introduced to the trade at Toy Fair in Room 432, Fifth Avenue Building by Rushton Co., Atlanta.

The series consists of four subjects—Balloon Clown, Circus Clown, Jack'n Box and Wooden Soldier—and is available individually in dozen cartons or in assortments. When completed, the felt wall pictures measure 16" x 24".

"FELT BY NUMBER" WALL PICTURE

Merry has 23 new items in line



MISS MERRY'S BABY TRAYETTE

Out of a total of 54 items in its 1964 line at Toy Fair, Merry Manufacturing Co., Cincinnati, has 23 new items. They are three Trayettes, 14 new rack numbers and six new Dee Jay Paper Dolls from the firm's DeJournette division.

Earlier this year, Merry introduced 17 Play Sets. Though the name remains unchanged, the sets now come in new versions with new components and totally new packaging, featuring foam tray packs and shrink wrapping.

Other Merry items retained in the line are Barbie Make-Believe Cosmetic Sets, including five makeup and manicure sets and two rack numbers; and seven My Merry Play Things, miniature replicas of nationally advertised products.

DeLuxe Reading aims at $20 million sales for new Topper line

THE JOHNNY SEVEN O.M.A.

With a brand new line and a new packaging concept for its new Topper Toys Division, DeLuxe Reading Corp., Elizabeth, N.J., aims at a $20 million volume for the first year, according to president Henry Orenstein. The Topper line has a wide assortment of toys for both boys and girls.

The World of Penny Brite introduces an 8" doll with bending arms and legs for realistic play. Packed in a plastic wardrobe carry case, Penny has rooted hair and a pleated, embroidered dress. Penny's world consists of five individually boxed play sets, complete with wardrobe and accessories, all scaled to her 8" size.

The five sets are Penny Brite's Schoolroom, Kitchen-Dinette, Bedroom, Beauty Parlor and Travel Set with Sports Car. Each set has a co-ordinated group of toys with working parts and functional accessories and an extra outfit of clothing. Six additional outfits with accessories are available separately.

The new Topper doll line also has Baby Brite consisting of the doll, her bed, bathinette, feeding chair and accessories. Standing 13½" tall, Baby Brite is activated by two buttons. One button raises her arms when she wants to be picked up, and the other rolls her head sideways and closes her eyes for sleep.

For boys, the Topper line has nine toys centering around the fictional character Johnny Seven.

The Johnny Seven O.M.A. (One Man Army Gun) is seven guns in one: a grenade thrower, anti-tank rocket launcher, armor-piercing shell gun, anti-bunker missile pad, repeating rifle, tommy gun and automatic pistol. The three-foot gun operates without batteries and with plastic ammunition.

The Johnny Seven Walkie-Talkie Combat Phone Set works up to one mile apart without batteries. The set has two plastic phone units with retractable antennas and 30 feet of wire. The Johnny Seven Microhelmet Phone Set combines the Walkie-Talkie set with a high-impact plastic helmet. The helmet has a microphone-receiver mounted on a yoke-type boom, adjustable tinted goggles and chin strap.

A Johnny Seven Combat Set combines the O.M.A. gun and the Walkie-Talkie set, adjustable binoculars, a safe jungle knife and 16 pieces of extra ammunition.

The Johnny Seven series has five other play sets: Armored Battalion has four units with functional weapons and combat accessories; Task Force has a destroyer and PT boat, a target float and miniature crew; Fire Brigade has a chief's car, pumper truck, hook and ladder truck and miniature equipment and firemen; and Service Station has a tow truck, a car with a crushed fender that can be detached and replaced with a new one, a service island with gasoline pumps, tire display, water can, batteries, jack and four servicemen.

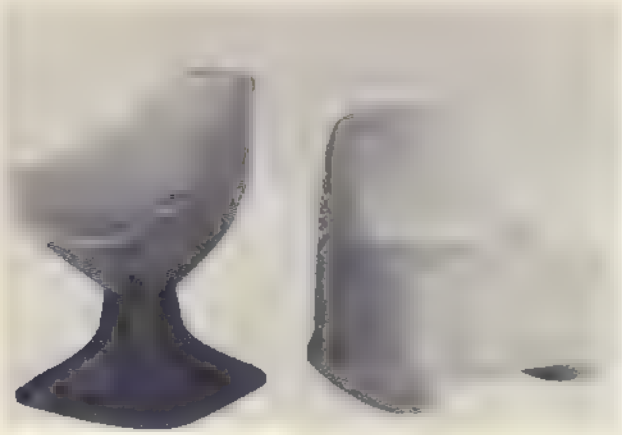
The Johnny Seven Speed Set, with sports car, boat trailer and speedboat, is the only Topper item to require batteries. The motorized car is powered by two "D" size batteries. The speedboat is driven by an elastic motor-gear train.

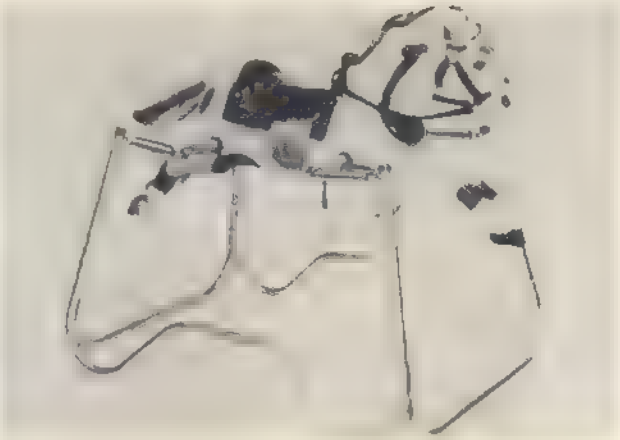
Supplementing the toys in the new Topper line, aimed at the conventional toy market, are several items from DeLuxe's supermarket lines: Playmobile, Battlewagon, Mighty Mo Cannon, Guerilla Fighter, Dream Kitchen, Dream House, Tickles Doll, Cuddly Cathy Doll Set, Sally Server Set and Little Miss Fashion Doll Outfit.

Packaging for the new Topper line, like that of DeLuxe's supermarket line, will be done with individual three-dimensional see-through gift packages, with one full side a transparent window.

To promote the new Topper line, DeLuxe has set aside $2 million for a heavy network and spot TV schedule to begin in April.

PART OF PENNY BRITE'S WORLD





Levenson Showing Moulded Products' Line

Toy Fair visitors will be seeing, in the 1107 Broadway showrooms of Julius Levenson, Inc., the full 1964 line of Moulded Products, Inc., a division of Magna Tek, Inc., Maple Plain, Minn.

Included in the line, and shown above, are the Swivit and Rokit juvenile chairs and one of the manufacturer's new-design spring horses

The Swivit chair, 11" high from floor to seat, swivels a full 360 degrees and is available in wide choice of two-tone color combinations. Like its companion item, the Rokit, it is made of unbreakable polyethylene and will not mar floors or furniture, the manufacturer notes

A multi-function chair, the Rokit can serve as a rocker, highchair, TV seat or swing and also comes in handy at the beach At the rear is an indented, removable panel that opens up space for the storage of small toys.

Metal step-up stands now feature a number of the spring horses in the Moulded Products line. These horses complement others which continue to offer the manufacturer's patented step-up frame with branded hardwood siderails. The molded polyethylene bodies are comparable to last year's but are now fashioned in all-new colors.

DAISY/MATIC LINE FOR 1964 INCLUDES ARMY, CIVILIAN UNITS

A bright red fire engine (see photo) with a ladder that rotates and soars into position, a massive super 'dozer with individually controlled tracks for tight turns, spins, and intricate maneuvers, and a flat-

bed set hauling a tank that unloads and shoots caps automatically as it advances are among a new line of Daisy/matic mechanical toys offered by Daisy Manufacturing Company, Rogers, Ark

The Daisy/matic line for 1964 has been substantially expanded as a result of its successful sales introduction in 1963, which saw its total production sold out by early fall, according to the management at Daisy.

This year's line, to be unveiled at the Toy Fair, includes 13 multi-action models, seven civilian "workhorses" and six military units. All of the battery-powered toys feature famed Daisy "Spittin' Image" styling and multi-action, and all are sturdily made of rustproof metal and high-impact plastic with rubber tires or treads.

The Daisy/matic military force includes an Army mobile searchlight with a flashing and revolving light, a tank that shoots caps automatically as it advances, a P-47 Thunderbolt plane that has six unusual actions and an Army missile launching truck that tracks and hurls its rockets.

The line of workhorse models includes a cement mixer truck with a revolving and elevating mixer barrel, dump truck with realistic unloading action, highway tow truck with flashing red light and powered winch, and a flatbed set that hauls a powered 'dozer.

All models are individually boxed in colorful illustrated display cartons.

During the Fair the complete Daisy/matic line, along with Daisy's 1964 play guns, will be on display at the Daisy salesroom, Arcade Suite 114, 200 Fifth Avenue.

UNITED HARDWARE SHOW SET

The United Hardware Distributing Company, 2432 N. Second Street, Minneapolis 11, announces that its annual Toy and Gift Show will be held June 7 and 8 at the State Fairgrounds, St. Paul

BACK IN JULY 1933

Called a "sensation" of the year was an exact minature duplicate of a Pullman car section with two berths, including equipment, and two dolls

EVANS JOINS REE RON, WILL COVER 3 STATES IN MIDWEST

James Ronayne of Ree Ron Sales, Inc., manufacturers' representatives covering the Midwest and operating out of space 14-121 in Chicago's Merchandise Mart, has reported the appointment of John R.

John R. Evans

Evans, who will cover Illinois, Indiana and Wisconsin.

Mr. Evans was previously associated with the Callerman Company, food brokers. "This valuable experience," notes Mr. Ronayne, "will enable him to bring to our firm and to the companies we represent the know-how needed to develop further and strengthen their marketing efforts. Mr. Evans will also be able to aid our manufacturers' customers in the areas of merchandising, display, advertising and promotion."

Cardinal Repackages Staple Items; Adds 2 New TV, Poker Games

TV personality Sonny Fox, left, and Leslie Berger of Cardinal.

Leslie Berger, president of Cardinal Industries, Inc., 175 Powers Street, Brooklyn, N. Y., advises that his firm has undergone "the greatest expansion and repackaging program" in its 18-year history.

According to Mr. Berger, the company's complete staple game line—chess, checkers, bingo, Chinese checkers, roulette, dominoes and so forth—have been completely redesigned by a well-known artist with "an eye for impulse buying" and have been repackaged in new, plastic-covered, clear-view boxes.

Two new games are also being introduced by Cardinal, Mr. Berger said One of them is Simon Says, a TV game being put on the market this year with the endorsement of Sonny Fox, the popular personality who plays the game on television 52 weeks a year. The other is Pokero Dice Game which is played with new-style poker dice and a scoring board. It is expected to enjoy quick consumer demand.

Cardinal's complete line, which also includes Mah Jongg, Toss-Word, Strike-Bowling Game and others, will be on display during the Fair at the company's showrooms in the 200 Fifth Avenue Building (room 221) and in room 1565, Hotel New Yorker.

Universal V-P's Show Poly Seats

In the photo above two vice-presidents from Universal Mfg. Company, Bossier City, La., demonstrate features of the new Marlex high-density polyethylene swing seats which are standard on all 1964 Gym-Dandy gyms. The top view of the seat held by Mrs. Min Horowitz (left) shows the vent holes which air-cool the seats, thus doing away with "summer hot seats." The underside view, held by E. S. Smyrni, shows the heavy reinforced ribbing, an integral part of the seat that provides structural strength.

Described as being the first of their kind, the seats weigh only 8 ounces (compared with 2-3 pounds for metal or wood seats) and can remain outdoors all year 'round.

ALJAN TO HANDLE N.Y.C. SALES FOR KAUMAGRAPH'S MANI-YACKS

Aljan Sales Company, with offices and showroom in room 1040, 200 Fifth Avenue, New York City, will handle the sales of Mani-Yacks in New York City it has been announced by Don Davis, sales promotion manager for Kaumagraph Company, Wilmington, Del., the manufacturer of Mani-Yacks.

Six wild-looking Mani-Yack characters have been created by Kaumagraph artists

to fulfill the current growing fad for "monster" and "weird" young teenageature.

Main-Yacks are brilliant three-color "hot melt" transfers which may be easily applied with an ordinary household iron onto a T-shirt, sweatshirt, jacket and so forth. The resultant decoration is said to be completely washable. The transfers are placed face down on the garment to be decorated, and the heat and pressure are applied with the iron set at the temperature required for the material being marked.

Kaumagraph's Mani-Yacks are Hot Rod Harry, Side Car Charlie, Loco Lil, Johnny Jet, Dangerous Dan and Stanley Steamer. Other transfer items are now in the development stage, the firm advises.

KID-O MODELING DOUGH BACK IN ORIGINAL PACKS

Kid-O Modeling Dough, a pioneer product manufactured by Climax Industries, Cleveland, is back on the market in its original Kid-O four-pack, three-pack and bulk single-can pack

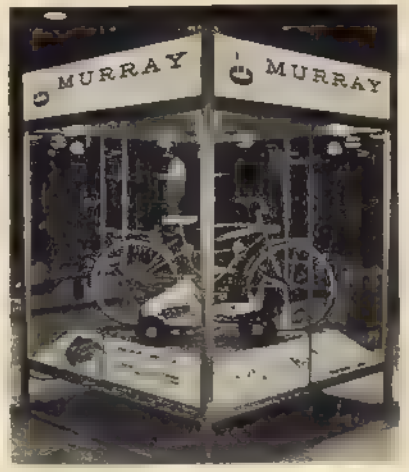
Frank Gilbert, Jr., president of Climax, in announcing this development, also said that he was appointing several new territorial representatives and retaining some former ones. The latter are J. R. Sales Company, New York City; Burt Samuels & Associates, Boston and New England; and Connelly-Woodring Company, located in Kansas City.

New representatives appointed to date are: Al Dupree & Associates, Atlanta; Hubert B. Stern Associates, Cleveland; and Estes & Company for the state of Kentucky.

Col. A. T. Miller, vice-president and sales manager of Climax Industries, advises that the company, will continue to manufacture a modeling dough for Playskool Mfg. Company.

NEWS OF THE SOUTH

Murray display in Nashville



A permanent unit, displaying bicycles and wheel goods by Murray Ohio Mfg. Co., Nashville, stands eight feet high in the lobby of the Nashville Metropolitan Airport. Made of anodized aluminum and with glass doors for easy changing of products, the display was created by industrial designer Viktor Schreckengost, designer of Murray Ohio bikes and wheel goods for the past 25 years.

Chapman firm expands

Abe C. Chapman Associates has expanded its Dallas showroom and is in the process of opening offices in Houston and New Orleans. Tommy Moss, formerly in the Dallas office, will head the Houston office, and Noel Copeland will leave the Dallas office to manage the one in New Orleans.

The firm has also added two retail servicemen who will do no selling but will specialize in helping the retailer with merchandising problems. Joe Diensing is covering Dallas, and Joe B. Riall, formerly in the Dallas office, will take over the job in Houston. A retail serviceman for New Orleans will be named soon.

Two other additions to the Dallas office are Stan Levin and Frank Shepard. Maxine Goghlan is secretary and June Smith is accountant.

Dupree firm moves

Al Dupree & Associates, Inc. has moved to new offices and showroom in the Wright Building, 6427 Roswell rd., Atlanta. The representative firm has six salesmen calling on wholesalers and other distributors in the 14 Southern states.

Dupree lines include AMT, Andy Gard, High Point, Stevens and other brand manufacturers. The firm's office and showroom were formerly in the Atlanta Merchandise Mart.

Brownstein new Duncan rep

Fred X. Brownstein Associates, Inc. has been named to represent the Donald F. Duncan Co. in the states of Alabama, Tennessee, Mississippi and West Virginia. Brownstein in headquartered at 799 S. Highland, Memphis.

Radoff to open fifth unit

David Radoff, owner of four Play Shops in suburban Atlanta shopping centers, has firmed plans to open his fifth discount toy store in August. The new store will be located in a new Roswell rd. shopping center in the Sandy Springs area.

Radoff opened his fourth toy specialty store in the Toco Hill shopping center last year. All his units are similar, with a maximum of self-service to hold down overhead and offset price discounts. The stores feature baby goods, toys, hobby goods and juvenile sporting goods.

Radoff is sending his veteran assistant, Mrs. Louise Bates, to Toy Fair to study trends and cue off for 1964 buying. Mrs. Bates worked with Radoff for 11 years at Rich's and then left to join his private store venture.

Hall's names new reps

Hall's Lifetime Toys, Inc., Chattanooga, Tenn. manufacturer of doll furniture, announces the appointment of two new Southeastern representatives, following the resignation of John DiCarlo. Besides his previous territory, Hugh Gary will cover Virginia. The Dick Franken, Inc. representative firm will carry the Hall's line in Tennessee, Alabama, Mississippi, Georgia, Florida, North and South Carolina.

In a third appointment, R. K. Stoddard, 432, Duran Place, El Paso, Tex., will cover Arizona and New Mexico.

Ed Stetzell dies

Ed S. Stetzell, owner of Toyland, Greenville, Texas, died recently. He had owned the store since July, 1962. His widow continues the business.

Kusan names rep, adds area

Kusan, Inc., Nashville toymaker, has named the Joseph F. Medeiros Co. representative firm, 650 Perkins rd., Memphis, to cover the territory of Arkansas and Louisiana. Kusan has also added Mississippi and southern Alabama to the previous territory of Tennessee and Kentucky, covered by Ben Robinson, 2824 Valley Brook rd., Nashville.

Two Levine's openings

Levine's Department Stores recently announced the openings of a 10,000-square-foot store within the Jensen Drive Food Giant Supermarket in Houston and a 12,000-square-foot self-service store on N. Fourth st., Albuquerque.

The Houston store marks the chain's initial venture in the Texas city and if successful, other units will be placed within other Food Giant supermarkets. There are now five Levine's Stores in Albuquerque.

Buyers travel abroad

Bing Thompson, toy buyer for Neiman-Marcus, Dallas, was scheduled to leave February 15 on a buying trip to Europe and to be back in time for the New York Toy Fair. Highlight for the trip was to be a four-day stop in Copenhagen to buy items for the Danish Fortnight which Nieman-Marcus plans for this fall.

Other buyers to have made recent overseas buying trips include Leo Rose, Lachman-Rose Co.; Linden Thoreson, Thoreson Sales; and Joe Nichosia, D. H. Holmes. All visited the Orient.

Caltoy leases Southland space

Caltoy, Inc. has leased a 5,000-square-foot store in the Southland development, according to Paul Robbins, Caltoy president. The firm sells toys exclusively. When it opens for business late this fall, the store will employ 10 persons.

Started in 1961 with a unit in Marin County, Calif., Caltoy also operates toy stores in Corte Madera and Oakland.

New toy buyer at Stripling's

Mrs. Velma Link is the new toy buyer at Stripling's Department Store in Fort Worth, Tex. Formerly at Pfeiffer's in Little Rock, she fills the post that had been vacant a year since Hugh Jackson left Stripling's.

Hanson is Cadaco Southeast rep

Playing a game of Bas-Ket by Cadaco-Ellis, Inc. are Mac Hanson (left) and Bob Koch of Cadaco-Ellis. The Hanson Southern Sales Co., Atlanta, has handled the Cadaco line in the Southeast since January 1.

Lany to manage Tandy's

Jack Lany, well known rodeo performer, has been appointed manager of Tandy's Saddler Shop, located in Wonderland Shopping City, San Antonio.

Variety store sales rose in 1963, states VSA report

Sales for December, 1963 and for the entire year increased over 1962, according to the monthly sales report by Variety Stores Association, Inc. for national, regional and independent variety store companies.

Of the national chains, Woolworth, with 3,103 stores in December, 1963, had sales $201,871,941, compared with $194,680,151 in December, 1962 for 3,096 stores, an increase of 3.6 percent. Total sales for last year were $1,243,785,026, 3.2 percent higher than the $1,204,394,851 the year before.

With 1,085 stores in operation last December, Grant had sales of $119,356,571, 3.5 percent higher than the $115,356,059 for December, 1962 with 1,050 stores. Total volume for 1963 was $696,782,659, a rise of 2.1 percent over the previous year.

Newberry reached $56,565,981 with 578 units in December, 1963, one percent higher than the $55,997,058 with 570 stores in December, 1962. Sales for the entire 1963 were $319,323,210, 2.2 percent up from the $312,511,134 in 1962

A total of 9,277 national chain stores had a combined volume of $994,145,580 in December, 1963, 8.1 percent higher than the $919, 427,254 for 9,079 stores in December, 1962. Sales for all of last year were $3,086,085,165, 4.1 percent above the $2,962,766,611 in 1962

Volume for 14 regional chains with 458 units in December 1963 was $21,925,235, compared with 451 stores and $19,818,794 in December the previous year, an increase of 10.6 percent. The 12-month figure for 1963 was $109,854,628, 6.6 percent higher than 1962

In the independent variety store category, 77 stores had a volume of $1,616,252 in December, 1963, 1.7 percent above the $1,589,094 for the same month the year before. Total sales for 1963 were $9,365,-326, 1.9 percent higher than the $9,347,238 in 1962

Card Industries make card sets for premium, promotion

Card Industries, Inc., 36-46 33rd st., Long Island City 6, N.Y., is a new firm specializing in commercial card sets for promotion and premium use. The firm is a division of Ed-U-Cards, leading maker of children's card games and educational card sets.

"We're putting our long experience in cards to work for the benefit of promotion-minded businesses," said Irving Brambier, president of both companies. With equipment custom-designed to cut and collate cards of all types, Card Industries has made card games for premium distributors, card-deck catalogs for mail order houses and commemorative decks for anniversaries and other special events.

The firm has also produced an unusual miniature presentation deck of cards consisting of 28 full-color cards packed in a case that forms its own viewing easel. Read in sequence, the set tells, with brief copy and amusing illustrations, how sets of cards can be custom made for any promotion need and budget.

CARD INDUSTRIES' MINIATURE DECK

U.S. World Trade Fair to be held in San Francisco

The United States World Trade Fair, the first to be held in the West, will take place in San Francisco, September 10-20 of this year. Other states supporting California in the big event are: Alaska, Arizona, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Washington, Wyoming, as well as Guam

Plans for the fair include extensive exhibits of products and produce and programs to bring buyers from all over the world, according to California's Governor Edmund G. Brown. More than 100 nations have been invited to participate, and millions of dollars worth of new products are being sent from Europe, Asia, Africa and South America.

Merit finances $1 million more

Negotations have been completed for $1 million in new financing by Merit Associates, Inc., Lindenhurst, N.Y. manufacturer of swimming pools and pool, table tennis and utility tables, according to president Robert Bedick. Merit had previously received $446,000 in new financing in May, 1963.

The new sum includes a combined loan of $560,000 from the First Small Business Investment Corp., N.J. and the New York Monetary Fund, Inc., with repayment to begin in the fourth year of the loan. This loan replaces financing from another credit source at a much higher rate of interest. The remaining $440,000 will be supplied by Bankers Trust Co. at the favorable terms of 5½ percent.

"The new financing enhances our competitive position, profit potential and growth prospects considerably," said Mr. Bedick. "The conversion of our debt from short term to long term has greatly increased our working capital. It is our opinion that our balance sheet is now far better structured for continuing our growth program."

Ross signs Yogi Berra

Ross Products, Inc., New York general merchandise importer, has an arrangement with Yogi Berra, the New York Yankee manager, to produce a Yogi Berra Pitching Trainer for kids. The new toy is a three-foot-high vinyl inflatable crouching catcher modeled after Yogi with his familiar number 8 on the back and his autograph reproduced on the glove.

The Pitching Trainer, designed to teach kids how to pitch to the strike zone, will be distributed nationally for the spring training season and will retail for less than $5. The toy is deflatable for storage and can be blown up as quickly as a balloon.

Yogi Berra calls the strikes behind the Yogi Berra Pitcher Trainer, the new toy styled after him by Ross Products, Inc.

Report on value of wholesaling

The wholesale industry will be the subject of a long-awaited statistical study, "Value Added by Wholesaling," to be undertaken in 1964, according to Paul L. Courtney, executive vice president of the National Association of Wholesalers. The study on the contribution of wholesale-distributors to our national economy and well being will be done by the U.S. Bureau of Census which has completed plans to collect and publish statistics gotten from a canvassing of 9,000 firms.

"The wholesale industry has long believed," said Courtney, "that 'Value Added by Wholesaling' will be a useful tool in developing a more widespread public understanding and appreciation of the economic contribution of this industry to the general well being of the nation. The vast network of warehouses, the extensive inventories now valued at $14 billion, the hundreds of thousands of wholesale salesmen, purchasing agents, warehousemen, truck drivers and office workers, gainfully employed in the wholesale industry, render an indispensable service to the nation's manufacturers, retailers and business-users."

- *New merchandise*
- *Selling aids and catalogs*
- *Appointments and elections*
- *Manufacturers' promotions*
- *Plant and management news*
- *Fixturing and display products*

MADAME ALEXANDER DIVERSIFIES INTO CHILDREN'S WEAR DESIGNS

Madame Alexander, considered by many to be the Mainbocher of the doll world, is branching out

It is reported that her first collection of

Madame Alexander

infants' and children's wear will be in the New York stores soon. Madame Alexander's showrooms for this line will be at 112 W. 34 Street, New York City, under the name of Madame Alexander Tots, Inc., separate from her doll showrooms, which remain in the arcade at 200 Fifth Avenue

The clothing samples are said by those who have seen them to be typical Madame Alexander creations—flawlessly designed. (In the course of her doll designing career, Madame Alexander has created thousands of designs and has four times been a Fashion Academy gold medal winner.)

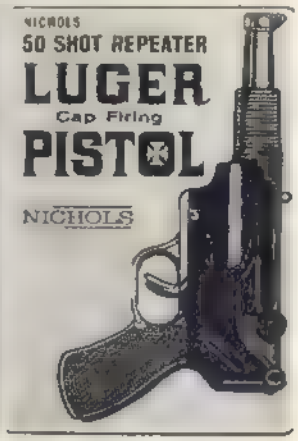
Madame Alexander states that her entry into the infants' and children's wear field was prompted by the many letters to her which asked, in effect: "Why can't children look like your dolls?"

The result is Madame Alexander-designed clothes for "midgies," petti-tots, and toddlers. These will be sold along with the lady's world-renowned dolls at F.A.O Schwarz. In addition, Madame Alexander has designed a series of doll costumes corresponding in styling and appearance to the infants' and children's apparel.

BACK IN FEBRUARY 1933

The Pull-and-Ring Street Car and Pull-Along Ferry Boat, both had electric lights.

Nichols' '63 Sales Up Nearly 50%; Firm Adds 3 New Guns to Line



Nichols Industries, Jacksonville Toy manufacturers of Western, detective and military guns and rifles, holster sets and related novelties and miniatures, has completed the year 1963 with a 46.7 per cent increase in sales, Crawford Godfrey, president, recently announced. The announcement also said that for 1964 Nichols is projecting a 25 per cent increase over 1963.

The firm has also introduced three new guns, the Combat Carbine (#222) a $1.98 retailer, and Buffalo Billy (#104) and Luger (#58) both retailing at 79¢.

A camouflaged olive-drab rifle mounted on an attractive display card, the 26¾" Combat Carbine is a 250-shot repeater that features a rapid-fire lever and trigger action. Realistically-styled after the famous rifles of the late 1880's, Buffalo Billy is an 8" cap-firing miniature, skin-packed with caps on a handsome display card. The Luger, patterned after the German and Italian firearms, is a 50-shot repeater more than 10" long.

The items will be on display during the Toy Fair in room 306 at 200 Fifth Avenue and room 522, Hotel New Yorker. Nichols says that new packaging for the latest merchandise and staple items, plus a newly-designed line of holster sets, have the firm looking forward to a busy year.

Commenting on the increase in sales last year, Bob Koslow, sales manager, said, "Naturally it was gratifying to have such a wonderful reception from retailers and consumers to our 1963 line. We showed increases up and down the line. The hottest items included the Nichols Olive Drab Tommy Gun and the Army 45, but while we must concede that the military-type gun business was helpful, this alone was not the big factor.

Predicting that the trend in 1964 will be back to staples, Mr. Koslow said that "The merchandise that is capable of selling year 'round with a fast turnover and relatively low price has again come into its own. The entire Nichols line benefited from increased consumer acceptance of our staple merchandise."

EDITOR'S NOTE:

In the PLAYTHINGS account—on page 143 of last month's issue—of the retirement of Edna M. "Pat" Rooney from Halsam Products one important fact was omitted: Miss Rooney, even though retired as vice-president-sales, will continue to serve Halsam as a consultant.

Only molds, water, plaster and paints are needed to produce models of pilgrims. Plaster Casting Kits let children mold subjects and then paint them Come in window gift packages; $2 retail Bersted's Hobby Craft, Monmouth, Ill.

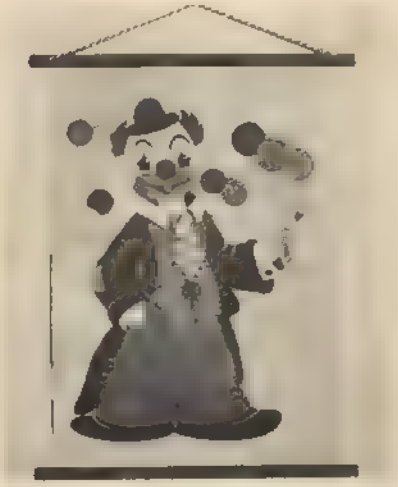
Now available in three sizes, 8" x 24 8" x 16", 8" x 10", Quill and Brush sets consist of two matching subjects with six different pairs to choose from in each category: $5, $3, $1.79. Art Award Co., Brooklyn 11, N. Y

Plasticville HO Cross-Over Bridge measures 16" long by 4¼" high, can be assembled in three different positions Colorful decals are included. Suggested retail is $1.49. Bachmann Bros., Inc., 1420 East Erie ave., Philadelphia 24.

Car buffs can make Dodge Polara and Chrysler 300 in "custom" or "racing" form, both in 1/25 scale with authentic parts. Customizing kits are $1.49 with engine, stock car kits are 98¢ with engine. Jo-Han Models, Inc., Detroit.

Twelve subjects are included in a new line of mosaic wall plaque kits, done on textured panel mounted on wood-grained board. Materials include jewels, sequins, braid, glitter; $1 per kit. Craft Master Corp., 328 N. Westwood ave., Toledo.

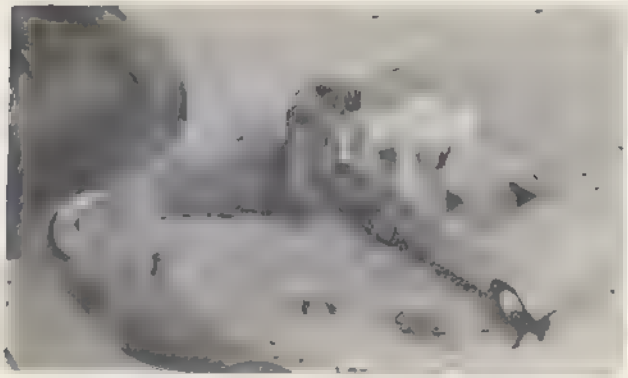
Drag Nut is a grotesque little character who drives a Bantam dragster. Car has metal axles and wheels that turn. Included in kit is miniature Rat Fink. $1 suggested retail. Revell, Inc., 4223 Glencoe ave., Venice, Calif.



Balloon Clown is the subject in "Felt by Number" set that lets hobbyists cut out pre-shaped parts and glue into place by numbers. Measures 16" x 24" when completed and has a suggested retail of $3 The Rushton Co., Atlanta.

Any combination of numbers and insignias can be applied to model cars with Authentic Racing Decals. Easy to apply decals go on 1/24 and 1/32 scale models; retails for 29¢. American Russkit Co., 4585 Alamedea st., Los Angeles.

Ideal for hobbyists who want to gold or silver-plate various hobby parts, Electroplater deposits a smooth coat of any thickness desired. Also good for copper, platinum, rhodium; $8.95 retailer. George Kent Lab, 61 E. 11th st., New York 3.



Toy Fair Debut for Structo's Kom-Pak Line

Structo, a major maker of heavy-gauge steel toys, is introducing at the Toy Fair a completely new Kom-Pak Line of seven trucks, realistically detailed, highly styled and with special operational features for extra play interest, W. A. Wenner, president of Structo Manufacturing Company, has announced. Structo also is featuring a series of deluxe heavy-gauge steel Army trucks with exciting new operational features and other deluxe new specialty trucks.

"In line with Structo's realistic pricing policies, our 1964 compacts offer exceptional values for an economy line," Mr. Wenner said. "All of the seven Structo Kom-Pak Line numbers are newly styled to conform with the modern trend in compact vehicles and are solidly built of heavy-gauge steel. Genuine rubber tires, windshields, side and rear windows, seats and steering wheels provide distinctive realism. Special operational features such as tailgates that raise and lower, vista domes that are removable and dumping mechanisms give significant extra play values, comparable with the highly realistic operational features of Structo's regular size truck lines."

Each of the Kom-Pak heavy gauge steel trucks will be shipped in see-through window packages. Expected to retail at from around $1.39 to around $1.88, the Kom-Pak numbers will include a pickup truck, a fire rescue truck and a wrecker truck with a boom that actually works. A Vista Dome Army Truck, whose dome lifts off and a Vista Dome Livestock Truck with the vista dome also removable are also included. A new automatic dump truck in the Kom-Pak Line has a lever which dumps the body automatically. Another unusual compact truck in the Structo line is the Vista Dome Kennel Truck. The lift off kennel has a removable vista dome top. There are six dog houses and six plastic dogs—all moveable.

New in the military-oriented category is Structo's U.S. Missile Launcher, a large heavy-gauge steel truck which transports a silver launcher with three rocket tubes. The launcher platform rotates 360 degrees and also raises and lowers. The control knob is used for timing. Missiles are soft-rubber-tipped and are launched by pressing buttons 1, 2, or 3. The launcher has adjustable outrigger stabilizers on the rear of the truck to prevent units from tipping when firing.

A Deluxe Vista Dome Troop carrier includes a heavy-gauge steel truck with a removable clear plastic vista dome top and eight plastic soldiers in combat positions. Realistic features include side windows and a tailgate that raises and lowers.

A new UK Combat Set will include the Vista Dome Troop Carrier, the U.S. Army Missile Launcher and a Searchlight Trailer with a massive searchlight that actually operates. Rotating 360 degrees, it also elevates and lowers. There is an on-off switch and outrigger stabilizers, and a simulated but realistic-appealing plastic generator engine.

A new Structo Army Engineering Dump Truck and Sand Loader Set includes four soldiers in varied combat positions. The lever dumps the truck easily and locks in dump position. The truck has a cab-over-engine, a chrome-plated wrap-around bumper, as well as a seat, steering wheel and windshield. The loader attaches to the truck; a turn of the crank loads sand. The lever also raises the loader scoop for cross-country hauling.

Another ingenious addition to Structo's deluxe line is the Vista Dome Horse Van. This includes two chestnut horses and two palaminos. The big van trailer has a large clear plastic vista dome, a window at the center top, a window in front and two slide ramps and a rear loading ramp to provide extra realism. Divider stanchions separate the horses when traveling. Made of heavy-gauge steel, the truck has a large chrome-plated wrap-around bumper. The modern cab has a seat, steering wheel and a windshield.

Structo is making available to retailers a showcase display package for heavy-gauge steel, the truck has a large chrome-Highway Builder Set and U.S. Army Combat Unit will be available in these displays. To make sure that the weight of the heavy gauge steel does not affect the shape of the carton, each heavy gauge steel unit will be wired to the container. The display boxes will be dramatically decorated to encourage impulse buying. Each display box will have a transparent panel on top to assure illumination of the merchandise inside the package.

BALCRUM'S SUM STICK TOY CAN TEACH KIDS ARITHMETIC

An instructive new toy that can also serve as an educational aid for teaching kids addition, subtraction, multiplication and division, is being manufactured by

Balcrum Products, P. O. Box 838, Palo Alto, Calif.

Called Sum Stick, the device consists of a stick and triangular fulcrum block, attractively molded in bright red plastic, and small precision-tooled brass weights. The balanced stick has holes scaled from zero to 10 in both directions from the center of gravity.

Here's how Sum Stick works. An addition example would be to place weights in the 5 and 2 holes and balance with a weight in the 7 hole—thus 5 plus 2 equals 7. For subtraction put a weight on perhaps 6. On the other side put a weight on 4 and say "Six take away four equals . . . " The answer is manifested visually by Sum Stick's response to the placement of a weight on 2. In multiplication, for example, having three weights nested and stacked in the 2 hole balances one in the 6—or 3 times 2 equals 6.

Balcrum says that Sum Stick not only provides an interesting environment for the discovery of simple number relationships, but also for advanced multiplication and division combinations which should make the toy fun for adults too.

BACK IN MARCH 1933

A hobby horse-floor chime combination featured a horse with real reins with bells attached, strong 7" colored wheels and large nickeled gongs.

...OUT OF THE MIDWEST

BY PHIL UNGERER

Sun Rubber Co. adds Ree Ron to sales staff

Reporting that this year will surpass 1963 "and that was one of our best for sales and profits," an optimistic T. W Smith, Jr., president of Sun Rubber Co., Barberton, Ohio has appointed Ree Ron Sales, Inc. as sales representative in the Midwest. This move gives the manufacturer of squeeze toys, character dolls, play balls and athletic balls nation-wide sales coverage through six factory representative sales organizations.

Contacted after signing the agreement James Ronayne, head of Ree Ron, said he is "tremendously enthused" over Sun's products. His company will handle Sun's new line of vinyl toys, dolls and balls in Ohio, Indiana, Michigan, Illinois, Wisconsin, Iowa and Nebraska

Other Sun Rubber representatives are Lawrence R. Schmidt and Co , New York, in the East, Fred X Brownstein Associates, Inc Dallas in the South and Southwest, Shaefer-Lussier Associates, Hopkins, Minn , in Minnesota North Dakota and South Dakota; Phillip A. Johnson Associates, Denver, in the Mountain States; and Sidney L. Lee, Inc., San Francisco, in the West

No, T. W. Smith, Jr. (second from left) and Jim Ronayne (third from right) aren t wishing each other luck after choosing up sides for a basketball game — they're celebrating the appointment of Ree Ron Sales by Sun Rubber as a midwestern representative. Others in the picture (from l-r) are. Richey Smith, Bob Jackson Lee Salvati, Al Schwalge and Roland Vercillo

Premium Exposition sold out

Exhibit space is sold out for the 31st Annual National Premium Buyers Exposition, to be held April 6-9 at McCormick Place, Chicago, according to H. H. Erickson, Jr., president of Hall-Erickson, Inc., managing directors. More than 600 manufacturers are scheduled to participate in the exposition, expected to be the largest concentration of premium merchandise under one roof.

Toys figure to be prominent among the more than 50,000 items to be displayed at the exposition. Advance registration indicates that the previous record of over 5,000 buyers will be topped this year

A major factor in the economy, the volume of incentive merchandising for last year is estimated at $3 billion Co-sponsors of the NPBE are the Premium Advertising Association of America, the National Premium Sales Executives and the Trading Stamp Institute of America.

Silon new Schaper rep

Mel Silon and Associates has been appointed Southeast sales representative for Schaper Manufacturing Co., Minneapolis game maker. The Silon firm replaces Jack Lund who was promoted to sales coordinator at Schaper

Master opens new plant to meet increasing demand

Master Industries, St. Paul manufacturer of Master Stuffed Toys, recently opened a new production plant in North Branch, Minn., according to Oscar D Berris, treasurer

Berris explained that because of the steady growth in demand for the company's products, "there was just no more space available in our present building in St. Paul. In the North Branch plant we expect to develop a thorough training program which in turn will enable us to build up to greater production to meet the growing demand." The new factory will augment the main production facilities in St Paul.

Berris also pointed out that Master's sales force of 20 representatives covers all of the United States and that the firm is currently preparing a new full color catalog that will soon be available to all buyers.

O'Brien-Sexton opens showroom

Bill O'Brien and Ted Sexton celebrated the opening of the new O'Brien-Sexton showroom, in Rm 14-108 of The Mart, with a rousing cocktail party. The rep firm sent out 300 invitations and, from the looks of the throng, just about everyone must have accepted.

A swarming crowd brings smiles to the faces of Ted Sexton (left) and Bill O'Brien during the cocktail party that opened their new showroom

Paradise names Snyder-Hunt

Snyder-Hunt, 1113 Mansfield ave., Huron, Ohio, has been appointed by Paradise Mfg. Co. to represent the Los Angeles firm in Ohio, Michigan, Indiana, Kentucky, West Virginia and Western Pennsylvania.

Paradise manufactures inflatable plastic toys, ring and solid-wall swimming pools, and novelties

SURE CATCH EVERY TIME WITH TRANSOGRAM'S NEW STICKY MITT

For the youngster who wants to make a "big league" catch every time, there's the new Sticky Mitt, a clever glove-and-ball number from Transogram Company, Inc.,

200 Fifth Avenue, New York City.

The item includes a 3" plastic ball and a "never-miss" polyethylene baseball glove with a hand strap that has 19 assorted size suction cups, any of which can catch the ball. Transogram says that because of the glove's "magic stickum action," the ball will be caught easily as long as it touches any part of the mitt.

Sticky Mitt comes completely sealed in an attractive, striped pilfer-proof display card.

EDWARD ZIER APPOINTED BY DE LUXE READING CORP.

The De Luxe Reading Corporation of Elizabeth, N. J., has named Edward H. Zier credit manager of the company's Topper Toy Division. Announcement of the

Edward H. Zier

appointment was made by Ronald D. Saypol, executive vice-president of De Luxe Reading.

Before joining De Luxe, Mr. Zier was with the Lionel Corporation for 30 years. During that time he was a vice-president and director of the company.

Mr. Zier is a former director of the National Association of Accountants, of which he is still a member, and a member of the Financial Executives Institute.

Sun Rubber's President Sees 1964 As "Another Big Year"

L-r: T. W. Smith, Jr., and Richey Smith of Sun; Roland Vercillo, Lee Salvati, Bob Jackson, Jim Ronayne and Al Schwalge.

President T. W. Smith, Jr., of Sun Rubber Company, Barberton, Ohio, sees 1964 as "another big year" for his company, manufacturers of squeeze toys, character dolls, playballs and athletic balls for almost 40 years.

Sun will be at the Toy Fair this year with new all-vinyl toys, dolls and balls and with new packaging. Character dolls and toys, Mr. Smith asserted, are coming off Sun's production lines to fill a flood of early season orders. They're all made by the concern's patented rotational casting process which Mr. Smith says gives each item life-like qualities and an appearance that is "difficult to achieve by ordinary processes."

Ball orders are also running ahead of a comparative period for last year, Mr. Smith indicated.

Sun enters 1964 with nationwide sales coverage provided by six factory representative sales organizations.

Latest to be added is Ree Ron Sales, Inc., organized in 1949 and now one of the Midwest's best-known sales groups. Ree Ron has display rooms at 14-121 Merchandise Mart. Jim Ronayne, head of Ree Ron, says he is "tremendously enthused" over Sun's products and its plans for the future. His firm, working out of the Chicago office, will cover Ohio, Indiana, Michigan, Illinois and Wisconsin for Sun. Mr. Ronayne, for 13 years with Dryden Rubber Company and later with the Toy Division of Seiberling Latex Products, will handle Milwaukee and part of Chicago; Al Schwalge, who joined Ree Ron in 1954 after 18 years with Butler Bros., will cover Ohio, eastern Indiana and part of Chicago; Bob Jackson, formerly with Smith-Corona and Marchant, will travel western Indiana, northern Illinois, eastern Michigan, Wisconsin and part of Chicago.

Roland Vercillo, who joined Ree Ron from Spiegel's and Sears, Roebuck, will call on the trade in southern Illinois, Detroit and Chicago. Sections of Wisconsin, Illinois and part of Chicago will be handled by a fifth Ree Ron representative. The organization's office and sales liaison for Sun Rubber will be directed by Miss Lee Salvati.

Lawrence R. Schmidt and Company, 200 Fifth Avenue, New York City, represents Sun in Vermont, Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware and Washington, D. C.

In the South and Southwest, Fred X. Brownstein Associates, Inc., are handling Sun's toys, character dolls, playballs and athletic balls. States covered are Texas, Oklahoma, Kansas, Missouri, Arkansas, Louisiana, Mississippi, Tennessee, Kentucky, Virginia, West Virginia, North and South Carolina, Georgia, Alabama and Florida.

Shaefer-Lussier Associates of Hopkins, Minn., represents Sun in Minnesota, Iowa, Nebraska, North Dakota, and South Dakota. Phillip A. Johnson Associates of Denver covers Montana, Idaho, Nevada, Utah, Arizona, New Mexico, Colorado, Wyoming and El Paso, Texas. In the West is Sidney L. Lee, Inc., San Francisco, calling on the trade in California, Oregon and Washington.

EMENEE'S NEW AD MANAGER BRIEFS SALESMEN ON PROGRAM

Plans for what is called the biggest advertising program in the history of Emenee Industries, Inc., were recently presented to salesmen by Larry Crane, new advertising manager, at the firm's 200 Fifth Avenue, New York City, headquarters.

As advertising director Mr. Crane is responsible for the planning and promotion of Emenee's diversified activities in print media, display and television. He was formerly advertising and sales promotion director of the Hartfield Stores and Zody's Department Store, Los Angeles.

Arthur Stoecklin and John Beck Promoted by Rainbow Crafts, Inc.

Arthur L. Stoecklin John L. Beck

At the 1964 Hobby Industry Association Convention in Chicago, Joseph S. McVicker, president of Rainbow Crafts, Inc., Cincinnati, announced the promotion of two marketing executives.

Arthur L. Stoecklin, vice-president-sales will assume new duties as vice-president and general manager.

Mr. McVicker stated that Mr. Stoecklin's new appointment was made in line with long-range company plans and the increased responsibility of new sales ventures into international toy merchandising. Mr. Stoecklin will attend toy marketing conferences in London and Paris in the course of this year.

John L. Beck, advertising manager, will assume new areas of responsibility as marketing manager in coordinating national and overseas trade and consumer promotion. Mr. Beck will also join with Mr. Stoecklin in the new area of merchandising information relative to international toy marketing.

Both joined Rainbow Crafts in 1958, when Mr. McVicker consolidated national distribution of Play Doh Modeling compound.

Election of V-P's Girard, Zanville Announced by Pensick & Gordon

Ray Girard Henry Zanville

Pensick & Gordon, Inc., Los Angeles, has announced that Ray Girard has been elected vice-president-finance and that Henry Zanville has been elected vice-president-merchandising.

The election of these two men is in keeping with Pensick & Gordon's long-time policy of promotion and elevation from within.

Mr. Girard, who has been associated with Pensick & Gordon for 10 years, has occupied various positions, including posts in credit management and recently, as director of internal operations.

Mr. Zanville, for a number of years in the merchandising department, has been with Pensick & Gordon since 1949. His background covers all phases of merchandising including buying, selling, advertising and promotion.

FOUR NEW KITS FOR 1964 BROUGHT OUT BY CARO-CRAFTS

Caro-Crafts Corporation, 195 Mineola Blvd., Mineola, L. I., N. Y., is introducing four new original craft kits for 1964. They are the Fry Pan Gems, Squiggle Craft (illustrated here), Crystal Chaincraft and Rock Hound Gems.

Originators of Fried Marble and Americana Woodcraft Kits, Caro-Crafts offers a line that enables the entire family to create professional-type items without training.

The company has also introduced the Fineline Solder Pen, a patented device that reportedly makes it possible for anyone who with the ability to write to also solder.

WASHABLE FELT-TIP MARKER SUPPLEMENTS MR. MARKO SETS

A carded Mr. Marko watercolor felt-tip marker, claimed able to be washed off washable surfaces, is available from Marko Industries, 22 W. First Street, Mount Vernon, N. Y.

"It is prepriced at 49¢—discounted to all accounts from 39¢ for promotional incentive," says Joel D. Abrams, president of Marko.

Mr. Abrams says that the item supplements Marko's packaged sets (see PLAYTHINGS, February 1964, page 159), and that the multicolored card shows "Mr. Marko." The marker is available in 10 colors: red, blue, light green, orange, yellow, brown, tan, purple, jet black and pink.

Tonka line features "Mighty," Mini-Tonkas, military vehicles

The story of Tonka Toys' 1964 line, making its bow at Toy Fair, can be summed up in three big "Ms"—Mighty, Mini and Military. The new line is to be highlighted by "Mighty-Tonka," a king-sized dump truck, a doubling of last year's "Mini-Tonka" line and a parade of military vehicles.

Standing nearly 10 inches high, the giant dump truck has jumbo-sized rubber tires, "Celcon" wheel bearings said to provide dependable service under extra-heavy loads and a fully "glassed" control-tower type driver's cab.

Among the new Mini-Tonka items are three semi-trailer units, a grader, a mixer, a contractor and a special "3-Pak" that includes a pick-up, a stake truck and a wrecker. Like the Mound, Minn. firm's regular line, all Mini toys are built of automotive weight steel and have real rubber tires.

Company spokesman point out that Tonka Toys' regular line will now feature enough military vehicles to stock a motor pool as a result of the 1964 emphasis on sales-proven "Jeep" items. A "Jeep" Commander command car with "canvas" top and auxiliary gas cans mounted by the spare wheel, as well as a Troop Carrier equipped with a top of durable plastic and side bench seats in the body, head the new military line.

Other highlights among the 18 new toys and sets being introduced by Tonka Toys are a shovel that operates like the big power shovels and a "Jeep" Wrecker that comes with heavy duty winch, simulated flasher lights and white sidewall tires.

NEW TONKA TRUCKS

AMF introduces new line of playground equipment

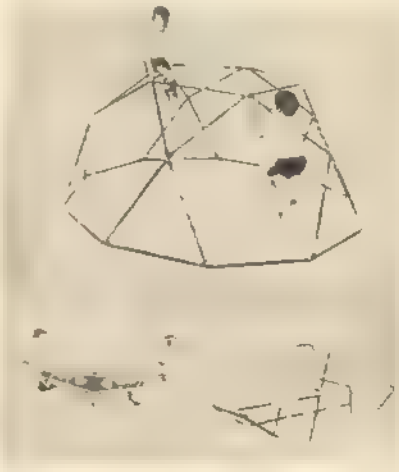
A new line of back yard play equipment, featuring original and dramatic designs, has been added to American Machine & Foundry Co.'s line of wheel goods and bicycles. Company spokesmen point out that this is another step in AMF's announced policy of diversification and broadening the scope of their distribution.

Heading the new array of playground equipment is the "Dome Climber," designed by the famous architect and engineer, R. Buckminster Fuller. Following a mathematically precise geodesic design, the dome is said to have its weight equally distributed over the entire surface. The dome measures 96" in diameter and 51" in height, yet can be packed in a carton that measures 31½" x 11⅝" x 4¾".

Also prominent in the new line are two tubular steel orbiters. The hand pumping merry-go-rounds are built for either two or four children and are colored red and blue.

Rounding out the new AMF playground items are "Junior" and "Giant" rockers, a two seater and five seater, respectively. Both rockers are decorated in red, green and white.

The complete line, to be known as AMFun, will be on display for buyers in room 814, Fifth Avenue Building, New York, during Toy Fair.



AMF PLAYGROUND EQUIPMENT

Lego to show at two fairs

The Lego System by Samsonite will show its complete line of creative toys at the American Toy Fair for the first time this year. Highlight of the Lego exhibit, at the fourth floor Washington Room in the Hotel New Yorker, will be a colorful replica of the special Lego play area to be featured in the Danish Pavilion's Tivoli Garden at the New York World's Fair.

In the supervised play area, children will use the bright plastic Lego blocks to create all kinds of objects. Special World's Fair Lego sets will also be on sale in the Danish Pavilion. "It has been our experience that any sampling or exposure to the Lego System lead to multiple sales," said national sales manager Al Reckler.

"With millions of children actually playing with Lego at the Fair," he continued, "we are confident the results will be immediately apparent in increased sales throughout the country. This invaluable exposure will be coupled with an intensive nation-wide program of sales promotion, point-of-sale activities, display and advertising."

Millions of kids will play with the Lego System in a supervised area like this at the New York World's Fair. A replica of the Lego play area will also be on display at Toy Fair

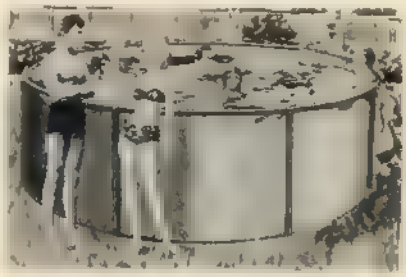
New Pool series by Alvimar

A new line of above-ground, backyard pools, designed for quick and easy assembly and dis-assembly, has been introduced by Alvimar Mfg. Co., New York. Called Star-Lite, the new series has 12', 15', 18' and 24' sizes.

Built for durability, the pools have walls made of heavy galvanized or painted corrugated steel and liners made of acqua-embossed, heavy gauge plastic materials, electronically sealed. Precision engineered, steel sections lock both top and bottom to prevent separation of pool liner and side wall in any section. All sections are electro-zinc bonded to prevent pitting and corrosion.

Other features of the line are said to include: "breathing ability" that enables each section to absorb excessive stress at any point; self-leveling on irregular terrain under normal conditions; portability when drained, without dismantling; garden hose drain water stopper that permits drainage away from pool area; and colorful vinyl base with baked enamel paint finish that resists water and outdoor elements.

Each pool in the Star-Lite series comes with simple to follow instructions and a patch kit.



ALVIMAR STAR-LITE POOL

SKIL-CRAFT PLAYTHINGS OFFERS ALL-NEW PRECISION MICROSCOPE

Skil-Craft Playthings, Inc., Chicago, designers and manufacturers of educational toys, has announced the development of an all-new precision microscope that offers extra-fine adjustments said to be never be-

fore possible in chemistry set equipment of this type.

This clarity is achieved by an innovation known as "Micro-Matic Dialing," which permits easy adjustment of the eyepiece as well as the illuminated stage.

The new, sturdy metal microscope, now included in Skil-Craft's popular-priced microscope and biology sets, features distortion-free, optically ground lenses providing outstanding magnification.

"Let us remember that this is not only a toy—it is also a highly efficient precision instrument," Joseph Heller, president of Skil-Craft, said. "In today's highly competitive market, 'good enough' is not enough. Success depends on constant and marked improvement."

TAMMY GIVEN 9 NEW OUTFITS FOR SPRING AND SUMMER WEAR

Ideal's teenage Tammy doll will be greeting the spring in fine fashion form this year, now that nine new warm weather

outfits have been added to her wardrobe.

Promising delight for today's fashion-conscious youngsters, Tammy's new spring and summer creations are said to capture the sunshine sparkle of the season with bright colors and youthful zest. Tammy's new ensembles can carry her from pool to patio to prom with non-stop chic and, as an added bonus, each outfit comes complete with appropriate accessories.

The new teendream wardrobe includes a sleeveless tennis outfit with pleated skirt, shorty pajamas, a two-piece bathing suit, a spring topper, a sunshine stroller, two pert afternoon dresses and two delicate datetime dresses.

Equally attractive is the shopper-stopper counter display which comes with a full color illustration of Tammy and contains three dozen individually wrapped outfits. All are available now for immediate delivery.

THREE BIG "Ms" STARS OF TONKA TOYS' NEW LINE

Mighty, Mini and Military are the three big "Ms" in Tonka Toys' 1964 line, making its bow at the American Toy Fair this month.

The headliners are Mighty-Tonka, a king-sized dump truck big enough for youngsters to ride; a doubling of last

year's successful Mini-Tonka line, and a parade of military vehicles in Tonka's regular line, with strong emphasis on the sales-proven Jeep vehicles.

Giant of the Tonka line is the new Mighty Tonka Dump truck, a rugged replica of the mammoth dump trucks used in mining operations or on heavy construction projects. Standing nearly 10" high, Mighty-Tonka has jumbo-sized real rubber tires, "Celcon" wheel bearings to provide dependable service under extra-heavy loads, and traditional Tonka styling detail. The control tower-type driver's cab is fully "glassed" in, diesel twin stacks and oil cleaner are mounted atop the engine, and the heavy-duty bumper is fitted with shock absorbing pads.

Tonka officials say the Mighty-Tonka is designed to sell comfortably within the retail price range of its regular line of trucks.

The Mini-Tonka family has been increased from last year's five trucks to 10 items plus two sets.

Three of the new Mini-Tonkas are semi-trailer units—a van, a livestock van and a car carrier. All three are pulled by ultra-modern "Superview" tractor cabs. The vans are equipped with retractable landing wheels while the car carrier is loaded with two torpedo-shaped sports cars.

Other new Mini-Tonka items include a Grader with controls for adjusting the blade angle and steering, a Mixer whose drum will turn and tilt for pouring, a Contractor set of construction trucks and a special "3-Pak" that includes a Pick-Up, a Stake Truck and a Wrecker.

Like Tonka's regular line, all Mini toys are built of automotive-weight steel and have real rubber tires.

In Tonka Toys' regular line, military items will feature enough vehicles to stock a motor pool. Among them are a Troop Carrier truck, equipped with realistic "canvas" Conestoga top of durable plastic and side bench seats in the body, and a Jeep Commander command car with a "canvas" top and auxiliary gas cans mounted by the spare wheel.

Other highlights among the 18 new toys and sets being introduced by Tonka are a shovel that operates just like the big power shovels and a Jeep Wrecker equipped with heavy-duty winch, "flasher" lights and white sidewall tires.

TWO MORE MOVIE MONSTERS TO BE MARKETED BY AURORA

Although they may shiver adult as well as juvenile spines, two more Movie Monsters introduced by Aurora Plastics Corporation, West Hempstead, N. Y., are expected to be welcomed by America's hobbykit enthusiasts.

The two newcomers are King Kong,

baring his fangs and clutching a hapless maiden in his paws; and Godzilla, striding across the wreckage of a city. Both will be available for retail release in May and June at $1.49 each.

A third addition to the Aurora hobby kit series is Superman, designed with bulging muscles and in the act of pushing over a brick wall. This hobby kit is scheduled for retail release in March and April at 98¢.

First of a series of miniature models from the famous Madame Tussaud Wax Works in London is the guillotine of the French Revolution, scheduled for a July-August release at 98¢.

This reproduction of a Tussaud exhibit will be followed by others from the Tussaud "Chamber of Horrors," along with a group of American President models and wax works reproductions fashioned in miniature.

BACK IN MARCH 1935

Among the attractive pull toys of the year were the Tandem Chime in which a pair of circus horses pulled a decorated floor chime; and Pony Cart and Pony Team, which featured one and two horses, respectively, pulling a dump truck that had gongs within the wheels.

NEW VARNEY CARS CAN RUN ON CONVENTIONAL AUTO RACE TRACK

The Varney Mfg. Company of Baltimore is marketing a line of 1/32-scale cars that have been engineered for use on most 1/32 and 1/24 conventional scale track, including that of Strombecker, Eldon, Scalextric and Gilbert. Three authentically detailed sports cars are offered: Corvette Sting Ray Hardtops, Corvette Sting Ray Convertibles and Jaguar XKE Convertibles. All models are over-sprayed with actual auto enamels and are available in

four colors, red, burgundy, blue and green.

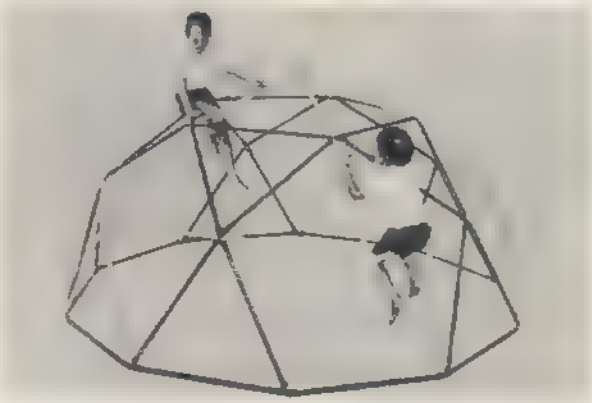
The new Varney model race cars are powered by the "consumer-proven" KM-1 motor, which is unconditionally guaranteed for five years. This practically defect-free miniature motor passes through 19 quality inspection checks in the manufacturing process. Highest torque and speed are reportedly possible because of the motor's five-pole construction, advanced engineering and design. The powerful KM-1 motor gives smooth response to any control system, with quick starts and sustained power at all speeds. Mechanical features include: two metal gears with matching brass pinion gear, a gearshift lever for two speed control, and self-lubricating wheel bearings.

All Varney cars come fully assembled and are ready to race. Chrome, glass areas, trim, and drivers are all exactingly reproduced, trimmed and decorated. Racing numbers are painted on each car, the same as they appear in real sports car competition. The chassis is completely enclosed and vented, adding stability, extra strength and authenticity to the models, Varney points out. Each car is attractively packaged in a reusable plastic case, according to the manufacturer.

The cars will be presented to the consumer on an unique counter-top merchandising unit, displaying one dozen assorted cars. This self-service merchandiser features a race car theme, highlighted by the Varney Auto Race flag motif. Each display is pre-packaged with the cars tied down in place on the unit. All that is required for display use is to insert the header and place on the counter. Shipping weight per unit is 6 pounds.

The unit is being offered with 12 conventional pick-up cars or with six of both conventional and Varney Slot-Loc pick-up cars. The latter will retail at a price-level of $6.95 each.

AMF Diversifies, Adds Line Of Backyard Play Equipment



The new "AMFun" line of backyard play equipment is another step in AMF's announced policy of diversification and broadened distribution. To the well established line of wheel goods and bicycles is now added a line of backyard play equipment for young children. To distributors, the new line is described as an expanded opportunity to fill out their carload shipments with an even wider variety of AMF equipment.

Included in the new line at present are two rockers, a two-seater and one with five seating positions; two Orbiter merry-go-rounds, one to hold two children and a larger model for four; and a unique Dome Climber designed to satisfy the climbing instinct present in all children.

As a result of the Dome Climber's mathematically-precise design, weight on the dome is automatically distributed over the entire surface. While the dome is light in weight, it is exceedingly strong and can safely hold a multitude of climbing, swinging children, AMF advises.

Though the assembled Dome Climber measures 96" in diameter and 51" in height, the compact packaging possible from the ingenious design results in a carton that measures only 31⅝" by 11⅝" by 4⅝".

Equally dramatic are the two AMF Orbiters—the hand pumping merry-go-rounds built for either two or four children. Colored red and blue and decorated in "orbit" designs, the Orbiters are sturdily built to hold many times the weight of a child. Construction is of tubular steel with unitized construction in the side panels and deep bucket seats for additional safety. Seat height is 21", the span 77" and carton size 39⅝" by 12⅝" by 4½".

Of the two "rockers" one, the "Junior," is low cut to place the rocking children as close to the ground as possible. The "Giant" is 36⅝" high and built to give maximum fun to a multiple number of children. Both rockers are built of rugged tubing and capable of supporting as many children as can find room on the rocker. Both rockers are attractively decorated in green, red and white. Both are compactly cartoned, the Giant measuring only 57" by 18" by 3".

SARGENT INTRODUCES 2 NEW MULTI-COLOR CRAYON PACKAGES

Introduction of two new $1 retail multi-colored boxes of crayons with attractive convenience features has been announced by Sargent Art Materials, Inc., 200 Fifth Avenue, New York City 10.

One box is rectangular in shape containing 64 wash-off crayons, including gold and silver, and a built-in plastic sharpener. The other package is a round canister with

64 regular and 40 jumbo crayons, including gold and silver. All crayons are non-toxic.

The combination of many shades and colors on the labels quickly identify these as crayon boxes. Transparent lids on both permit easy and quick appraisal of the contents by the customer. This feature is expected to discourage the opening of the box in the dealer's store. A gaily-colored carrying cord is attached for the child's carrying convenience.

The box of 64 is designated as stock #464C and the box of 104 crayons as stock #5084C.

For further information, contact Morton S. Harelik, sales vice-president, Sargent Art Materials, Inc.

LINES REPORTS SCALEXTRIC SETS NOW BEING PACKAGED IN THE U.S.

Lines Bros., Inc., 1107 Broadway, New York City, has announced that the Scalextric English Model Motor Racing line which it distributes in the U. S., is now

being packaged in this country to meet the needs of the American market. The line was first imported and sold here in 1957

Alan Ginsburg, president, said that while the merchandise itself is still being produced in England, it is now being shipped in bulk to New York where it is packaged in specially designed foam styrene trays, shrink-sealed to protect the items. The full-color box, also produced in the U.S., bears a bulletin showing the world's racing champion, Jim Clark, with his exclusive endorsement of Scalextric sets.

According to Mr. Ginsburg this is one of many steps being taken to adapt Lines Bros.' world-wide products for the specific requirements of the American market.

MIGHTY TONKA DUMP SAID TO BE BUILT STRONG ENOUGH TO RIDE ON

Mighty Tonka Dump (#900), a giant dump truck "built strong enough to ride on," is now available from Tonka Toys, Inc., Mound, Minn. The item is described

as being the "king" of Tonka's line

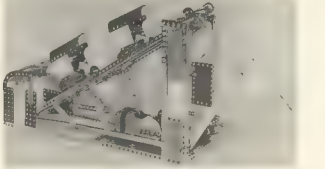
Made of automobile gauge steel, it is equipped with jumbo-size rubber tires and Celcon wheel bearings, an all-weather "glassed-in" cab with a "steering" wheel, and a heavy-duty bumper fitted with shock-absorbing pads. The back section is easily raised for dumping.

Measuring 18¾" long, 9¾" high and 8¾" wide, the Mighty Tonka is packed four per 44-pound shipper.

BACK IN MAY 1927

Home Derby enabled a player to have "horseracing" right in his hand. He simply pressed a stem to make the horses run and released the pressure to stop them.

Gilbert Offers Low-Cost Retail Displays for the Erector Line



The A. C. Gilbert Company is making available a series of high impact, low-cost retail displays, according to E. H. Withington, advertising manager

Sales aids for the Erector line include five working models designed to attract immediate attention. These include an Erector Tower Display, which makes full use of the new Erector solid plates and colors, with an eye-catching motor driven atom symbol in the top section; an Erector Lunar Transmitter Display, featuring a rotating antenna array with a fantastic "21st Century" look; an Erector Windmill Display, designed to dramatize the brilliant red, yellow and blue parts; an Erector Inclined Railway Display (illustrated above), with one car going up while the other goes down, and the Erector Action Helicopter, with rotors whirling realistically. The five fully assembled, working model displays range in price from $10 to $12.50.

Also being introduced is an Erector Flasher Sign, at $5.25, made of actual Erector color panels. For use on wall, pillar or counter top, the flashing sign plugs into any A.C. outlet. In support of the Auto-Rama line, Gilbert is offering an action-packed Figure 8 operating display and a Fly-Over Chicane operating display, both of which can be used as operating layout or for wall or counter display. A special Auto-Rama Bubble Pack display with full color header also is available.

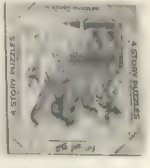
For the American Flyer products, Gilbert has a completely wired and landscaped layout combining both S-gauge trains and Auto-Rama. Accessories include a station, crossing signal, saw mill, and so forth, as well as all needed power units and controls. There is also a new American Flyer Bubble Pack Counter Display with a die-cut header in full color. Prices and information on the Auto-Rama and American Flyer displays are available from Gilbert sales reps.

A Wayside Station train department display to show American Flyer trains and accessories is available, without merchandise, for $5. It comes with two attractive hanging signs reading "Railroad Depot" and "The Perfect Birthday Gift."

A brilliantly lighted four-color sign reading "Gilbert Family Fun Toy Center" comes with chains for hanging, as well as brackets for wall or shelf mounting. It is available at $25

TUCO'S NEW "MONKEYSHINE" STORY INLAY PUZZLE SERIES

The antics of Lawson Wood's "Monkeyshines" are now available exclusively in a new Story Inlay Puzzle Series by Tuco Work Shops, Inc., Lockport, N. Y. Suitable



for kids 3-8, the series interprets the humorous simian personalities in both picture and story form. Retail price on each item is $1.29

Three or four "Monkeyshine" picture puzzles are included in an over-wrapped box. Each puzzle includes from 12-20 large, triple-thick pieces, which when assembled, fit into a 9" by 11" frame

Reproduced on the back of the box is the same puzzle picture with a "chapter" of an appropriate story. The "chapters" are in sequence to weave together a tale directed at the child's interest level.

Sets of three or four puzzles are available from Tuco wholesalers. Packing is 12 assorted series per 20-pound shipping carton. More information is available directly from the concern, and in Canada, from Gay Distributing, Toronto 12.

BOONE'S CABIN: MARCH '47

Reportedly in demand was the Daniel Boone Log Cabin, a realistic reproduction of the historic American abode that came in six easy-to-assemble parts.

New Kiddie Brush Chifferobe Has "Secret Lock," Perfume Sachet

A "secret lock" in the top drawer and real perfume sachet to keep clothes smelling sweet are among the features of the new Official Barbie or Midge Queen Size Chifferobe (#497) from Kiddie Brush & Toy Company, Inc., Jonesville, Mich.

The item's other realistic offerings are two sliding rods with 12 poly hangers, four sliding drawers, a rugged continuous metal hinge on the door, shoe rack and basket. Made of high-impact pink and white polystyrene delicately trimmed in gold, the Chifferobe comes in a 14¾" by 14¾" by 5¾" package. Packing is four per 20-pound shipper (doll not included).

Also available is the Official Barbie or Midge Queen Size Chifferobe (#498) the same as #497 except that it is packed one set-up display and three KD in individual two-color mailers. The KD size is 14¾" by 14¾" by 5¾". Packing is four per 20-pound shipper.

Both numbers are exclusively licensed by Mattel

Sales Success for Sugar 'N Spice Line Reported by Standard Toykraft

Standard Toykraft, Inc., reports sales success for Sugar 'N Spice, its new line of baking and cooking sets. The firm believes that the popularity of the items is strongly linked with the growing trend of housewives to use more and more cooking mixes.

The Sugar 'N Spice sets are packaged with all the ingredients needed to make some of the country's most popular dishes and baked goods. Standard says that the mixes and frostings are specially packaged for long and useful shelf life.

At $1 retail are the Sugar 'N Spice Pizza Pie (#5901), Fudge & Pudding (#5911), Pancake Mix (#5921) and Cookie & Brownie (#5931) sets. Illustrated above is a deluxe package, the Combination Food Mix Set, a $3 retailer. It contains eight boxes of assorted pizza, pancake, fudge, pudding and brownie mixes, pizza foil tin, a wooden rolling pin, plastic knife, spoon, fork, aluminum tins and cookie cutters.

The Standard Toykraft 24-page, full-color catalog featuring the Sugar 'N Spice line and other categories is available by writing to the company's manufacturing headquarters at 95 Lorimer Street, Brooklyn, N. Y. 11206

DOBSON APPOINTED SALES ADMINISTRATOR BY HUBLEY

J H. Hartman, Jr., president of the Hubley Manufacturing Company of Lancaster, Pa., has announced the appointment of H Hudson Dobson, Jr., as sales

H. Hudson Dobson, Jr.

administrator for Hubley's line of toys and hobbies

Mr Dobson brings to Hubley a diversified background of 15 years' toy experience in distribution, importing, administration and sales. Prior to his recent association with the Wolverine Toy Company he was sales manager and vice-president of H. Hudson Dobson, Inc. A graduate of Iowa State University, Mr. Dobson served as officer in the United States Marine Corps during World War II and the Korean conflict

SUN RUBBER NOW MARKETING WORLD'S FAIR NURSERY SET

The Sun Rubber Company, Barberton, Ohio, an official licensee of the World's Fair Corporation, has announced it is marketing a World's Fair Nursery set (#581)

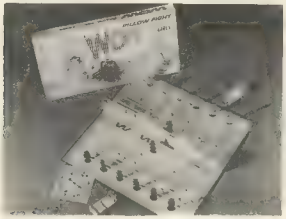
Included in the set are Candy and

Sandy, pure vinyl, 9"-tall World's Fair twins, and a Pee-Wee Nursery football and soccer ball The twins wear striped orange and white blazers and Candy's skirt and Sandy's trousers are in solid blue. (Orange and blue are the World's Fair official colors) All the colors are non-toxic, Sun advises

Measuring 6" long and 3" in diameter, the orange Pee-Wee football has the words "New York World's Fair" on the side. The blue soccer ball, which is 4" in diameter, has the Fair inscription in white letters. Each ball features a two-tone voice

The entire set comes in a colorful World's Fair shrink film package. Packing is six per carton.

Pillow Fight, Alumni Fun Games Recent Additions to Bradley Line

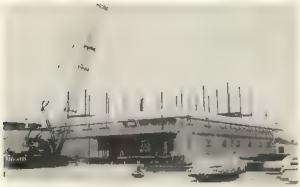


Wow, the Pillow Fight Game for girls (#4499), and Alumni Fun, a "brain game" (#4408), were recently introduced by the Milton Bradley Company, 74 Park Street, Springfield, Mass. Both retail at $3

One in the company's Shenanigans series of action games, Wow will be promoted on Bradley's own "Shenanigans" show on the ABC-TV network every Saturday beginning September 26 from 10-10:30 a.m. A companion piece for Pow, Bradley's new cannon game for boys, Wow accommodates from two to four players who attempt to knock down their opponents' pajama-clad playing pieces by tossing a plastic pillow over the center barrier. The game's "snooter" is shaped like a small bed.

A new addition to Bradley's group of "brain games" stemming from hit TV show formats, Alumni Fun is suitable for ages 12 to adult. All players begin as freshmen; their progress through sophomore, junior and senior years is based on their ability to answer general questions that become appropriately harder. Question cards dealing in history, math, science, English, the arts and extra curricular activities and a booklet with all the answers are included in the game. Alumni Fun parallels the action of the CBS-TV network show.

Eighth Major Expansion of Parker's Plant to Be Completed This Fall



A new 29,000-foot addition, the eighth major expansion of its main plant in Salem, Mass., since the premises were first occupied, will be completed in early fall by Parker Brothers, Inc., leading game publishers

Announcement of the construction now in progress was made by Parker President Robert B. M. Barton. The new three-story building will be used by Parker to consolidate and increase warehouse space for its finished products, thus releasing space in the existing plant for needed additional production. According to Mr. Barton, the move is designed to "keep abreast of the steadily increasing nationwide popularity of Parker games."

In addition to its Salem facility, Parker Brothers also operates plants in Des Moines and Toronto, Canada, and maintains controlling interest in the Miro Company, a Paris, France, game publisher.

JEE-BEE OFFERS NEW LINE OF GIANT WEIRD-OH STUFFED TOYS

Jee-Bee Toy Creations, 200 W 5 Street, Kansas City, has announced a new line of Weird-Oh plush toys which it describes

as giant stuffed replicas of the best selling Hawk models

Ranging in height from 14" to 28", the four stuffed Weird-Ohs are Drag Hag, Grave Digger, Wade a Minut and Blunderstreak. Each is packaged in an eye-catching, full-color carton

FATIGUE OUTFIT, SAILOR SUIT NEW IN ISKIN'S MILITARY LNE

An authentic Fatigue Outfit (#945) and a Sailor Suit (#850) are the newest military playsuits to be offered by Herman Iskin & Company, Telford, Pa. Both are

available in sizes 2, 4, 6, 8, 10 and 12.

The Fatigue Outfit consists of a sanforized strong-wearing green cotton twill jacket with pockets, U. S. Army and sergeants insignias and a name plate; a Ridgeway cap; and matching trousers with a zipper fly and bellows pockets.

Each Sailor Suit has a sanforized Navy blue cotton twill regulation blouse with braid and ratings, matching trousers with a zipper fly and elastic waistband, a black satin kerchief and gob hat.

The entire line of Iskin playsuits, including other military outfits are on display in the company's showroom (#1458) at the 200 Fifth Avenue Building, New York City.

NEW RIVERIA DOLL CARRIAGE NOW BEING OFFERED BY WELSH

An attractive new blue and white doll carriage called the Riveria (#4601) is now being offered by the Welsh Company, 1533 S 8 Street, St. Louis 4.

The carriage has an all steel body with

embossed sides and a three-bow canopy in frost blue quilt. Other features are a chrome plated top rail, full tubular chrome chassis and helical spring suspension.

Measuring 22" long and 12" wide the carriage has 7" stamped wheels 2" white tires and a chrome pusher 27¾" high Packing is one per 13-pound carton.

The item is on display at the J. Levenson showroom, 1107 Broadway, New York City

SCHUBERT JOINS REMPEL AS GEN'L SALES MANAGER

D. C. Rempel, president of Rempel Manufacturing Incorporated, West Point, Miss., announces that he has appointed Theodore A. Schubert, Jr. as general sales

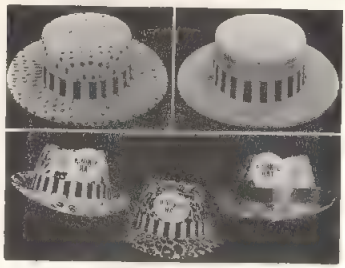
T. A. Schubert, Jr.

manager Mr Schubert assumed his duties at the home office in West Point in April He has considerable experience in the toy business, having been vice-president and general sales manager of The Fli-Back Sales Corporation, High Point, N. C., for over 10 years. He was assistant sales manager of Barr Rubber Products Company before going with Fli-Back

TABLE O' FUN: FEB. '47

Called "a joy to the child a blessing to the parent" was the Master Table O' Fun which included a picture theater, geometric, colored and lock blocks; a take-apart house; pop-a-peg, and a marble game.

Viewers Enthusiastic Over Fun Hat Line from Van Dam Overseas

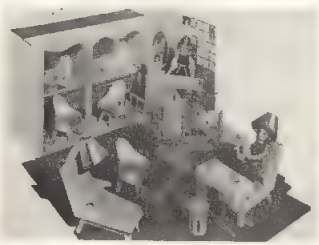


Van Dam Overseas, Inc., Bronx 59 N. Y., have reported that early viewers of their line of adult-sized fun hats were enthusiastic over Kookie, Skidoo and Skimmer (shown above) Made in France exclusively for Van Dam, the hats are finely molded in plastic in a realistic straw like effect.

A colorful "panama" hat, Kookie (#711D) is decorated with bold designs in assorted patterns on light backgrounds. Individually tagged, each hat has a bright colored contrasting headband. Artfully molded in natural-colored plastic to resemble the classic straw favorite, Skimmer (#712) is available with a wide assortment of contrasting headbands. The Skidoo Skimmer (#23), an eye-catching topper suitable for events such as July 4 or campaign parties, is molded in white plastic, decorated in red and blue polka dots and comes with red, white and blue and white striped headbands.

Each style is packed in two-dozen lots in assorted adult sizes More details are obtainable directly from the manufacturer.

Tressy Can Get Her Hair "Done" in American Character's Beauty Salon



Little girls can create glamorous hairdos for the Tressy doll with a new, professional-looking portable beauty salon from American Character, Inc., 5112 Second Avenue, Brooklyn, N. Y.

Made just for the doll, the Tressy Beauty Salon (#1211) is decorator-designed in rich, high-fashion colors of turquoise, olive and orchid. While having her hair groomed, Tressy can sit comfortably in one of two lounge chairs, equipped with dryers. Other realistic features are a movable manicure table with a cantilever stool, a foot stool, three movable contemporary chairs, a beauty bar that holds Tressy pins, curlers, and rollers, reflecting foil mirrors, reception desk, lamp and end-table and a potted palm.

Two recessed wash-and-set counters with sinks, three miniature magazines and pictures, a decorative railing and sculpture and a large wall screen are also included in each Tressy Beauty Salon.

Closed, the item is 22¾" by 10" by 14¾" and open, 30¾" by 38" long by 14¾" high. Packing is six per 30-pound shipper.

Realistic Anzio Invader from Ideal

Kids can recapture some of the excitement of the Anzio beachhead assault with a new Anzio Invader, available for immediate delivery from the Ideal Toy Corporation, 200 Fifth Avenue, New York City.

Said to be an authentic reproduction of the real Anzio Invader, Ideal's rugged plastic land toy "hits the beach" with its two 20mm guns sweeping the front

Measuring 31" long, the Anzio Invader comes complete with its own attack force which includes a tank destroyer that fires four harmless shells, a reconnaissance "Whirly Bird" and pilot, 14 battle-ready "men," and a movable ramp that quickly lowers for speedy unloading

New Look for Mickey Mouse Club

"Professor Wonderful" twirls a lasso as part of an experiment.

Walt Disney's "Mickey Mouse Club," which has been so successful in two years of coast-to-coast syndication, will reportedly be given an exciting new look for the coming season, featuring a number of fresh personalities including "Professor Wonderful."

Sixty-four completely different segments, filmed exclusively for the show, have been incorporated in the 1964-65 schedule to bow in the fall. Ninety-three stations in the United States are carrying the program

Noted physicist Julius Sumner Miller, a colorful personality who is revolutionizing teaching methods with his stimulating and amusing approach to physics at California's El Camino College, stars as "Professor Wonderful" in a weekly series of "Fun With Science." According to reports, he has been receiving rave notices in a number of national publications, including Life magazine, and has been a frequent guest on "The Steve Allen Show"

Another new character for the Disney show, Marvelous Marvin, master magician, clever clown, illusionist, contortionist and master of a great number of disguises and voices, will make many marvelous things happen on the Mickey Mouse Club.

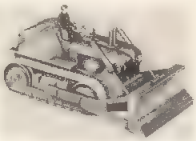
Hub and Bub, a pair of zany comics, have also been added, plus special guest stars

A new innovation in children's programming will feature "Moochie of Pop Warner Football," covering an eight-day stretch in the fall, and "Moochie of the Little League" in the spring, the latter saluting the youngsters by the million who participate in more than 83 major and minor kid baseball leagues in the U.S.

MANY ACTION FEATURES IN NEW SUPER DOZER BY DAISY

Super traction and dual steering controls for performing tight turns and spins are among the action features of the Super Dozer (#66) a new Spittin' Image toy from Daisy Mfg. Company, Rogers, Ark.

Made of rustproof metal and high-im-



part plastic and powered by two standard-size flashlight batteries, the Daisy/matic Super Dozer lumbers forward, reverses, spins and turns, while its twin exhaust stacks and engine flash. Deep-lugged independently-controlled rubber treads and a heavy-duty engine enable it to push heavy obstacles from its path. Its massive blade lifts or lowers and can be locked into position

The Super Dozer comes in a colorfully illustrated display carton and is packed 12 per master shipping carton. Other items in the Daisy/matic line include seven each of military and "workmaster" models. An illustrated catalog and price sheets, glossy photos and line drawings for the complete line are available.

WOLVERINE PRESIDENT SCHMITT ACQUIRES CONTROL OF COMPANY

The Wolverine Toy Company has announced that its president, Joseph P Schmitt, has purchased sufficient stock from the estate of the late James S. Lehren to acquire control of the company. Mr Schmitt and Mr. Lehren were for many years closely associated in the operation of this firm, which has its factory and general office in Pittsburgh and display rooms at 200 Fifth Avenue, New York City

Present management will remain unchanged and will continue to develop original items, improve the present product line and introduce imaginative packaging to the trade Thus far, sales in 1964 are approximately 10% ahead of those of the record 1963 year, Mr. Schmitt said

FULL-COLOR 1964-65 CATALOG NOW AVAILABLE FROM LINDBERG

Lindberg Products has announced that its lithographed 48-page, full-color 1964-65 catalog is now off the press Described and pictured in the new edition are sports cars dragsters, motorized car kits, racers, antique autos, model planes, ships, tanks, pleasure craft, outer space kits, train sets and "monsters."

Distributed throughout the world, the catalog has been printed in English French and German, with a Spanish edition planned for the near future Requests should be sent to Lindberg's sales department at 8050 Monticello Avenue, Skokie, Ill

NEW CUT'N-GLUE NOVELTY TO BE ADDED BY RUSHTON

The Rushton Company, Atlanta, will introduce at the Toy Fair an all-new novelty called "Felt by Numbers." The new Rushton creation consists of a kit with pre-shaped felt parts to be cut out and glued into place by numbers to form a

colorful 16"-by-24" felt wall picture.

There are four different Felt by Numbers patterns to cut'n-glue into most unusual wall panels. The four decorative designs include: a balloon clown, circus clown, jack'n box and wooden soldier, providing a variety of subjects for display in a bedroom, playroom or nursery.

Each kit is attractively packaged to enable the buyer to see the materials to be used and includes a colorful picture of the finished panel. Everything needed for assembly is supplied: a felt background for a 16"-by-24" wall picture, multi-colored silk screened felt cut-out parts, an unbreakable plastic bottle of glue with wood paddle spreader, two enameled scrolls for framing, cord for hanging and complete step-by-step directions.

These new Rushton creations retail for about $3 per kit and are available individually in dozen cartons or in assortments. They will be on display at the Toy Fair in room 432, 200 Fifth Avenue Building, or buyers can write direct to the factory—The Rushton Company, 1275 Ellsworth Industrial Drive, Atlanta, Ga., 30325.

BOWLER DON CARTER JOINS SAALFIELD "FAMILY OF STARS"

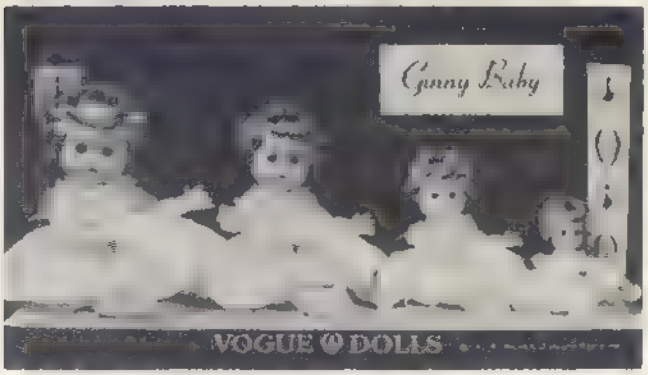
Don Carter, "Mr. Bowling" has been added to the growing "family of stars" of the Saalfield Publishing Company, Akron, Ohio.

Saalfield's new "Strike" Bowling Game, #6165, a new parlor game for all ages, has the endorsement of Carter, generally recognized as the world's foremost bowler.

He's the holder of every major tournament title, "bowler of the year" seven times, and a 10-time choice on the all-American bowling team, selected by the Bowling Writers of America.

Strike, played with cards by one or more "bowlers," contains a score sheet and marking crayon, plus simple playing instructions. Colorfully packaged in a 13½"-by-5¾"-by-1⅝" box, Strike is easily recognizable by Carter's photograph on the box. Suggested retail price is $1.

Vogue's Line Makes Early Debut; Features Several All-New Dolls



Vogue Dolls, Inc., Malden, Mass., is currently showing and shipping its all-new 1964 line, which it introduced in mid-February, Ted Nelson, president, reports. This is a break-through in tradition for the concern, which usually brings out its line at the annual Toy Fair.

Being featured this year are several all-new dolls—a complete departure from the traditional numbers—popular staples with new wardrobes, and dolls and accessories in cases.

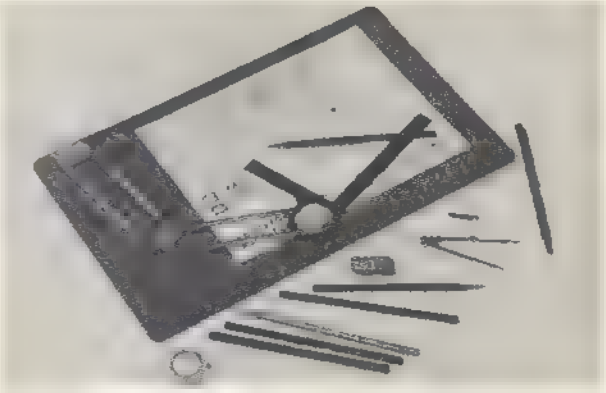
Mr. Nelson said that while Easter coming in March had "a great deal to do" with the early introduction, it was not the only consideration.

"We had calculated in late November that not only were we going to sell out our 1963 line before Christmas, but more important our retailers were going to come out clean on our merchandise during the peak holiday selling season," Mr. Nelson explained. "Happily this was the case. Store inventories on our goods have never been so low. They really moved over the counters those last few weeks. To meet the demand for Vogue dolls we knew this late action would create right after Christmas, we rushed out a late December- early January line led by our ever-popular little 8" Ginny and featuring a Valentine and an Easter 'special' from our top-selling traditional drink-and-wet Ginny Baby series. This early line created more order activity and shipments in January than we had enjoyed since Ginny's heyday in the mid-fifties."

As a result, according to Mr. Nelson, Vogue decided to "get the jump" on the early Easter business and break the entire line in mid-February. "The move was a good one," he says. "Every day's shipments have been creating new first-quarter records for the company."

Mr. Nelson advises that Vogue plans to bring out another new doll in late spring or late summer. He said that the few selected buyers who have seen it have "unanimously acclaimed her a real winner."

New Drawing Aid from Ohio Art



A new educational product—the 3 D's Draw, Draft, Design Set (#495)—will be shown at the Toy Fair by its manufacturer, the Ohio Art Company, located in Bryan, Ohio.

Described as a drawing aid for youngsters inclined toward architecture, engineering and designing, or for drawing enthusiasts, the set features a professionally-designed mechanical square which reportedly does away with five basic drawing tools.

Included in each set are a 17"-by-11"-by-⅜" durable drawing board, a divider and compass, pencils, masking tape, an eraser and drawing pad.

MASTER ANNOUNCES OPENING OF ANOTHER PRODUCTION PLANT

Master Industries, Inc., 111 E 6 Street, St. Paul, Minn., has announced the opening of another production plant at North Branch Minn

Oscar D Berris, treasurer, said, "A con-

Oscar D. Berris

tinued steady growth in the demand for Master stuffed toys made it necessary to expand operations year after year until there was no more space available in our present building The new plant will augment the main production facilities in St. Paul and, we hope, will enable us to keep up with the growing demand for sometime to come."

Mr. Berris said that when Master first opened more than 25 years ago, there were some 5,000 square feet of production space. Today at the St Paul plant, he said, production of the stuffed animal line requires more than 10 times as much square footage.

According to Mr. Berris, the company expects to develop a thorough training program at the North Branch plant so that its "high standards of quality and individual styling which require trained craftsmen," will be retained. "Master toys are designed by a talented designer employed on a full-time basis," Mr. Berris said. "New toys are always carefully tested for both 'eye' and 'buy' appeal before being added to the line."

Made of soft, long-wearing fabrics with embroidered facial expressions, and sewn by single needle, lock-stitch construction for durability even under rough handling, the Master toys all feature stuffing materials pre-tested for non-allergenic, non-toxic characteristics, Mr. Berris said. As an example of the care given to design and construction to safeguard children, Mr. Berris cited the safety-attached eyes of the firm's toys

Master's sales force of 20 representatives covering the United States handles such numbers in the line as Tuffy, an English Bulldog dressed in a turtle-neck sweater with an embroidered name; Countess, a feminine Pekinese, Lazy Mayzie, a soft, cuddly, completely washable kitten; and Flip Flop, a winsome-looking puppy.

A new full-color catalog is now in preparation and will soon be available to toy buyers, the firm advises.

BACK IN JANUARY 1933

PLAYTHINGS reported on an unusual nautical Christmas display — complete with Santa Claus arriving by ship—used by the toy department of a major New York City department store.

INDIVIDUALLY WRAPPED QUALATEX BALLOONS FROM PIONEER RUBBER

New packaging for Qualatex toy balloons has been announced by The Pioneer Rubber Company of Willard, Ohio. Single balloons are packaged in sealed, clear polyethylene bags with the Qualatex clown

imprint. The seven new packages are all pegboard items

Two 5¢ packages are available: the P-7-HB balloon with two-color "Happy Birthday" imprint, and P-9 plain round balloon, both in assorted colors.

Four of the new packages are 10¢ items: the PF-613A animal head and body toss-up balloons packaged with cardboard feet PF-615-MR mouse or rabbit toss-up balloon, also with feet; P-9-AS assorted spray balloon and P-11-HB balloon with a two-color "Happy Birthday" imprint. All are available in assorted colors.

The 15¢ package contains one PF-1020A animal head and body toss-up balloon with cardboard feet.

Toy Rep Organization Formed; Next Meeting on March 10

A NEW, NATIONAL association of manufacturers' sales representatives in the toy industry to be known as the Toy Representatives of America, has been organized for the sole purpose of "forming a more effective, and mutually profitable relationship among toy representatives, manufacturers, and customers."

Open only to representatives who are independent contractors handling one or more toy lines on a commission basis, the association is described as the only one of its kind designed to function as a public relations and liaison organization for the collective benefit of all segments of the toy industry.

The next meeting of the group—to which all qualified representatives are invited—will be held during the Toy Fair in New York, 7 P.M., Tuesday, March 10, at the Regency Room, George Washington Hotel.

The association's primary objectives are:

(1) To create a better image and a better understanding of the industry and its problems.

(2) To conduct a program that will maintain a constant awareness of the importance of manufacturers' representatives in the overall toy distribution and marketing picture.

(3) To establish closer liaison with the Toy Manufacturers Association.

With these objectives in mind, 23 toy sales representatives from all sections of the country attended a dinner meeting on February 4 in the M & M Club of The Merchandise Mart, Chicago.

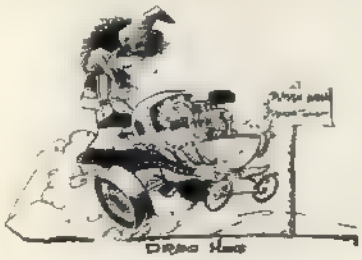
Charles Zuckerman, of New York, was elected president pro-tem, pending election of officers and members of the board of directors at the New York meeting.

Appointed public relations counsel and executive-secretary was Bernard Finkel Associates, of 35 East Wacker Drive, Chicago.

LATEST WEIRD-OH A DRAG HAG WITH BABY BUGGY AND OFFSPRING

The newest of the wild Weird-Ohs from the Hawk Model Company, 4600 N. Olcott Avenue, Chicago 31, is the frightful-looking Drag Hag

Witchlike in features, the Drag Hag is



accompanied by her baby and a baby buggy As a mother, she may leave much to be desired, says the Hawk management, but as a Weird-Oh kit she's expected to be a popular seller at $1 retail.

Number 536 in the Weird-Oh series, Drag Hag "walks in a kind of beauty," says Hawk. "It would take the cruelest of people to remain unmoved in her presence"

BACK IN JANUARY 1933

Colonial homes could be built with a new set of House Building Blocks suitable for indoor or outdoor use.

Authentic

SCALE MODEL FARM TOYS

Miniatures of Famous Brands Tractors and Implements

International Harvester set # 5010

Riding tractor # 445 and trailer # 446

All toys made of cast aluminum and zinc combined with steel.

Licensed manufacturer of toys for International Harvester (Farmall), Oliver, Allis-Chalmers, Case, Minneapolis Moline, Caterpillar and Ford.

THE ERTL COMPANY

Dyersville, Iowa

Since 1945—the most complete line of toy tractors available.

New York Show Room
Room 354
200 Fifth Avenue Bldg.

INDUSTRY NEWS

Arthur W. Hahn names Manheim

MINIATURE ARTIFICIAL XMAS TREES

Ira Abrams, president of Arthur W. Hahn Co., New York, has appointed the Manheim Merchandising Corp. as sales representatives for its expanded line of Christmas trees, wreaths and decorations. The new 1964 Hahn line will be on display during Toy Fair and throughout the year at the Manheim showroom, Room 259, 200 Fifth ave., New York.

Abrams, who recently acquired the Arthur W Hahn Co., said "we are busy making plans to expand the activities of the company." The firm was established in 1891 and Abrams pointed out that it pioneered the development of table top Christmas trees some 35 years ago.

Abrams brings to his new association as president of the Hahn Co. many years experience in merchandising packaging and business. He previously served in an executive capacity with Esquire Shoe Polish Co., which was founded by his father Sam Abrams

Handy Andy has new package

HANDY ANDY TOOL SET PACKAGE

A new packaging approach on Handy Andy tool sets, as announced by Joseph Heller, president of Skil-Craft Playthings, Inc., Chicago, features a lithographed four-color cover with action photos showing the product in use.

"A great deal of time and effort was invested in the development of these packages," Heller said, "because today, a package must do more than simply contain merchandise. It must also sell the product. It must command the consumer's attention and convince him to buy."

THE
AVALON HILL
COMPANY

Leader in

Battle and Sports Strategy Games

★ Afrika Korps ★ Football Strategy ★ Gettysburg ★ LeMans ★ D-Day ★ Tactics II

SEE US AT

TOY FAIR
ROOM 455
200—5th Ave. Building

Japanese
Toys and Novelties

Profit yourselves by direct purchase from Japan

New For '64

Write for complete catalog.

Tokyo Trading Co., Ltd.
[illegible], Japan. Cable Address "YENDO TOKYO

TROPHY

FAMILY POOLS

- **Your answer to all competition . . . the promotional CONTINENTAL line** . . . all sizes from 12 feet to 24 feet diameter. Stucco embossed quality aluminum walls or galvanized steel . . heavy duty embossed Vinyl liner
- **Your answer to demands for top quality . . . the DeLuxe GIBRALTAR line with "I-Beam" construction . . .**
- **Complete accessory line.**

For the children's market . . . low wall SILVER CUP Splash Pools . in all sizes from 6 to 12 feet

TROPHY INDUSTRIES, INC.
A Subsidiary of Continental Materials Corporation

607 E Northwest Highway, Arlington Heights, Ill, CL 3-0335 / 3618 San Fernando Rd., Glendale, Ca., CH 5-0231

WHY is ATLAS

the fastest growing racing & motoring line?

BECAUSE of

- realistic prices
- good profit margin
- quality & reliability
- selected distribution

VISIT WITH US
AT THE
TOY FAIR
200 FIFTH AVE.

ATLAS TOOL CO., INC. • 378 FLORENCE AVE., HILLSIDE, NEW JERSEY

SELL More IN 64

WITH THESE FAST-SELLING ATLAS ACCESSORIES

MOTORING ACCESSORIES

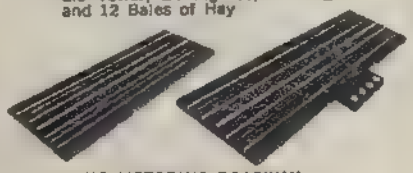
Official's Stand $1.29

Pit Stop & Accessories	$1.29
Bleacher Stand	98c
Refreshment Stand	98c
TV and Radio Tower	98c
Set of 4 Hedges	69c

Entrance Building	89c
Rest Room	89c
First Aid Station	89c
24 HO Motoring Figures	69c
12 Bales of Hay	69c

Grand Prix Accessory Set . . . $5.95
Includes Grandstand, Entrance Building, Rest Room, First Aid Station, Pit Stop, 4 Hedges and 12 Bales of Hay

Landau Accessory Set . . . $5.95
Includes Bleachers, Refreshment Stand, Official's Stand, TV and Radio Tower, 24 Figures, 4 Hedges and 12 Bales of Hay



HO MOTORING ROADWAY

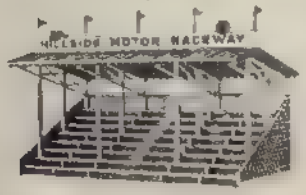
9" Straight Roadway	49c
6" Straight Roadway	49c
3" Straight Roadway	39c
Roadway Combining Section	79c
"Chicane" Roadway	59c

CURVED ROADWAY

15" Radius (⅙ circle)	59c
12" Radius (⅛ circle)	59c
9" Radius (¼ circle)	59c

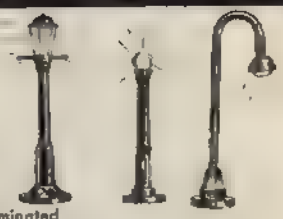
ROADWAY ACCESSORIES

9" Terminal Section	98c
90° Rail & Road Crossing	$2.98
90° Road & Road Crossing	$2.98
Guard Rail Fence Set, 8 Pc.	$1.00
Roadway Joiners	Doz. 35c
Pier Set, 10 Pcs. ½" to 2½"	$1.98
2" Pier Section	20c
2½" Pier Section	20c
¼" Pier Extension Set, 12 Pcs	69c
Atlas 1 Amp Power Pack	$5.98
Dashboard Speed Control	$3.98



Grandstand $1.29

RAILROADING ACCESSORIES



Illuminated Fluorescent Lamps	3/$1.29
Illuminated Highway Lamps	3/$1.29
Illuminated Telephone Lamps	3/$1.29
Illuminated Gas Lamp Posts	3/$1.00
Illuminated Blvd. Lamps	3/$1.00
Illuminated Station Lamps	3/$1.00
Illuminated Goose Neck Lamps	3/$1.29

Passenger Station	$1.98
Lumber Yard & Office Building	$1.69

Elevated Gate Tower	69c
Water Tower	98c
Trackside Shanty	69c
Signal Tower	$1.29
Set of 12 Telephone Poles	49c
Telephone Shanty & Pole	49c

Set of 5 Trackside Buildings $3.98
Includes Signal Tower, Water Tower, Trackside Shanty, Elevated Gate Tower and Telephone Shanty and Pole.

Illuminated Snap Bumper	79c
Automatic Crossing Signal Flasher with Snap-Trip Section	$2.49

47 Pc. Over-n-Under Pier Set	$3.95
3" Bridge Pier	20c
Pier Girder Section	20c

Warren Truss Bridge (Kit)	$1.25
Deck Bridge (Kit)	$1.25
Plate Girder Bridge (Assembled)	$1.29

HO Turntable $4.95
Motor Drive Unit for Turntable $3.95

Rerailer Track Section	60c
Dead End Uncoupler	79c
Snap-Track Bumper	49c

ATLAS TOOL CO., INC.
378 Florence Avenue
Hillside, New Jersey

SELL BETTER
BECAUSE THEY
FLY BETTER

Guillow's Famous

FLYING MODEL KITS

Brand New!

FLOORSTAND MERCHANDISER

A complete Flying Model Kit Department. Ready to sell! Holds 86 assorted kits. Retailing from 69¢ to $4.95 each

Total Retail Value $132.38

Ask for No. FM-2

More and more hobbyists are asking for Balsa Flying Model Kits. Balsa offers exciting flying enjoyment as well as the pleasure of easy-to-build model construction. Ring up the happy sound of full mark-up high profit sales, with these Authentic Scale World War I and II Models, and the popular Private Plane Kits that Guillow offers. All Guillow kits available as back up stock from your distributor.

Guillow's AIRPLANE AND GLIDER POINT OF SALE PACKS

FLOORSTAND MERCHANDISER

FS-1 Deal $40.80 retail

FS-2 Deal $79.20 retail

There are ten colorful point-of-sales displays to bring in quick profits. Every glider and airplane individually packaged in eye catching pre-priced poly bags that can be hung on any wire rack display. Guillow has the greatest Glider line on the market today. Write for complete catalog.

PAUL K. GUILLOW INC. WAKEFIELD, MASS.

BALSA is BIG and COMET is BIG in BALSA!

Full 4-color cello-wrapped boxes "vibrating" with excitement, sell Comet Balsa Models on sight.

TRUE-TO-SCALE RUBBER POWERED FLYING & FLYING SCALE MODELS

Excitingly new selection of World War I, World War II Combat planes, Sport, Executive and Commercial Air Liners. Priced at 29c - 49c - 69c - 98c - 1.29 - 1.49 - 1.98 - 2.98.

READY TO FLY rubber powered

REDI-FLITE

Fully assembled Big 10" and 12" Wingspans. Aluminum Foil Covered Balsa Wings and Plastic Fuselage. Jrs. 69c ea. Reg. size $1.29 ea

COMET CEMENTS

Regular and Extra Fast Drying Cement in 15c and 29c tubes. Also plastic styrene cement in 15c and 29c tubes.

SEND FOR COMPLETE PRICE LIST AND CATALOG

COMET MODEL HOBBYCRAFT, CORP.

3623 S. Lafin Place, Chicago 16, Ill. • 200 Fifth Ave. New York 10, N. Y.

Congratulations To Harold & Harold Of Harold Sales Spreading Tru-Scale Etc. Throughout The East

Room 662
200 5th Ave.
New York, N. Y.

CARTER TRU-SCALE MACHINE CO. ROCKFORD ILLINOIS

BLOCK CITY — PRE-SCHOOL
Interlocking Building Blocks

IRISH MAIL

BAT 'EM CATCH 'EM
Electric Ball Thrower

PITCH-N-FIELD

PLASTIC BLOCK CITY
1017 W. WASHINGTON ST. CHICAGO, ILL.

BIG SALE... LITTLE SALE...

Auburn has the toys for Year-'Round Sales in '64!

Twenty-seven new items and sellin' sets.. just a few of more than 200 items retail priced from 10¢ to $6.00 that gives you the variety in depth that leads to fast turnover, more profit! Auburn offers you complete toy coverage, from familiar sure-fire favorites to exciting new ideas. Wheeled Goods with NEW CHROMED DETAILS, Musical Instruments, Clay Modeling Sets, Novelties, Boxed Sets, complete line of Swim Aids, and Bag Line for rack merchandising.

Be sure to see the new Auburn line — Permanent display — Suite 648, 200 5th Ave. Bldg., New York City, WAtkins 4-7460

AUBURN SAFE PLAY TOYS

making Toys for over 54 years

Auburn Rubber Co. • Deming, N. M.

THE VISIBLE MAN
RENWAL

An ever popular hobby kit that teaches as it is assembled. Vital organs, bones, muscles and circulatory system are all clearly shown.

No.	Retail
800	$5.00

THE VISIBLE DOG
RENWAL

A pedigreed assembly kit, absolutely authentic. Scaled down version of an adult Boxer. Complete to skeleton, all vital organs, and transparent skin. A real aid to biology students.

No.	Retail
806	$4.00

PHANTOM OF THE OPERA
AURORA

He is a monster masterpiece from the tip of his grinning skull down to the poor soul he has locked in the dungeon.

No.	Retail
428	$1.00

THE VISIBLE WOMAN
RENWAL

Unprecedented educational hobby kit. As an optional feature it has a complete and separate group of parts delineating the internal condition of the 7-months pregnant female.

No.	Retail
804	$5.00

GEORGE WASHINGTON
RENWAL

Over 300 super-realistic parts. Can be displayed open or closed. Fires miniature polaris missiles.

No.	Retail
651	$3.00

No. 653 — Thomas Jefferson has accurate arrangements.

No.	Retail
653	$3.00

VISIBLE PLANE ENGINE
RENWAL

The 9 radially mounted cylinders are molded in clear plastic. Pistons move up and down as spark plugs ignite. Engine is hitched to a propeller that changes positions for conditions. Powered by a Permag motor and manual. Batteries not included.

No.	Retail
809	$15.00

ELECTROSTATIC GENERATOR
RENWAL

Creates harmless static electricity for dozens of interesting experiments. Youngsters may observe the basic functions of insulators and conductors. Progress to work involving voltage measurement and smoke precipitation.

No.	Retail
810	$7.00

FRANKENSTEIN
AURORA

Hair-raising realism. Perfect likeness duplicates exactly the make-up, costume and pose of the ever-frightening Frankenstein.

No.	Retail
423	$1.00

No. 428 — Phantom of the Opera model kit.

No.	Retail
428	$1.00

No. 424 — Dracula model kit.

No.	Retail
424	$1.00

CAR and TRUCK KITS

Big Deuce Car Kit by Monogram
Custom Model Builds Highboy or Roadster

28½ in. long plastic model of 1932 Ford roadster. Features super detailed Pontiac engine. Operating lights, doors, trunk lid, windshield. Lemans mag racing wheels; spindle caps, chrome plated under carriage. Operates on 2 AA penlight batteries (not included). Giant display box.

Y6C-88R—Red ..... } Each
Y6C-88Y Yellow ..... } **18.00**

Customized Service Truck by Renwal
Perfect Accessory for Auto Racing

10 in. long plastic model plus 4 service men in action. Front wheels steer, hood opens to show power plant, windshield collapses, winch really works, jacks extend and drop, crane lifts and tows out-of-commission racer. Many more action and clear-view features. Colorfully boxed.

Y6M-302—O.S.....**Doz. 43.20**

1934 Mercedes-Benz 500K
Sport Roadster with Working Rumble Seat

8½ in. long assembled size. Well finished plastic parts in color and chrome. Features steerable chrome spoke wheels plus double spare tire, choice of removable top or boot, tonneau cover, detailed engine, chassis and interior, opening hood etc. Over 150 parts. All parts numbered and displayed in exclusive Franc-Pak.

Y6L-234—O.S.....**Doz. 28.80**

1931 Cadillac Sport Phaeton
With Detailed Fabulous V-16 Engine

8¼ in. long assembled size. Well finished plastic pieces in color and chrome. Features steerable spoke wheel plus 2 side mount spares, choice of removable top or boot, pilot ray accessory, 2 windshields, detailed chassis and interior, opening hood etc. Over 150 parts. All parts numbered and displayed in exclusive Franc-Pak.

Y6L-131—O.S.....**Doz. 28.80**

AURORA KITS

MONSTER & SUPERMAN KITS ARE BIG SELLERS

Many plastic parts make up these kits that have captured the fancy of today's youngsters. Each kit comes with complete instructions in a multi-color box.

A Monster Customizing Kit
Companion Pieces for Other Monster Kits
Kit makes one 5 in. vulture, one 5 in. mad dog. Plus skull, rats and bats.
Y6D-464—¼ doz. N.B. **Doz. 14.40**

B "Big Frankie" Monster Kit
Giant Size Monster...22 in. Tall!
Can be built so that arms are movable. Comes with 3 bottles of paint and brush.
Y6D-470.....**Each 6.00**

C Godzilla Kit
9¼ in. Tall
Y6D-469—O.S.
Doz. 21.60

D King Kong Kit
9½ in. Tall
Y6D-468—O.S.
Doz. 21.60

E Superman Kit
7 in. Tall
Y6D-462 —¼ doz.
N.B.....**Doz. 14.40**

ANIMAL KITS ARE INCREASING in POPULARITY

Handsome animals are fun to assemble and a source of pride on display. Well finished plastic pieces with instructions in multi color box.

A Black Fury
Wild Horse
12½ in long. All sleek black plastic. Mounting base. A popular TV favorite.
Y6D-400—¼ doz.
N.B.....**Doz. 14.40**

B White Tail Deer
With Paints & Brush
7 in. deer with mounting base and squirrel. Includes, paints, brush and painting fluid.
Y6D-403—¼ doz.
N.B.....**Doz. 14.40**

C Black Bear & Cubs
With Paints & Brush
6½ in. bear with two 2 in. cubs and mounting base. Includes paints, brush and painting fluid.
Y6D-407 —¼ doz.
N.B.....**Doz. 14.40**

OUTSTANDING BOAT KITS

USS Iowa Battleship Kit
17 in. Long...By Aurora

Heroic battleship of the great war. Easy to assemble from quality plastic pieces. Remarkable likeness to armor plate. Dramatic picture box with cello wrap.

Y6D-705—O.S.....**Doz. 28.80**

Bermuda Racing Yawl
Finished Model Actually Sails

9 in. long, 11 in. high. Sailing model of famous racing yacht. All plastic parts including printed sails, crew, lifeboats, etc. Metal display stand serves as ballast for sailing. Cello-wrapped, colorful box.

Y7P-310—¼ doz. N.B. **Doz. 14.40**

Aircraft Carrier Ticonderoga
Famous World War II Model by Renwal

21 in. long assembled size. Well finished plastic parts feature cranes, booms, angled flight deck, realistic movable elevators, fleet of attack planes and bombers. Naval decals and signal flags included. Dramatic picture box.

Y6M-611—O.S.....**Doz. 28.80**

"Independence" War Schooner
U.S. Clipper of the Early 1800's

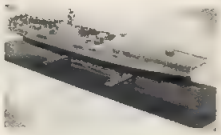
19 in. long. All plastic parts in white, sand and mahogany. Includes life boats, cannon, sail, printed flags and black thread for rigging. Cello-wrapped colorful box.

Y7P-373—O.S.....**Doz. 43.20**

USS Saratoga Aircraft Carrier
20 in. Long...By Aurora

Mighty carrier that distinguished itself in World War II. Quality plastic parts including many planes and authentic decals. Multi-color picture box is cello-wrapped.

Y6D-702—O.S.....**Doz. 36.00**



USS Forrestal Aircraft Carrier
20 in. Long...By Aurora

Giant of the aircraft carrier fleet named for the ex-secretary of the navy. Detailed plastic parts including planes and authentic decals. Multi-color picture box is cello-wrapped.

Y6D-701 -O.S.....**Doz. 36.00**

"Thebaud" Fishing Schooner
Famous Fishing Boat and Racer

17½ in. long. All plastic parts in green, sand and mahogany. Thread included for rigging, anchor, chain and display stand. Cello-wrapped, multi-color box.

Y7P-206—O.S. ....**Doz 43.20**

VISIBLE COW KITS

Educational Anatomy Kit by Renwal
Graphically Demonstrates Cow's Functions

13½ in. long plastic cow made of expertly finished plastic parts to be assembled in a transparent "hide." Demonstrates why Bessie' chews her cud, how milk is produced, how 4 stomachs can store up to 40 gallons of food and much more. With pedestal for display and simple, authoritative booklet. Colorfully boxed.

Y6M-816.....**Each 7.20**

TANK KITS

Asst. of Scale Model Tank Kits
9 Each of 4 Different Models

Approx. 3¼ in. assembled size. Plastic parts are easy to assemble. Flex-bio double track; decals. Asstd. 9 each Sherman, Stalin, Assault Gun and Panther tanks. With history of each tank. Colorfully boxed and sealed in acetate.

TS34—Asst. of 36 N.B. Asst. **21.60**

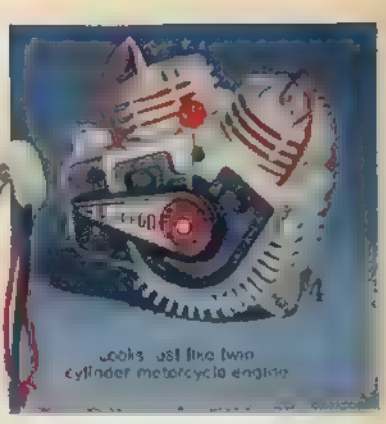
See Our Complete Line of ASSEMBLY KITS on Pages 408-412 of Our No. 64-1 General Catalog

SPORTSTERS

Here's sleek styling in a 20-inch frame. They're easy bikes to balance, quick to respond..adjust to fit boys 7 or over

that R-R-ROARS like a hot rod

..goes from rumble to roar when you rev up its Twin-fire Motor



Combat-equipped with tommy gun, 2 grenades, helmet and walkie talkie

16-inch camouflaged Patrol Bike $19.95

Scout out the enemy. If they see you first, take cover. Lob in a play hand grenade and finish off the rest with submachine gun. If you're in trouble, call for help on play-plastic walkie talkie (non-operative) or jump on cycle and whiz away. Training wheels for beginners. 1¾ inch semi-pneumatic tires; white rims. Direct drive.

W6 N 47861N—Shipping weight 35 pounds.....$19.95

Remove tank . . boy *or* girl can use this versatile 16-inch Bike $15.85

Sure-supporting training wheels let little shavers climb aboard and learn to balance themselves without adult help. As toddlers grow up, he or she can use same bike by removing tank. Semi-pneumatic 16x1¾ in. tires can't puncture. Metal seat.

W6 N 47811N—With coaster brake. Shpg. wt. 35 lbs. $18.85

W6 N 47812N—With direct drive. Shpg. wt. 35 lbs. 15.85

Bike with Twin-fire "engine." Coaster brake. *See Note below.*

W6 N 47814N2—Shipping weight 37 pounds . . . $22.70

Twin-fire motor-sound "engine", training wheels, removable tank . . it's a 20-incher $26.67

At this low price you also get 1.75 in. semi-pneumatic tires, regular coaster brake. Chrome-plated bars, hub.

Coil-spring saddle. *See Note below.*

W6 N 47502N—Wt. 41 lbs. $26.67

Bike only. Tank reverses for girls'.

W6N47500N Wt. 39 lbs. $22.88

Bike with Mattel V-ROOM "engine" 6N48251. *See Note below.*

W6N47503N2 Wt. 41 lbs. $27.20

A 20-incher styled after big bikes . . with chrome-plated fenders, rims, handlebars $28.95

Fully pneumatic 1.75x20 inch midweight tires. Removable training wheels. Metallic colors: boys' red . . girls' blue. Coil-spring saddle.

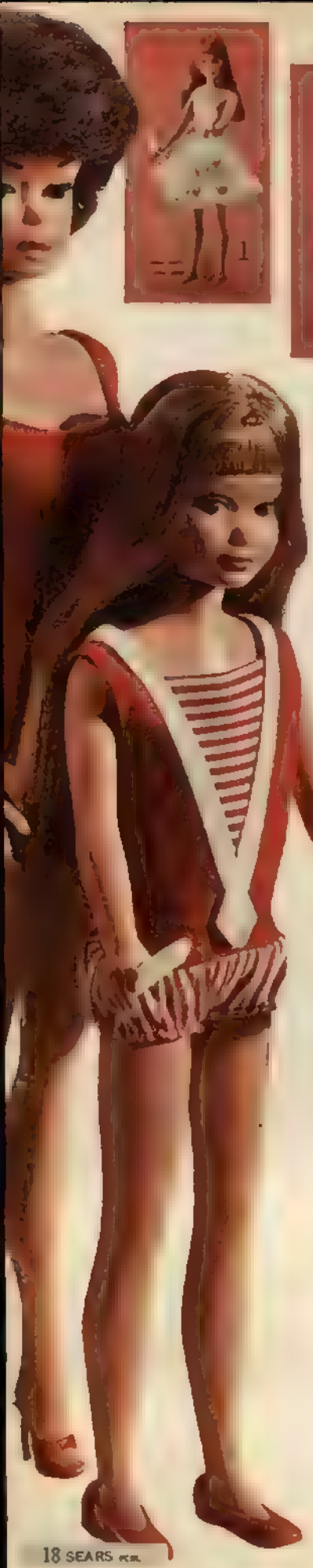
W6 N 47602N Boys' **W6 N 47612N**—Girls' Shpg. wt. 41 lbs. $28.95

Boys' Bike with Twin-fire motor-sound "engine" number 6 N 48252.

W6 N 47604N2 Shipping weight 43 pounds 32.75

NOTE. All bikes shipped freight, rail or truck, or express. All bikes with motor-sound engines take 2 "D" batteries (not included.) . . see page 306

No Money Down on anything Sears sells SEE PAGE 3



Meet Barbie's Sister

Skipper

With movable arms, legs, head $1.92

Shorter than Barbie . . just 9¼ in. tall But same dashing flair for dressing. Wears smart red and white swim suit, red shoes. Has her own brush, comb and headband so you can change her hair style every day and keep every rooted strand neatly in place. Plastic. Comes with wire stand.
49 N 3706 -Shipping weight 10 ounces. $1.92

Party Time for Skipper $4.97

Gift Set. Includes Skipper in swim suit Red velvet coat, button-trimmed, matching red velvet hat, purse. Chic "Silk 'N Fancy" party dress . . red velvet top, white satin skirt with ruffle at hem, gold-color braid at waist. White shoes, socks, gloves; gold-color headband.
49 N 3773—Shipping weight 12 ounces..... $4.97

From School Day Casuals to Party Pretties

1 **Under-Pretties.** Petticoat and panties.
49 N 3283—Shpg. wt. 2 oz. 77c

2 **Silk 'N Fancy.** Party dress, headband
49 N 3281—Shpg. wt. 2 oz....$1.24

3 **Masquerade Party.** Costume and hat.
49 N 3280—Shpg. wt. 2 oz....$1.27

4 **Dress Coat.** Fitted coat, purse, hat.
49 N 3277—Shpg. wt. 4 oz....$1.97

5 **School Days.** Blouse, sweater, skirt
49 N 3276—Shpg wt. 4 oz....$1.89

6 **Flower Girl.** Dress with over-skirt.
49 N 3279—Shpg. wt. 2 oz....$1.57

7 **Red Sensation.** Dress with white hat.
49 N 3282—Shpg. wt. 2 oz... $1.19

8 **Ballet Class.** Leotard, tights, tutu.
49 N 3278—Shpg. wt. 4 oz....$1.99

9 **Dreamtime.** Pajamas, robe, slippers.
49 N 3274—Shpg. wt. 4 oz.. .$1.97

10 **Skating Fun.** Tights, sweater, skirt, fur-like hat and muff, shoe skates.
49 N 3275—Shpg. wt. 4 oz.....$1.94

Dolls not included with outfits 1 through 10

16-inch Baby Doll with wardrobe

$4.99

"Baby Buttercup" drinks from bottle, wets her diaper. Fully jointed, has sleeping glassine eyes. Vinyl plastic. 16 in. tall. Layette consists of cotton dress, matching bonnet, bed jacket, diaper, cotton sunsuit, cotton flannel pajama, booties, bottle, sponge.

49 N 3106 Shipping weight 1 lb. 15 oz. $4.99

$4.97

15-inch Toddler with her own trunk

A cute little doll with 3 cute outfits. She wears nylon dress, knitted panty, vinyl shoes and rayon socks. Comes with checked taffeta dress and blouse and tights with smock. Comb, brush, mirror. Rooted hair, moving eyes. Plastic body, jointed arms, legs.

49 N 3433 Wt. 2 lbs. 8 oz. $4.97

$6.94

Blushing Bride with wardrobe

Here comes the bride . . . all dressed up in her stunning wedding gown, long net veil and bouquet. And packed in her trunk, a trousseau to please any bride or any little girl. Outfits from evening gown to negligee include afternoon dress, slip. Rooted hair. Plastic, fully jointed. 16 inches tall.

49 N 3513C – Wt. 4 pounds. . . . $6.94

Which outfit shall I wear today?

15-inch Toddler Doll with school wardrobe for the week $4.99

Vinyl body with jointed head, arms, legs. Rooted hair, has sleeping glassine eyes. Wears a perky cotton dress and long red stockings. Wardrobe includes leatherette jacket with contrasting skirt, cotton felt coat and beret, 3 cotton dresses, white socks, shoes, purse and beauty accessory kit.

49 N 3432 – Shipping weight 1 lb. 5 oz. $4.99

Striped Trunk for Dolly

For dolls up to 16 inches. Nontoxic vinyl lithographed steel covering over sturdy wood frame. 16x9x8-in. Hangers. Shipping wt. 5 lbs. 14 oz.

49 N 9275. . . $4.97

$4.97

Nurse with Trunk

$4.97

Little Nurse looks so crisp and clean. 13-in. fully jointed toddler doll dressed in white percale uniform with matching hat, blue cape. For her off-duty hours, a taffeta dress, 2-piece pajama set, robe. Rooted hair. Plastic. Snap-lock trunk.

49 N 3512 – Wt. 2 lbs. 4 oz. $4.97

Perfect Patient

$3.94

This cute little patient with ponytail is sometimes sick and she needs you to cure her. She comes complete with arm and leg casts, crutches, bandages, toy hypodermic and candy pills. 13 in. tall, rooted hair, moving eyes. Plastic.

49 N 3424—Wt. 1 lb. 14 oz. $3.94

$10.99

Marybel by Madame Alexander

Has casts for arms, legs, crutches, dark glasses, bandages. Give her measles or chicken pox with kit. Rooted hair. Plastic, jointed body. 15 in. tall.

49 N 3670—Shipping weight 3 lbs. 4 oz. $10.99

Every fashionable young lady wants the

NEW BARBIE WATCH

Beautiful "Barbie" . . . the teen-age model doll, smiles brightly on the dial of this dainty sub-debs' watch. Enchantingly feminine . . . with a gold anodized aluminum case, rimmed in soft pink or light blue. Slim, matching band of imitation leather embraces a petite wrist with flattery. Accurate Swiss movement insures that the young glamour gal who wears this watch will always be ready in time for her dates! Wt. 6 oz.

19-33-34W Blue . . . $7.95
19-33-42W Pink . . . 7.95

See Barbie—and her fabulous wardrobe —on pages 599-601

BOY / GIRL WATCH

Boys' or Girls' Sports Watch. Water-resistant, shock-resistant . . . endures the most strenuous gym or playground activities without losing its accuracy. Grown-up styling of the chrome case and leather strap rates high with teen-agers. Full numeral, luminous dial has sweep second hand. Priced low!

19-35-57W Sports Watch. Shpg. Wt. 6 oz. $7.50

TIME TEACHER

Fastest, easiest way to teach youngsters to tell time

RED is 1st	WHITE is 2nd	BLUE is 3rd
Say "Time is"	Say 8	Say 19

"Time is 8:19"

Tymiz Watch

Color bands teach time-telling instantly! Red means "time is" white band matches white hour hand and hour numerals. Blue band matches blue minute hand and 60 minute numerals. Turns time-telling into a game rather than a task enables very young boys and girls to tell exact time. Swiss movement is shock-resistant and anti-magnetic. Chrome case, leather band.

19-38-05W Tymiz Watch. Wt. 6 oz. . . . $6.95

Golden Mesh makes a girl feel so glamorous!

A truly lovely watch to wear, to give with pride . . . to be among a young lady's most prized possessions. Glowing with glamour—from the gracefully round case of gold tone metal, to the supple golden mesh band that adjusts to fit the slimmest wrist perfectly. Shock-protected movement and unbreakable mainspring assure reliable time-keeping. Full figure dial shows the time at a glance. Shpg. Wt. 6 oz.

19-32-43W Watch $7.95

[1] **And here's Yogi Bear of TV Fame** grinning gaily from the dial of this dependable watch. Electronically timed Swiss movement is anti-magnetic and shockproof. Chrome-plated case with handsome leather band.

19-38-21W Yogi Bear Watch. Shpg. wt. 6 oz. $6.95

[2] **On her toes, a graceful ballerina pirouettes** to the delight of any little girl lucky enough to own this watch. Swiss movement is anti-magnetic and shockproof. Chrome-plated leather band.

19-33-67W Ballerina Watch. Shpg. wt. 6 oz. $7.95

[3] **Time to Blast Off! Space Explorer** rocket zooms in full color across the dial of this young astronauts' watch. Shock-protected, anti-magnetic. Unbreakable mainspring. Chrome-plated case, matching expansion band.

19-33-91W Space Explorer Watch. Shpg. wt. 6 oz. $6.95

Federal Excise Tax is included in all prices on this page.

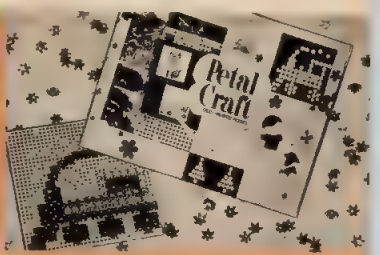
Barbie, Ken and Midge Fashion Embroidery Set. Irresistible Barbie and Ken are joined by their brand new friend, Midge . to give your child many hours of enjoyable play. Silkscreened in life-like colors, Barbie, Ken and Midge are die-cut stand-up dolls. Their authentic wardrobes are colorfully printed on a special cloth that can be cut out and embroidered, and then pressed against the appropriate doll. Set also includes an embroidery needle, skein of multi-colored embroidery thread, pair of scissors, complete easy-to-follow instructions. Overall size: 20x15x1¾ inches. Shipping weight 1 lb. 8 oz
89-33-05F Barbie, Ken, Midge Fashion Embroidery Set . **$2.19**

Fried Marbles Costume Jewelry Set. Make your own glamorous fashions safely, easily! Just heat marbles on stove, immerse in water Magically, the inner core crazes like a gem! Makes 2 necklaces, 3 charm bracelets, 2 pair earrings, ring, key chain, 2 hair jewels. You get 35 (⅝ in.) and 3 (⅞ in.) gem marbles, 24 in. pearl and 24 in. flat link chain, bracelet chain, all in gold finish, pair cup and pair drop earrings; ring mounting; 30 jump rings, 2 sprung rings, key ring/chain; 18 small, 5 large bell caps, 2 chain hooks, tube jeweler's cement, styrofoam work pad; jeweler's tweezers
87-59-55F Instruction booklet included. Wt. 1 lb 4 oz **$2.99**

Oscar the Octopus. It's wonderful fun to make your own . . . and it's so easy for girls seven years and over Just tie, cut and braid . . . that's all. Oscar is so cuddly, he makes a wonderful bed or dresser decoration . . . even a cute car ornament. Complete with yarn, tying ribbon, styrofoam ball, "eyes", multi-colored calypso hat and instructions. He's over 1 ft. in diameter! (1 lb.)
87-23-58F Oscar the Octopus. **$1.59**

Kay-an-ee Weaving Loom . . . any little girl can master it in a short time. It's an authentic reproduction of a professional model. 2 shuttles filled with assorted color threads weave ties, scarves, doilies, anything up to 8 in. wide Easy to operate, the loom's comb is automatically controlled by a single lever Comes assembled, with "how to" instructions 16x11¾x14 in Wt. 2 lbs. 8 oz
89-65-71F Weaving Loom **$4.69**

Knit-Wit Kit. Ingenious kit pops off continuous streams of yarn rosettes . . . you can fashion your own cuddly animals in minutes! So easy . . . children learn within an hour. Includes tool, pom-pon maker, adapter, chenille wires, needle, felt cut-outs, fabric glue, patterns, instructions, sufficient yarn to make 2 mice, 2 fish and 8 miniatures.
88-94-77F Knit-Wit Kit (1 lb. 12 oz.) **$3.99**
88-94-69F 2 Pattern Books (4 oz.) **1.19**



Pop-It Gems . . . Diamond Cut. Mix them and match them . . . pop them together to fashion your own necklaces and bracelets. So right for ages 6 to 16 . . . to keep or give as gifts. Pop-it gems . . . in a grand array of beautiful colors . . . are plastic, diamond-cut beads that you add together until you have the right size. So easy to do . . . so much fun. Beautifully gift boxed Shpg. wt. 1 lb.
87-23-41F Pop-It Gems **$2.29**

Remco Little Red Spinning Wheel. This authentic reproduction of an old fashioned spinning wheel is easy to operate. Just spin and loop, pull, and out comes the braid And the fun doesn't end there She can make so many things, such as pot holders, bags, coasters, even rugs, with the braid Comes complete with a package of wool, knitting needles and three spinning heads. Shpg. wt. 3 lbs. 8 oz
87-52-13F Size 17x7½x18 in **$5.39**

Petal Craft Set . . . helps your child express his creative ability It's an educational toy that appeals to boys and girls alike. When your child places the colorful plastic petals on the Petal Craft board, he'll create designs that will entertain and satisfy him. Set includes 200 plastic petals in 10 colors, a 12x12-inch plastic board, instruction booklet with illustrations of designs
89-32-63F Petal Craft Set (2 lbs.) **$2.99**

Barclay MUSICAL INSTRUMENTS

(A) BARCLAY DRUM OUTFIT
SNARE DRUM: 5½x14" Separate tension. Triple flanged hoops Chrome hardware. Plastic heads.
BASS DRUM 14"x22" Separate tension. Built-in disappearing spurs and cymbal holder
TOM TOM: 9x13" Separate tension. Triple flanged hoops. Chrome plated hardware. Plastic heads.
COMPLETE OUTFIT: Snare drum stand, foot pedal, tom tom holder, drum sticks, wire brushes, 13" cymbal, drum key, instruction. Wt. 54 lbs
8992/13500 Complete Outfit Marine White Pearl **$225 00**
8994/13500 Complete Outfit Black Pearl **$225 00**

(B) BONGO DRUMS. Hand made. 2 barrel. Quality heads.
8917/540 Std. 6½" and 8" heads. 4 lbs. **Ret $9.50**
8918/435 Jr. 5⅛" and 5⅜" heads 3 lbs. **Ret. $7.50**

(C) ELECTRIC METRONOME. See-and hear type, adjustable to desired pitch, volume and tempo. 40 to 208 beats per minute Use on 110-120 volt, 60-cycle current Lustron case. 5¼" high, 4½" wide Weight, 2 lbs.
8924/1475 . . . **Retail $19.95**

(D) MECHANICAL METRONOME. Audible/visible beat. 40 to 208 beats per minute Wood case with lustrous finish. 9" high Base 4½" square. Weight, 2 lbs
8923/897 Mahogany **Retail $14.95**
8964/897 Walnut **Retail $14.95**

(E) BARCLAY STANDARD WOOD UKULELE. Birch construction, accurately molded polystyrene fingerboard Non slip tuning pegs. Nylon strings. White-striped top edge and soundhole Weight 4 lbs.
8942/597 **Retail $9 95**

(F) BARCLAY BARITONE UKULELE. Selected mahogany veneer with hardwood fingerboard and position markers. Nylon strings 18¼" scale Weight 5 lbs.
8985/1500 **Retail $25.00**
8941/495 Case to fit **$8.25**
(weight 3 lbs.)

(G) TEACH YOURSELF RECORD COURSE. Learn basic chords runs slurs, cut time and songs. Records, illus charts. 1 lb
8986/240 Guitar Course **$4.00**
8959/105 Ukulele Course **$1.75**
8960/117 Banjo Course **$1.95**
8961/117 Tenor Banjo **$1.95**

Classic Guitar

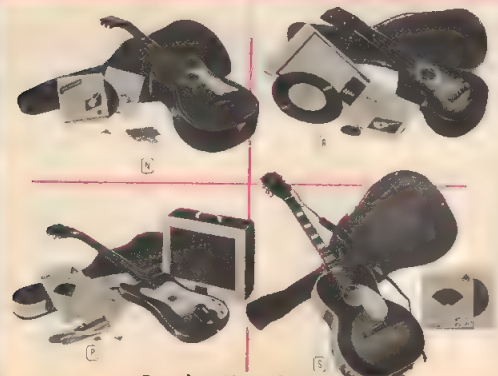
(H) BARCLAY STANDARD GUITAR Mahogany shaded finish, nicely highlighted and grained White striping on top edge and soundhole. Birch construction. A low cost introduction to guitar fun. Weight 10 lbs
8928/1650 **Retail $27 50**
8929/585 Case to fit Weight 10 lbs. **Retail $9 75**

(J) GRAND CONCERT FLAT-TOP GUITAR Back and sides of choice mahogany Top of resonant spruce Natural color eggshell lacquer finish Ovaled rosewood fingerboard Rosewood bridge with bone saddle Excellent for folk song or solo playing 10 lbs
8930/2970 15½x39" **Ret $49 50**
8931/720 Case 10 lbs. **Ret $12 00**

(K) BARCLAY ARCHED GUITAR. Auditorium size, arched top. Edges trimmed with white celluloid Black polished finish with reddish highlights Weight 11 lbs
8932/3270 **Ret $54 50**
8933/750 Case, 11 lbs **Ret $12 50**

(L) BARCLAY AUDITORIUM ARCHED GUITAR Top and back are birch brown mahogany finish. Ovaled hard maple fingerboard Celluloid guard plate Adjustable bridge
8934/2397 13 lbs. **Retail $39 95**
8933/750 Case 13 lbs. **$12.50**

(M) BARCLAY CLASSIC GUITAR Tone-tested white spruce top Barksides and neck of magnificently figured mahogany Rosewood fingerboard and headpiece with pearl position dots. Beautiful to look at . . . inspiring to play Scale length 24¾" 18 frets Wt 10 lbs
8983/6570 **Retail $109 50**
8984/720 Case. 10 lbs **Ret $12 00**



Complete Musical Outfits

(N) FLAT TOP GUITAR OUTFIT Quality guitar built of select hardwood Standard size with attractive guard plate and accurately fretted fingerboard. Fleece-lined and waterproof carrying bag with plastic leather binding and button fasteners. Famous Don Sellers record-and-chart instruction course Silk finished neck cord is hand twisted. Professional quality pick 8 lbs
8976/1965 **Retail $32.75**

(P) ELECTRIC GUITAR OUTFIT Solid electric tone to the guitar Hardwood body genuine maple veneered top and back with light brown finish. Powerful magnetic pickup unit with tone and volume controls. Amplifier has 2 instrument inputs, 3 tube: 4-watt output. AC circuit; 8" speaker; 10' cord Durable carrying case and teach yourself course 25 lbs
8975/7470 **Retail $124 50**

(R) BARCLAY UKULELE OUTFIT Consists of standard size hardwood ukulele, 6½x20¾" with polystyrene fingerboard non slip friction tuning pegs and nylon strings Deluxe fleece-lined Mackintosh carrying bag Don Sellers learn-at home instruction course . a 45 RPM record and charts that teach you the techniques and tricks of ukulele playing
8968/720 Wt 4 lbs **Ret $12 00**

(S) GUITAR OUTFIT. Features an auditorium size guitar with flat top design and slim steel reinforced neck. Crack-proof laminated all maple body Top quality strings and hardware. heavy shaped guard plate Mackintosh carrying bag is fleece lined, waterproof and has a deluxe leather binding. Self-teaching record course incl Also guitar cord, curved shoulder pad lined with felt.
8981/3300 . **Retail $55.00**

now Berry Pink Industries gives you FREE this 8-page instruction booklet with "MARBLE KING" marbles!

the most exciting new merchandising idea in marble-dom!

The eight-page booklet that now comes with the MARBLE KING package is the beginning of a new era in marble selling. It's a treasure-chest of original game ideas, marble jargon and interesting historical facts . . . and it's designed to help bring the myriad pleasures of marbles to millions of boys and girls. That means more customers for you right now, and many more from now on. Once again, Berry Pink Industries leads the field as undisputed MARBLE KING . . . creating new products, new packaging, new selling programs for the most popular pastime in the world. Full color catalog sheets of the complete MARBLE KING line just off press. May we send you a copy?

"MARBLE KING"

The World's Best Known, Best Loved, Quality Marbles

BERRY PINK INDUSTRIES, INC., 280 MADISON AVENUE, NEW YORK, N. Y. 10016

My son, the CHAMP!
Sure I'm proud. Why not? He started out with one small bag of Marble King marbles, and now he's got enough to build a palace. And my, what beauties! Rainbows. Rainbow reds Marine purees. Jumbo shooters. Even Cat's Eyes, yet. Of course, what could happen tomorrow I don't want to think about. Maybe he'll have an off day. Maybe he'll lose the title. So I'll buy him another bag. Marble King, naturally.

Toy Marketing Trends

came almost to a standstill in early December in some stores.

By the weekend of the 14th, however, the weather brightened—and so did sales records.

"If the weather holds and if there aren't any more international complications or domestic crises, we still have a chance to equal last year," said one variety store buyer.

It was a big if, but most independents and department stores and hobby shop men also felt they could recoup their slow Novembers with the eight big shopping days left.

Over the Southwest, sales records fluctuated. In Dallas, sales were up only slightly for some to way ahead for others in the first two weeks of December. In San Antonio, December sales were generally up about 10 percent; in Lubbock, business was ahead slightly, in Houston, down considerably. Fort Worth, Beaumont and Texarkana showed gains.

The fact that some had a 10 percent rise during the first two weeks even with bad weather encouraged them. But the burning question remained: would the last frantic days prove big enough?

Adding to most retailers' woes were the virtual across-the-board price cuts on TV toys. Slashing ranged from 20 percent off list to selling prices of five to 10 percent above cost. One retailer complained he couldn't move some TV toys even at cost. Stores started out by promoting only a few items—so that in the end, everything got cut.

"TV toys are just as rough as last year, and we're selling some at a loss," said a department store buyer.

And the demand of '62 wasn't there on TV toys. Mouse Trap, Vac-U-Form and Barbie were the leaders—but only Mouse Trap was hot enough to create a real shortage. Though many retailers ordered TV toys late and sold out, there was no real shortage over the area. And though catalog stores were out of many items, shoppers were still turning down the same items in stores that hadn't met catalog slashes.

A department store trend to advertising 25 to 30 items at a time (including staples) rather than a handful of TV toys looked good to other retailers. And nearly everyone—from independents through discounters—found staples moving more briskly than last year and producing more unit sales and dollar volume.

Infant toys, activity items, games, dolls, guns and holsters—these were among the goods getting brisk action. The Fisher-Price TV-radio, Password, Tonka trucks, doll clothes were moving especially well. Good $2 to $3 toys were selling best as a price category.

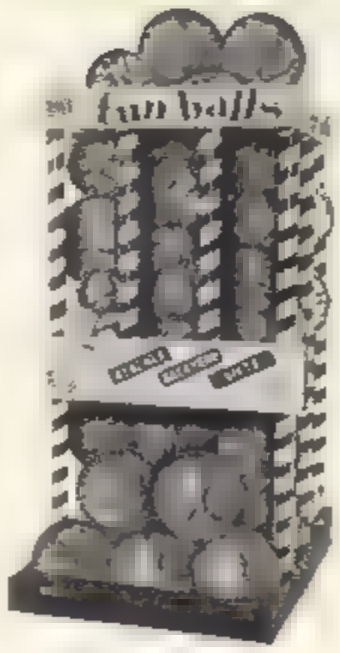
In the hobby stores, road race was moving—well enough to create good but not exceptional volume. Also popular were car and airplane model kits and Weird-Ohs. Even trains were moving for some. And most hobby prices were holding up, except for some cuts on road race sets.

The big question for buyers now was how inventories would wind up. "Oh boy, do I have stock on hand!" moaned a variety store buyer. Nearly everyone else had plenty of stock too—except a discounter who was down to ⅛ of what he had started with. Even so, some were still placing limited reorders on good movers and getting shipment. Southwestern jobbers had enough back-up stock at mid-December on nearly everything.

Though retailers were watching their inventories, they weren't yet frightened. There was still time to move a lot of it. Most optimistically predicted inventories would be whittled down to just about the right size by Dec. 25.

Buyers and dealers kept their fingers crossed, watched the weather reports and hoped the people would keep pouring in to bring 1963 equal to—or a little better than—1962's record.

(For post-Christmas reports from the country's major regions, see Industry Newsbreak, Pages 169-170)



but...
here's how it
looks to you.
It's full of profit.

Ask your distributor about the 10¾", 10" and 9½" FunBall assortments that entitle you to this free money-maker

Bar None ... Barr's Best

The
Barr Rubber Products Co.
SANDUSKY, OHIO

New York Office: 200 Fifth Avenue Bldg., New York 10, New York

NEW FROM NICHOLS

#222 COMBAT CARBINE
Olive Drab with Camouflage mounted on attractive display card.
250 Shot Repeater. Retail $1.98

#58
LUGER PISTOL
Black, 50 Shot Repeater
Skin Packed. Retail 79¢

MINIATURE RIFLE

#104
BUFFALO BILLY
Blu Steel-White Grip
Skin packed with Caps
Retail 79¢

3 NEW NUMBERS • PART OF

NICHOLS

EARLY BIRD SPECIALS

Ask your Nichols representative

NICHOLS INDUSTRIES INC., JACKSONVILLE, TEXAS

Battery-powered HO Train Set– locomotive smokes, whistles.. cars uncouple automatically

$2.92

Wind-up Roller Coaster

Exciting amusement park and all you have to do is wind it up. Cars zip around 92-inch track . . "shooting the chute" on two levels at once.

Each car has people painted at the windows to make it more realistic. Both cars [illegible] al metal. Track easy set up. [illegible] high. From Japan.

49 U 4246 Shpg wt 1 lb 12 oz $2.92

$2.99

Traffic Control Set by OHIO ART

Cars wind up, run along the roads, around curves, into parking areas . . and you control them with 4 hand-operated levers. Set includes three cars, each 3½ inches long. Board is generous 14x19½ inches long. Entire unit is all metal to make it last. Painted cities and parks add travel interest.

79 J 5701L Shpg wt 3 lbs $2.99

All steel and only **$4.92** without batteries

Hear it whistle, see it smoke as it chugs around the 8-foot oval track. Includes steam locomotive, coal tender, Santa Fe freight car, New York Central gondola, steel "power pack" control tower. 14 pieces HO-gauge track. From Japan. Order 4 "D" batteries below.

49 U 5777—Shipping weight 2 pounds 8 ounces ..... Set $4.92

49 U 4660—"D" Battery. Shpg. wt. ea. 4 oz. Each 16c. . 4 for 60c

Battery-powered Beginners' HO Train Set

Without batteries **$4.99**

Rugged—takes rough handling. Lever on station roof starts, stops, reverses train. Set includes plastic engine tender, gondola, caboose. 12 curved tracks, 1 straight, 1 rerailer form 35x30-in. oval layout. Train 22 inches long. Order 3 "D" batteries above.

49 U 5840 Train Set Shpg wt. 2 lbs. 4 oz., .. $4.99

Wind-up Train with clock motor

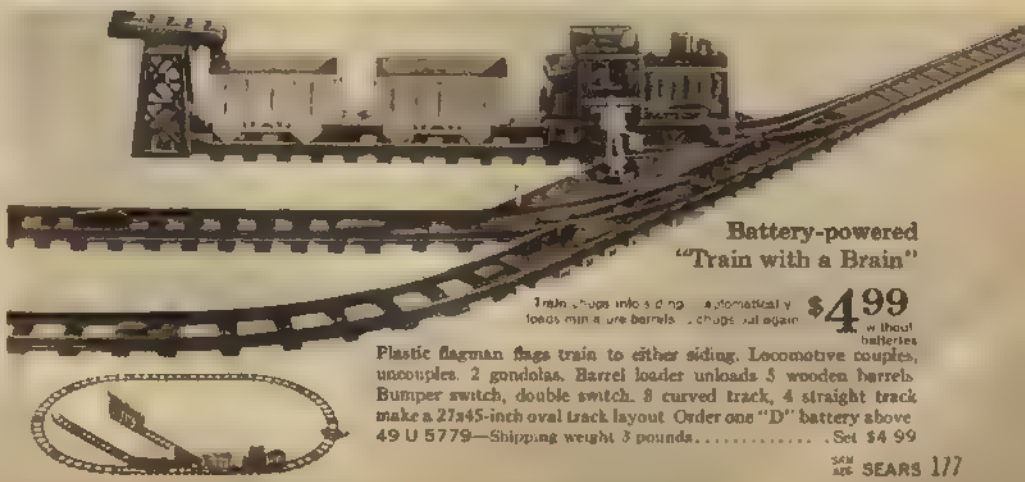
$3.92

Husky plastic steam type engine with tender shoots harmless sparks.

Metal gondola, box car, caboose. Motor has speed governor, on-off switch. Train is 34 inches long. 8 curved, 2 straight tracks form 8½ foot oval.

Shpg wt. 3 lbs 2 oz.

49 U 5731 $3.92



Battery-powered "Train with a Brain"

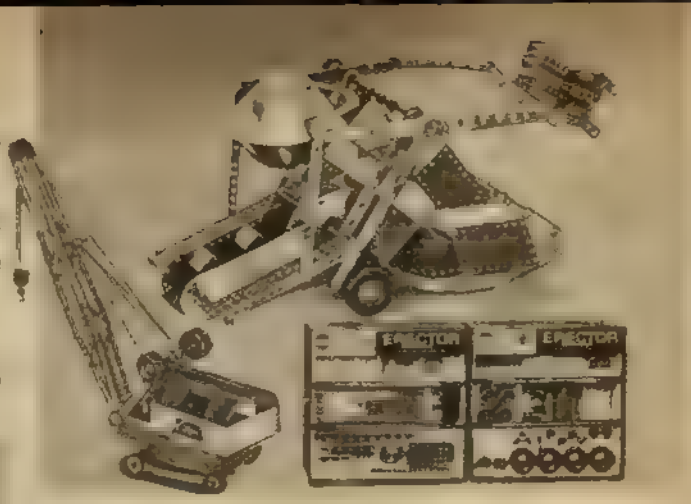
Train chugs into siding, automatically loads miniature barrels, chugs out again **$4.99** without batteries

Plastic flagman flags train to either siding. Locomotive couples, uncouples. 2 gondolas. Barrel loader unloads 5 wooden barrels. Bumper switch, double switch. 8 curved track, 4 straight track make a 27x45-inch oval track layout. Order one "D" battery above.

49 U 5779—Shipping weight 3 pounds..... Set $4.99

Let your imagination run wild. All the sets on this page have a new space-age design—NEW tapered and curved steel girders plus NEW specially shaped steel plates let you make bigger, stronger, more realistic models than ever before.

NEW ERECTOR SETS

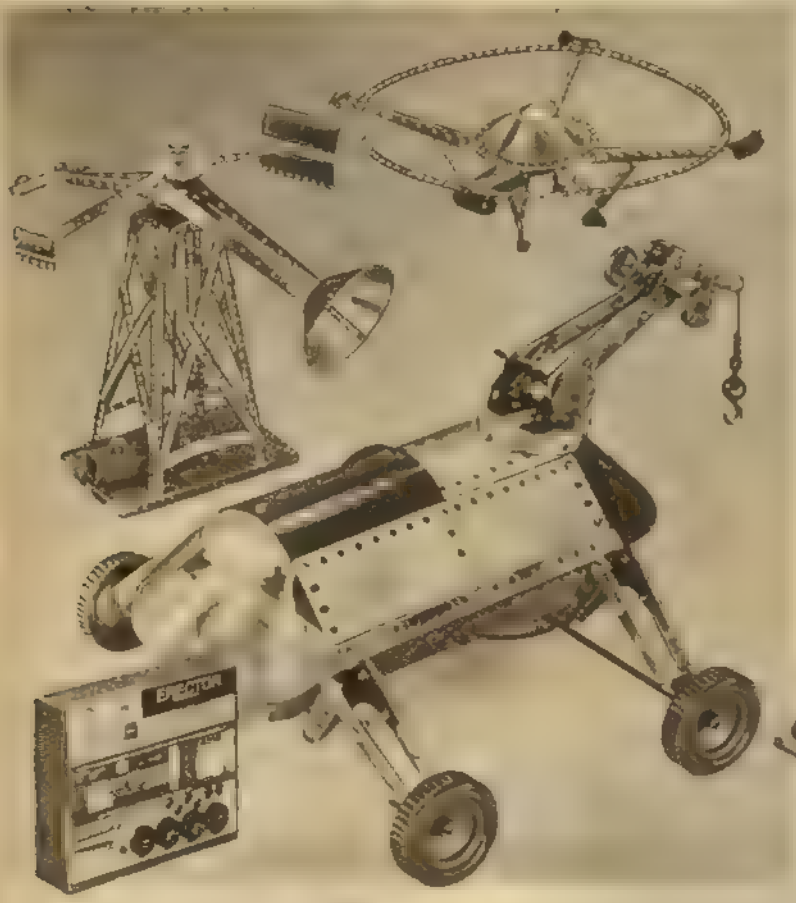


Planetary Prober Set with *350 pieces plus power hoist and battery motor

$27.88 cash without batteries NO MONEY DOWN

Make an astro digger, powerful crane or hundreds of other "out-of this-world" models. Rubber belts, curves, angles, plates, girders, pulleys and wheels. Two-drum power hoist. Battery-operated motor with remote control box. Order 2 "D" batteries 79 U 4660 below. Steel case 15x14x8 inches deep.

79 U 2337K—Shipping weight 22 pounds.... Set $27.88



Construct battery-powered models you maneuver by remote control

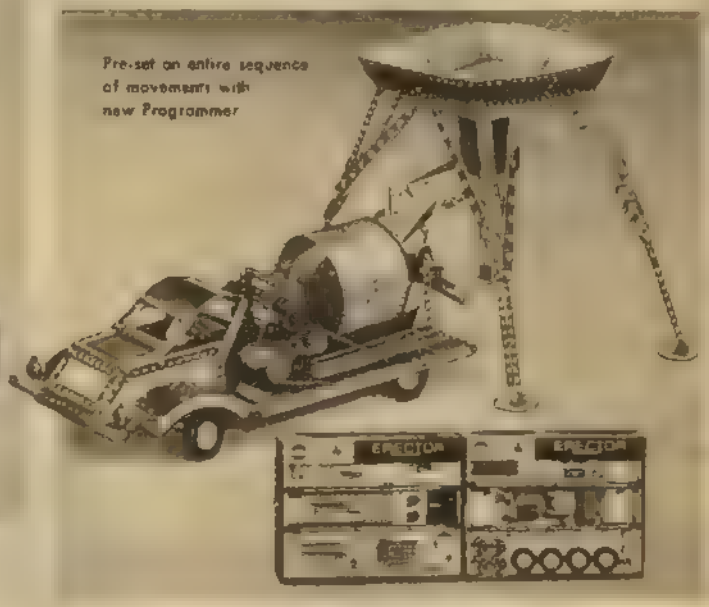
Space scanner, outer-space platform, lunar vehicle—with *225 pieces you build these and dozens of other models

LUNAR SET **$15.99** without batteries

Strips, angles, flat and curved plates. Pulleys, axles and realistic wheels, too. And all the screws, nuts and washers to put them together. Your cranes, cars, trucks and wheels can be powered by the battery motor with its remote control box. Order 2 "D" batteries below. Steel case 18x14x4 in. Enlarge set with additional accessories listed below.

49 U 2331—Shipping weight 11 pounds..... Set $15.99

49 U 4660—"D" Battery. Shipping weight each 4 oz ..... Each 16c; 4 for 60c



Master Power Set with 500* pieces plus battery-or-transformer run motor, programmer and power hoist

$42.50 cash without batteries NO MONEY DOWN

Build a concrete-mixer truck—pre-set programmer to load, spin mixer, move truck and dump. Even build a fully automatic auto assembly line. Belts, wheels, pulleys, angles, girders, plates, curves. Transformer-run motor converts to battery power for use in moving vehicles. 3-volt transformer uses 110–120-volt, 60-cycle AC. *UL listed*. Order 2 "D" batteries below. Steel case 18x14x8 in.

79 U 2338K—Shipping weight 30 pounds Set $42.50

79 U 4660—"D" Batteries. Wt. ea. 4 oz Ea. 16c; 4 for 60c

* You also get hundreds of nuts, bolts and washers in each set

Transformer

Converts house current (110–120-v., 60-c. AC to 3-volt DC.) Reverse switch. *UL listed*. About 4x3x2 in. Wt. 1 lb

49 U 2313 ... $5.98

Programmer

Sets up automatic sequence of movements with Erector power hoist. Plastic. About 4x3x3 in. Shpg. wt. 7 oz.

49 U 2315 ... $3.98

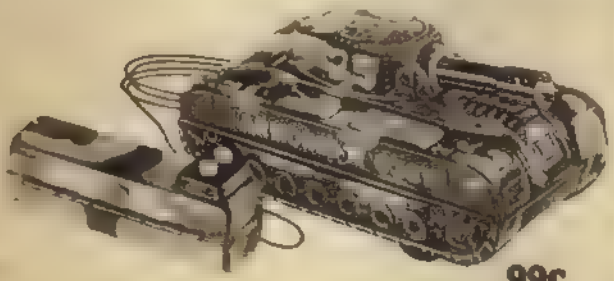
Power Hoist

Works just like a giant freight hoist. Has 2 independently operated drums. Plastic. About 4x3x2½ in. Shpg. wt. 7 oz.

49 U 2316.....$4.49

2.77

ANTI-AIRCRAFT TANK. Battery-powered tank moves forward and turns on rubber caterpillar treads. Turret rotates and cannons elevate automatically with flashing lights and "Ack-Ack" firing noise. Uses 3 "D" batteries.* From Japan
X 923-8650 A—9 in. long Wt. 1 lb. 12 oz. 2.77



99c

REMOTE-CONTROL TANK. Operate the remote-control buttons and make this all-steel tank run forward or in reverse. Makes "tank noises," and muzzle lights up when it fires. 5½ in. long. Uses 2 "D" batteries.* From Japan
X 923-8817 A—Shipping weight 8 oz. 99c

2.87

TWA JET PLANE. Replica of actual TWA jet stops and goes automatically under its own power. Makes realistic screeching engine noise—jet-engine pods flash on and off. By adjusting front wheel you can make it go in a straight line or in a circle. Lithographed plastic and metal. 15 in. long. Uses 2 "D" batteries.* From Japan
X 923-8825 A—Shipping weight 1 lb. 4 oz. 2.87

2.88

OVERLAND LOCOMOTIVE. An exciting "mystery action" toy. Hits obstacles, changes direction, and keeps on going. Realistic whistle. Metal. Uses 3 "D" batteries.* From Japan
X 923-8684 A—16 in. long Shpg. wt. 2 lbs. 2.88

* Not included—order batteries on page 269

3.29

battery-operated tank

- Fires caps automatically
- Authentically camouflaged

CAP-FIRING TANK. Authentically camouflaged tank wins battles by itself. As it drives along under its own power, it shoots off a full roll of caps automatically. White stars on front and sides. Durable plastic with rubber caterpillar treads. About 8 in. long. On-off control switch. Uses 2 "D" batteries.* From Hong Kong. Caps not included
X 923-8759 A—Shipping weight 1 lb. 3.29

1.79

Order "C" batteries for this toy on page 221

Waterproof land-and-water jeep

- Floats on water
- Battery-powered motor

AMPHIBIOUS MILITARY JEEP. Here's a toy that's loads of fun on land or on water. Carefully detailed and camouflaged amphibious jeep rolls on land, goes forward or in reverse on water. Life preserver on roof acts as switch. Made of high impact plastic—complete by waterproof. 5½ in. long. Uses 2 "C" batteries (not incl.). From Hong Kong
X 923-8767 A—Wt. 1 lb. 4 oz. 1.79

9.44

MIGHTY MATILDA "NUCLEAR" AIRCRAFT CARRIER. With the remote-control switches, you're the captain of a giant flat-top! Elevators move aircraft up to flight deck, alarm button rings bell, planes "catapult" off deck—arresting gear catches them when they land. Rocket batteries "fire" surface-to-air missiles. Entire ship moves along on hidden wheels. Complete with 100-man crew, 21 planes, 4 'copters, tow truck, 4 rockets. Rugged plastic construction. Powered by 4 "D" batteries.* Not a water toy.
X 923-4394 A—Shpg. wt. 5 lbs. 9.44

giant atomic tank

a blockbuster—34 inches long!

3.44

- 17-in. aluminum spring-powered barrel fires realistic "atomic missles" up to 20 ft.
- Gun turret swivels a full 360 degrees

[1] ATOMIC TANK.* Rolls on hidden wheels, heavy steel axles. 14-in. high, 15 in. wide. Heavy-duty polyethelene, khaki color. 5 soft plastic shells incl.
X 923-4246 A—Shipping weight 3 lbs. 3.44

Super-size scale-model shooting cannon

[2] "BIG BLAST" SHOOTING CANNON* features "devastating" giant barrel—raise or lower it for long-range or point-blank firing. Release-button firing mechanism. Trail-piece holds 6 large shells of soft plastic [illegible] wheels [illegible] Fully detailed, sturdy olive-drab plastic. Measures [illegible] in. long overall.
X 924-0771 A—Shipping weight 2 lbs. 13 oz. 2.97

8 real-action battery-powered toys that shoot, whizz, roar, fly, float, or drive!

[3] LIGHT BULLDOG TANK.** By 'Remco. Powers over obstacles, advances, retreats, fires automatically from remote positions. Loads 4 shells to a clip, ejects "used" shell cases. 8-man combat team. Realistic detail. Sturdy plastic. 13¼ in. long.
X 923-1812 A—Wt. 2 lbs. 4.44

[4] REMCO WHIRLYBIRD.** Gigantic 38-in. long 'copter taxies over terrain, blades whipping and whirling [illegible] small arms out of the "danger zone" with motor-driven chain hoist. Rotors are 17 in. in diameter. 25-man combat team with tank, jeep truck, and artillery piece. Detailed in high-impact olive-drab plastic.
X 923-4436 A—Wt. 4 lbs. 8 oz. ...6.99

[5] FLYING 'COPTER.** Takes off, flies in all directions, lands gently! Put it through intricate aerial maneuvers, "rescue" two plastic Astronauts with pick-up hook, precision finger-tip remote controls. Colorful high-impact plastic. 9-in. fuselage.
X 923-4048 A—Wt. 14 oz. 2.79

[6] DELUXE 14-IN. CABIN CRUISER.** Power-packed inboard motor, flashing deck-light and "radar." Steers right, left. Sturdy plastic.
X 923-8700 A—Wt. 1 lb. 10 oz. ...2.99

[7] RACING RUNABOUT. Powerful outboard motor uses 2 "C" batteries (not included—order on page 221). Steers right, left. Made of colorful high-impact plastic. Measures 10¼ in. long. Charge it—see page 283.
X 923-8718 A—Wt. 10 oz. 1.88

[8] REMOTE-CONTROL CADILLAC.** Dashboard controls feature "power steering," working horn and lights—you can make this beautiful 10-in. car start, turn, stop "on a dime," reverse. Body is finely detailed in glossy plastic, shiny chrome-color trim. "White wall" rubber tires.
X 924-1910 A—Wt. 1 lb. 3 oz. 2.99

[9] BRISTOL 188 JET.** Taxies down runway, while jet pods flash, makes realistic "whistling" jet noises. Moves straight or in circle—manually controlled. Lithographed metal and plastic. A full 17 in. long.
X 923-8833 A—Wt. 1 lb. 10 oz. 2.87

[10] "SUPER FLASH" PLANE.** Takes off, loops, dives, "stunts," lands—stays in perfect balance all the while! Push-button remote controls for fingertip "command." Sturdy laminated plastic wings. Measures 12¼ x 14 x 3 in. Use it indoors or out.
X 923-1820 A—Wt. 13 oz. 2.19

Jolly Clown Toss—a Carnival of Fun!

[11] JOLLY CLOWN GAME. Toss the ball into his hat, his eyes roll, his nose turns—score pops into mouth. 4 balls, return rack. High-impact plastic.
X 924-0789 A—Height 19 in. Shipping weight 2 lbs. 1 oz. 2.87

You're the driver—let's go!

[12] PLAYMOBILE DASHBOARD** is just like the one in Dad's car! Turn the ignition key and hear the engine "purr"! Windshield wipers wipe, directional signals flash, steering wheel turns, horn blares, speedometer "registers"—dashboard is packed with moving dials and gauges. And there's a retractable antenna [illegible] working sun visors—and even more! Constructed of high-impact plastic. Measures 24½ x 11½ x 13 in. high. For boys and girls 3 to 12. Semi-mailable—see page 284. Charge it—see page 283.
X 924-0797 A—Shipping weight 7 lbs. 10 oz. 10.49

* Not sold to residents of Delaware or Massachusetts

** Toy uses 2 "D"-cell batteries (not included). Order batteries on page 269

Buy all your toys with Credit Command—see page 283

Puzzled about what to get that special boy? Penneys has the answer. For the "military-minded" youngster—exciting play sets of authentically-detailed army weapons. For future pilots and spacemen—airport and space-center sets . . . replicas of latest aeronautical achievements. If your boy is a "natural-born" builder—construction sets with trucks, digging and hauling equipment that really work. Look at our thrilling array!

(A) U.S. ARMY ATTACK FORCE. It's D-Day everything is set for a maximum effort against the "enemy"—you're ready for the toughest combat with this U.S. Army Attack Force Set. As "general," you command 144 soldiers in 24 different combat poses. You maneuver four M-48 tanks and two M-47 tanks—all with swivel-turrets. Two 105mm self-propelled guns and two .30 caliber machine guns provide "cover" fire for your troops. Artillery includes two trench mortars and howitzers. Your troops hit the enemy beach in two LCVP landing craft. Set also includes four supply trucks and two each personnel carriers, jeeps, trailers. A bridge with obstacles is provided to test your men's courage. Figures measure 2½ in. high. Molded in 3-dimensional plastic. An exciting gift.
X 923-7231 A—Shpg. wt. 5 lbs. Set 6.77

(B) AMERICAN AIRLINES ASTRO JET PORT. What realism! Hear actual airport noises on 33⅓ rpm record! Metal terminal building has control tower, expanding boarding ramps, 2 wings. Planes incl. Boeing 707, Electra, 7 smaller aircraft, friction jet, rocket-firing jets, helicopter that actually takes off from wind-up pad. BOMARC missile can be launched from its own platform! Friction bus, 2 lithographed steel hangars, 50 airport passenger figures, flight/ground personnel, accessories. 27 x 42-in. runway holds entire set. 3-D plastic.
X 923-7199 A—Wt. 7 lbs. . . . . Set 5.77

(C) U.S.A.F. SPACE CONTROL COMMAND. This Command base is ready to "scramble" at a moment's notice. Nerve-center is metal Control Center, 12 x 4¼ in. wide, with roof-mounted radar tracking equipment and heliport. A battery of multi-rocketed launchers and mobile "Sky-Sweeper" can swing into position to fire ground-to-air rockets. Three gantry towers stand ready to "blast-off" 3-stage ICBM missiles to any target. "Commander" missile carrier also fires giant orbital missile from its gantry. Two flying helicopters—vital for "rescue" operations—are launched automatically from their spring-powered pad. With toy astronauts, missilemen, ground crew, command jeep, flag, equipment, weapons. All pieces made of 3-D plastic, except control center.
X 923-7207 A—Shpg. wt. 5 lbs. . . . . Set 3.77

(D) MOBILE ARMORED BATTLE FORCE. Get set for the "big push"! Advance on the "enemy" with 20-in. long "Goliath" heavy tank. Has aluminum barreled swivel-action cannon that shoots plastic shells. "Half Track" tank destroyer equipped with moving shell-firing cannon. 14½-in. long "Puddle Jumper" tank automatically launches 16½-in. long scissors bridge that opens to ford streams—tank crosses over to attack. Set includes command jeep, army supply truck, toy soldiers with weapons and gear. Vehicles roll easily over "rough terrain." Sturdy plastic construction. Made for rugged play.
X 923-7215 A—Shpg. wt. 5 lbs. . . . Set 4.99

(E) SUPER HIGHWAY CONSTRUCTION SET. Boys! If you're tired of just being "sidewalk superintendents" and you want to try your hand at big-time "construction," this dig/grade/load and haul set is for you. "Hercules" crane has giant boom that raises and lowers. Six wheel chassis supports rotating cab. Bulldozer with blade has hitch for sand-carrying dump trailer. Scoop loader hauls sand, lift-dump loader has scoop that lifts dirt and sand into trucks. Road grader smooths out road with its angled blade. Clever lock-arrangement opens and closes 6¾-in. high sand and gravel hopper under which trucks are loaded. Set includes 3 open-backed hauling trucks, foreman's jeep and 14 construction worker figures. All pieces are multi-colored, high-impact plastic.
X 923-7223 A—Wt. 3 lbs. 8 oz. . . . . Set 3.66

Save this Catalog for your easy reference in ordering toys all year 'round—toys shown will be available until Sept. 21, 1964.

You need no down payment with Credit Command—see pg. 79 for complete details.

Move into Action fast with this mobile armored battle force

(D) Set 4.99

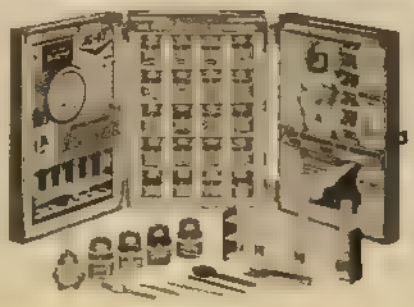
Super-highway Construction Set

(E) Set 3.66

equip *Young Scientists* to work in their own labs

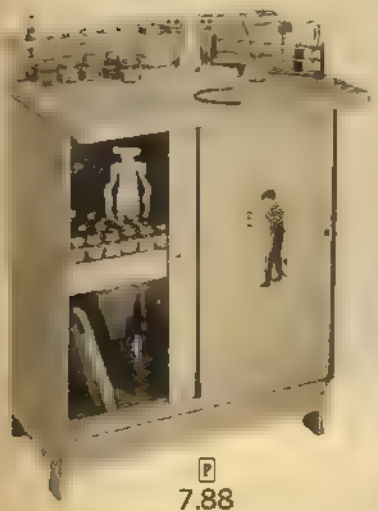
M 11.99

M LIONEL SENIOR CHEMCRAFT LAB. Science enthusiasts find new horizons of knowledge—at home—with this complete, new set. Fill countless hours constructively with over 650 thrilling experiments to perform. Launch the chemical rocket, calculate molecular structures, perform chemical "magic!" Set contains laboratory centrifuge which separates solids from liquids, a professional balance so precise it will weigh a feather, and the new AC '63 atomic computer for study of atomic components.
X 923-6795 A—Wt. 12 lbs.. 11.99



N 6.99

N LIONEL STUDENT CHEMCRAFT LAB. Scientific wonders at your fingertips. Perform 483 thrilling experiments. Have fun and supplement science class in your own home. Contains a harmless chemically powered rocket, new atomic information center, professional metal test tube rack, and two complete manuals. Set includes outlines of chemical experiments, sturdy metal 3-panel lab cabinet.
X 923-6803 A—Wt 7 lbs.. 6.99



P 7.88

P STURDY SCIENCE LAB TABLE. Ideal place for young scientists to work. Easy to clean because it's constructed of brilliant, non-stain, liquid-resistant Mira-Tile! Large table top with built-in test-tube holders. Sliding door cabinet underneath with spacious two-shelf storage area for scientific manuals and lab materials. Overall size 30½-in. high, 24½-in. wide, 16½-in. deep. (Lab materials not incl.) Not mailable—pay shipping charges on delivery.
X 923-6688 A—Wt. 20 lbs.. 7.88

R 8.99

R LIONEL MINERALOGY SET. The absorbing study of geology to appreciate and understand the earth's components. This set offers 30 mineral specimens in permanent mineral storage trays, a large stand magnifier, non-spill alcohol lamp and streak plate. Also included are crystallography experiments, instruction manual.
X 923-6811 A—Wt 9 lbs. 8.99

A MICRO-PROJECTOR LAB SET. New Micro-Projector has exciting features: direct viewing of enlarged image, projection of enlarged image, viewing of large objects by reversing microscope. Powerful plug-in AC illuminator gives needed lighting. Set also includes huge Lubber grasshopper, crayfish, dissecting kit, laminated slides, 4-stage full-color transparencies, dissecting tray.
X 923-6761 A—Shipping weight 7 lbs.. 16.44

B WATER WONDERS LAB. The fascinating study and observation of marine life. Complete home research set for use with Micro-Projector or Microscope, or for independent use. Includes top quality biological specimens such as crayfish and frog. Also features professional dissecting equipment, stand, tray, magnifier, slides, color transparencies, protozoa pack and growth chamber plus shrimp eggs. Here's knowledge and pleasure in one package!
X 923-6779 A—Shpg. wt. 2 lbs. 12 oz.. 6.99

C LAND LORE LAB SET. Fascinating discovery of the world around us. Designed for use with Micro-Projector or Microscope or independently. This set enables you to study and observe land life. It features the finest quality biological specimens such as earthworms, huge Lubber grasshopper, butterflies and exciting fossils: dinosaur bone, petrified wood. Includes glass slides, color transparencies, professional dissecting equipment, tray, stand, magnifier and equipment module. An absorbing, educational gift.
X 923-6787 A—Shpg. wt. 2 lbs. 12 oz.. 6.99

D ZOOM MICROSCOPE AND LAB SET. Heavy die-cast metal instrument has quadruple lens turret—magnifying powers of 100, 250, 500, 1000 times actual size. Zoom-focus, group viewer (2 can watch at once). Precision optical system may be shifted to side opposite slide table for viewing unusual rocks, specimens. Plug-in AC lighting for use above or below stage. Steel cabinet has clear plastic window, slides out to become handy work-surface for attaching 3 modules with specimens, apparatus, glass slides, shrimp eggs. Includes protozoa pack, growth chamber.
X 923-6746 A—Shipping weight 6 lbs.. 14.44

E MICROSCOPE AND LAB SET. Observe lowest forms of single-celled animal life grow and reproduce at any time of year. New metal microscope has triple turret—60, 90, or 475-power magnification. Plug-in AC lighting for use above or below stage. Set has new protozoa pack and growth chamber. New modular component rack for easy storage.
X 923-6738 A—Shpg. wt. 1 lb. 14 oz.. 7.44

G CHEMISTRY OF THE SPACE AGE. New . . . remarkable. Grow plants space-ship-style—in tanks without soil; with harmless atomic-radiated seeds! Stimulate astonishing speed of growth with new plant nutrients. Study effects of over-balanced plant food. Analyze and mix chemicals with new Electro-Chem-Rotor; operates on 2 "D" batteries (not incl.). Make fluorescent dies and inks and study them with plug-in electric "Black Light." Make Chemical "Magic." Do glass blowing. Study full-color Periodic Table of Elements. In 3-section steel cabinet.
X 923-6753 A—Shipping weight 17 lbs.. 19.88

H PLATING AND PAINTS CHEMISTRY SET. Fascinating things to make and do. Electroplating tank for copper or nickel plating. "Brush" plate with 24K gold. Apply bronze finishes. Manufacture paints with new Electro-Chem-Rotor, then paint-by-number. Uses 2 "D" batteries—not incl. Study mysteries of fluorescence with new plug-in electric "Black Light Gun."
X 923-6720 A—Shpg. wt. 10 lbs. 8 oz.. 16.88

J PLASTICS AND GLASS CHEMISTRY SET. Mix your own plastic material with tested chemicals, then make your own plastic boat and automobile—using the molds provided in the set. You can also make dozens of exciting glass objects. Just a few of many "do-it" projects you can enjoy!
X 923-6712 A—Shipping weight 8 lbs.. 6.99

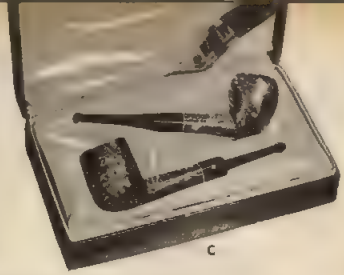
K CRYSTALS AND COLORS CHEMISTRY SET. Analyze colors with new battery-powered Electro-Chem-Rotor. Uses 2 "D" batteries—not incl. Grow crystals in remarkable crystal "garden" tank. Study the fascinating forms crystals take—do many other equally exciting experiments with this set.
X 923-6696 A—Shipping weight 10 lbs.. 11.88

L CRIME DETECTION MAGIC CHEMISTRY SET. Make an operating home fire extinguisher with tested chemicals. Do over 50 chemical "magic" tricks and other intriguing projects (for example, crime detection) with chemicals.
X 923-6704 A—Shpg. wt. 2 lbs. 8 oz. 3.69

Science sets will be available till Sept. 21, 1964.

Buy anything in this catalog with Credit Command—see page 79.

KAYWOODIE



AGED BRIAR SETS BY FAMOUS CRAFTSMEN

KAYWOODIE PIPE, POUCH AND KNIFE SET

(A) 3-in-1 combination! Complete smoker's set for any pipe smoker . all in a handsome jeweler's box Set includes a famous, favored and dependable Kaywoodie pipe, a convenient pipe knife for cleaning and servicing, and a pocket-size soft leather tobacco pouch. Pipe has popular Billiard shape bowl in richly grained finish Magnificently crafted to give years of true smoking pleasure to the most particular The handsome box can be used for jewelry to years to come Shipping weight 1 lb

H-25067C1147 .... **$15.95**

KAYWOODIE 3-in-1 PIPE TOOL

(B) Combination pipe tool for all pipe cleaning and servicing 3 in 1 tool folds neatly away like a handy pocket knife and includes the following components Knife, reamer-pick and tamper Stainless steel blade Brilliant silver finish handle Shpg wt ¼ lb

H-25075C288 ..... **$3.95**

KAYWOODIE COMPANION BRIAR PIPE SET

(C) Two popularly shaped pipes in a beautifully matched set handsomely gift boxed. Twin aged briar pipes in rich brown finish Matched in grains, with one pipe featuring a Pear shape bowl and the other with a Billiard shape bowl. Both made by leading craftsmen and designed to give the pipe smoker the utmost in years of pleasure. A gift that is sure to please every pipe smoker. And the smart gift box becomes a handy jewelry box after presentation doubling the pleasure of the gift Shpg wt. 1 lb.

H-25066C997 . ..... **$13.95**

BEATTIE JET LIGHTER. 2-in-1 combination! The first lighter with the flame that you can point! Use up for cigars and cigarettes, down for pipes Fiberglas wick never needs replacement With slip cover for refueling Nickel plate finish. Wt. ¼ lb

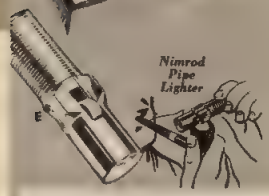
H-25022C450 ..... **$6.95**

[illegible] POUCH. Perfect gift item Holds both pipe and tobacco each in its own separate zipper compartment Seamless rubber Air-Tite construction Soft leather outer covering 3¼x6¾-in Wt. ½ lb

H-25024C347 Black $5.00
H-25025C347 Brown $5.00

8-HOLE PIPE RACK AND HUMIDOR. Beautifully crafted genuine walnut construction rubbed to a rich and gleaming finish Nine-pipe capacity to hold all of his favorites Humidor in center of rack holds an ample supply of tobacco Wt. 5 lbs

H-25023C847 ... **$13.50**



NIMROD SPORTSMAN GIFT SET

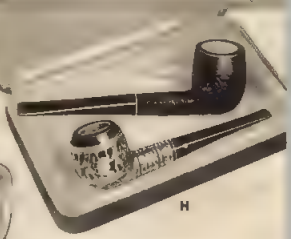
(D) Complete deluxe set makes choosing a gift for pipe smoker's an easy chore Features handsome Nimrod Briar pipe accented with sterling silver band and richly grained With famous Nimrod chrome-finish pipelifter—the only downdraft lighter designed exclusively for pipe smokers—with lifetime Fiberglas wick Gift box

H-25015C450 Shipping weight 1 lb. .. $6.95

NIMROD PIPE LIGHTER

(E) Designed exclusively for pipe smokers, with special downdraft action The Fiberglas wick lasts indefinitely Hood slides over burner area when not in use 3 in long Chrome finish

H-25016C260 Shipping weight ¼ lb. .. $3.95



(F) MEDICO-CREST MEERSCHAUM FILTER PIPE SET. Set of 2 genuine Medico Meerschaum pipes with 14-kt rolled gold bands Fitted with Medico filters Contains 1 black nylon, 1 cloudy bit; 1 Apple shape 1 Bulldog shape bowl Gift box

H-25010C2097 Shpg. wt. 2 lbs. $30.00

(G) MEDICO MEERSCHAUM FILTER PIPE. Billiard shape, cloudy nylon bit Filter. 14-kt gold band

H-25058C1088 Shpg. wt. ½ lb. $15.00

(H) MEDICO-MEERSCHAUM FILIGREE SET. Includes 1 Medico-Meerschaum-lined filter pipe of exceptional grain imported briar, and 1 filter pipe with Silvertone filigree over finest imported briar bowl Bite-proof nylon bits, 10 filters 1 Apple, 1 Billiard shape. Wt. 1 lb.

H-25021C1797 ..... **$25.00**

Filigree Pipe Only. With pipe rest.

H-25087C1088 ..... **$15.00**

BENRUS

Beautiful Benrus—the gift your heart selects and your mind approves. Exquisite styling and the unique Benrus Unconditional Three Year Guarantee makes world famous Benrus the favorite choice for beauty and quality. The renowned Benrus Watch movement is shock-absorbing, anti-magnetic with unbreakable mainspring

BLACK DIAL

Lord Craig "2" Square smart and modern, this handsome 17 jewel black dial model features brilliant gold color markers and sweep second hand. Striking linen finished adjustable expansion band.
35648W2990 ..... $57.50
Lord Craig "W" As above with white dial
35658W2990 ..... $57.50

BENRUS UNCONDITIONALLY GUARANTEED 3 YEARS

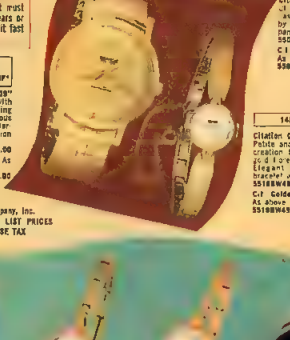
Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast and FREE!

SPECIAL VALUE

Miss Juliet Ultra smart 17 jewel oval creation with popular full figure dial. Case beautifully crafted in fluted design and set off with matching expansion bracelet.
35658W2990 $49.50
Miss Juliet "W" As above in white
35678W2990 $49.50

39 JEWELS SELF-WINDING GUARANTEED WATERPROOF*

Citation Champion "2" "29" Brilliant new watch with all yellow case and striking gold color dial. Luminous hands with sweep second. Handsome adjustable expansion band.
35258W4890 .....$100.00
Cit. Champion "28" As above with white dial
35268W4890 $100.00



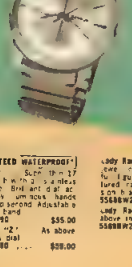
21 JEWELS GUARANTEED WATERPROOF*

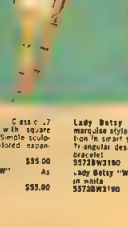
Citation Corlett "21" Jewel model with all yellow case. Small lines are accented by new design adjustable expansion band.
35508W3590 $71.50
Cit. Corlett "W" "21" As above with black dial.
35518W3590 . . . $71.50

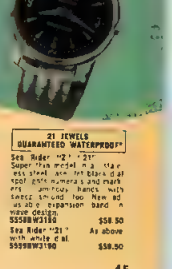
14K GOLD CASE

Citation Golden Camille . . . Petite and beautiful 17 jewel creation features yellow 14K gold fluted case. Elegant tapered adjustable bracelet with safety chain.
35188W4890 $100.00
Cit Golden Camille "W" As above in white
35198W4890 $100.00

© 1963 Benrus Watch Company, Inc.
MANUFACTURER'S SUGGESTED LIST PRICES
INCLUDE FEDERAL EXCISE TAX







GUARANTEED WATERPROOF*

Sea Rover Super thin 17 jewel model with stainless steel case. Brilliant dial accented by luminous hands with sweep second. Adjustable expansion band.
35568W2990 $55.00
Sea Rover "2" As above with black dial
35578W2990 . . . $55.00

Lady Ramona Classic 17 jewel creation with square full figure dial. Simple sculptured case. Tailored expansion bracelet.
35688W2990 $55.00
Lady Ramona "W" As above in white
35698W2990 $55.00

Lady Betsy Modern manu-like styled 17 jewel creation in smart sculptured case. Angular designed expansion bracelet.
35738W2190 $59.50
Lady Betsy "W" As above in white
35738W2190 $59.50

FLORENTINE FINISH

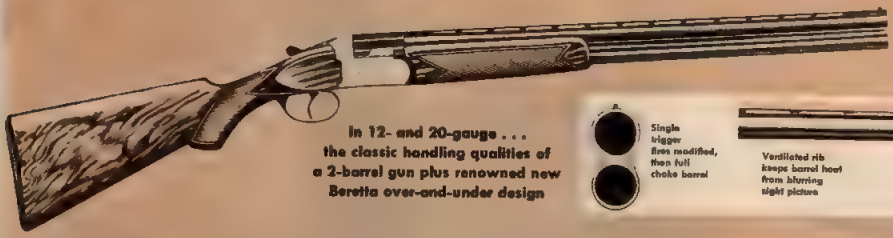
Lady Bonnie Petite and precious 17 jewel creation with florentine face and gold plating laced crystal. Neat matching expansion bracelet.
35748W2990 $71.50
Lady Bonnie "W" As above in white
35758W2990 $71.50

21 JEWELS GUARANTEED WATERPROOF*

Sea Rider "2" "21" Super thin model in stainless steel case. Jet black dial with gold numerals and markers. Luminous hands with sweep second. Tooled Renrus expansion band in navy design.
35298W3190 $58.50
Sea Rider "21" As above with white dial
35298W3190 $58.50

*If case, crystal, and crown remain intact

BERETTA SILVER SNIPE OVER-UNDER SHOTGUNS



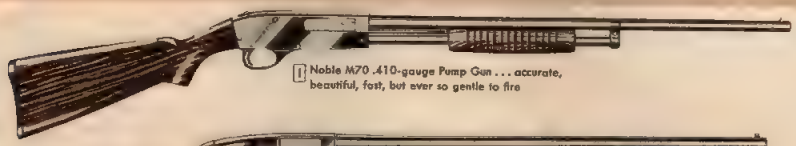
In 12- and 20-gauge . . . the classic handling qualities of a 2-barrel gun plus renowned new Beretta over-and-under design

Single trigger fires modified, then full choke barrel

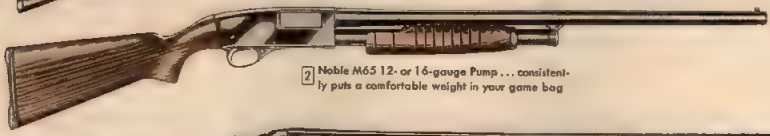
Ventilated rib keeps barrel heat from blurring sight picture

You get the fastest two shots afield -the sweetness of handling only a double delivers—the advantage of having a single barrel in your pointing picture —and added to these, you get today's greatest advance in over and under design. Maybe you've seen the enthusiastic reports about the Silver Snipe in national magazines. It's a beauty, and major advances in the way of building its barrels give it strength and balance to spare. Weight? *Only 6½ pounds* It's a picnic to carry and sheer lightning to point. Hand-checkered Italian walnut stock and forearm. Forearm decorated with inlaid silver snipe. Satin chrome-plated receiver. Automatic safety. Wide opening breech for quick reloading. Easy take-down with snap-off forearm. Ventilated rib slightly increases weight, greatly increases pointability. 12-gauge and 20-gauge with 28" barrel. Both guns bored modified and full. *Mailable.*

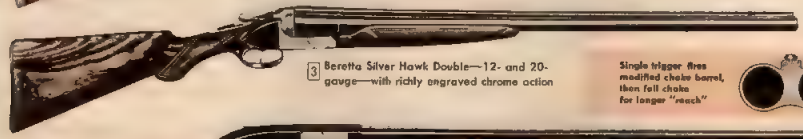
29-50-06A 12-gauge; ventilated rib. Shpg. wt. 7 lbs. **$199.95**
29-50-14A 12-gauge; without rib. Shpg. wt. 7 lbs. **159.95**
29-66-24A 20-gauge, ventilated rib. Shpg. wt. 7 lbs. **209.95**
29-66-32A 20-gauge; without rib. Shpg. wt. 7 lbs. **164.95**



1 Noble M70 .410-gauge Pump Gun . . . accurate, beautiful, fast, but ever so gentle to fire

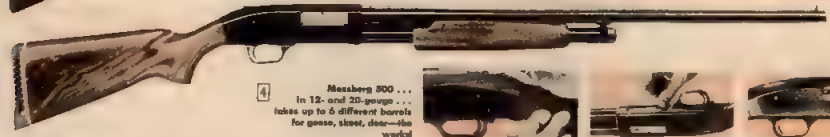


2 Noble M65 12- or 16-gauge Pump . . . consistently puts a comfortable weight in your game bag



3 Beretta Silver Hawk Double—12- and 20-gauge—with richly engraved chrome action

Single trigger fires modified choke barrel, then full choke for longer "reach"



4 Mossberg 500 . . . in 12- and 20-gauge . . . takes up to 6 different barrels for goose, skeet, deer—the works!

Safety on top

Straight line feed

Change barrels in seconds

1 **Noble M70 410 Gauge Pump Shotgun.** Here's the rapid handling scattergun for stopping all small game at short range or scoring at skeet shoots. Perfectly balanced, lightweight . . . it's ideal for the gals and youngsters because it doesn't have the "kick" of big bore guns. Special alloy steel barrel is chambered for 2½ or 3" shells. Available with full choke, 26" barrel. Positive, thumb-operated top safety. Tubular magazine and chamber hold 6-shots (3-shot plug furnished). Finest quality American walnut pistol grip stock and slide handle. Overall length 46", weight 5½ lbs. *Mailable*

29-60-04A Noble M70. Shpg. wt. 6 lbs. . . . **$62.95**

2 **Nobel M65 Slide Action Repeating Shotgun** . . . a lightning fast pump gun in the field, blind or at the traps! Barrel is proof tested steel. Tubular magazine holds five shots, plus one in chamber. Action must be closed before you can pull trigger . . . you've got to pull and release the trigger on every shot (assures greater safety). Push button safety on the trigger guard. Improved extraction and automatic side ejection. Newly designed receiver is permanently aligned with barrel. Walnut pistol grip and extension slide handle. 45" overall

29-63-92A 12 ga. Full choke. Shpg. wt. 8 lbs. *Mailable* . . . **$62.95**
29-64-00A 16 ga. Modified choke. Shpg. wt. 8 lbs. *Mailable* . . . **62.95**

3 **Beretta Silver Hawk Double Barrel Shotgun.** A fast-handling featherweight with engraving to decorate the satin chrome action. And what a joy to own when you catch the spine-tingling thunder of wings close by and suddenly -hear the roar and see your quarry come thumping down. Famed choking method gives tight patterns plus great range and penetration. Automatic safety. Hand-checkered Italian walnut stock and forearm. Cap protects pistol grip. 28" barrel. High matted rib for fast sighting. *Mailable*

29-66-57A 12-gauge, wt. 7 lbs. 2 oz. Shpg. wt. 8 lbs. . . . **$162.00**
29-66-99A 20-gauge, wt. 6 lbs. Shpg. wt. 7 lbs. . . . **162.00**

4 **Mossberg 500 Pump Action Shotgun.** Comes with 28" full-choke barrel. *But* this gun quickly changes barrels, saving you from buying different guns for different game. Write for details and prices on barrels—different lengths, different chokes, barrels with Mossberg C-Lect-Choke and barrels for 3" magnum shells. Rubber recoil pad. Feather-light -even the 12-gauge model weighs only 6¾ lbs. Automatic disconnecting trigger prevents doubles—2 shots instead of one. 47¾" long. Beautifully balanced. *Mailable*

29-46-78A 12-gauge. Shipping weight 8 pounds . . . Prepaid **$74.95***
29-67-72A 20-gauge. Shipping weight 8 pounds . . . Prepaid **74.95***

*Shipped prepaid for your convenience

Acclaimed #1 Craft Sensation at the 1964 Hobby Show

Black Velvet

PAT. PENDING

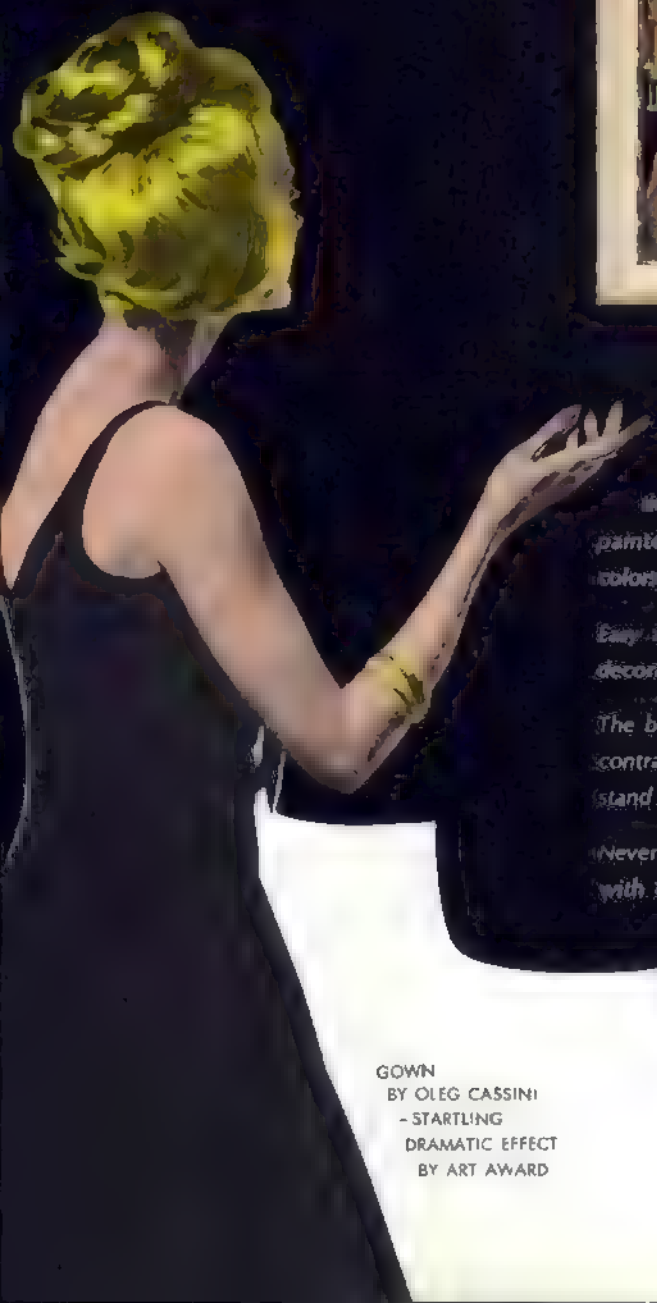
NUMBERED OIL PAINT SET

Black Velvet is Art Award's newest most dramatic paint-by-number sensation! Luxurious velvet finished panels are painted with specially compounded artist oil colors, following the numbered outlined areas.

Easy and fun to do, the completed painting is decorative and dramatic beyond description!

The brilliant oil paints are carefully vignetted to contrast with the velvet finish background and stand out in dramatic relief.

Never before has such textural beauty combined with oil paints to yield such a startling result!



GOWN BY OLEG CASSINI - STARTLING DRAMATIC EFFECT BY ART AWARD

During Toy Fair
see Art Award only in
Room 1014, 200 Fifth Avenue

FREE BUILT-UP DISPLAY UNIT

Serves as window, counter, or wall display unit with a proven sales record! Available with a purchase of two dozen Black Velvet 700 series and one dozen 900 series

Acclaimed #1
Craft Sensation at the 1964 Hobby Show

6.00

Black Velvet numbered oil paint set, 900 series

The full beauty of brilliant oil colors is combined with a luxurious velvet finished background to create startling new dramatic decorative excitement

Contents: Two 16x20 panels
Artist oil colors
Brush cleaner
Three artist brushes
Complete instructions

Subjects:
BV-901 Masterpieces after Rembrandt
BV-902 Venetian Moonlight
BV-903 Gardens of Romance
BV-904 Velvet Kittens
BV-905 In a Persian Market
BV-906 Still Life in Texture

Packed: ½ dozen solid or assorted, wt. 20 lbs.

4.00

Black Velvet numbered oil paint set, 700 series

Brilliant oil colors combine with luxurious velvet finished background to create startling decorative excitement.

Contents: Two 12x16 panels
Artist oil colors
Brush cleaner
Three brushes
Complete instructions

Subjects:
BV-701 Ladies of the Orient
BV-702 Silky Horses
BV-703 Kings of Laughter
BV-704 The Royal Coach
BV-705 On the Spanish Main
BV-706 Romance of The Bull Ring

Packed: ½ dozen solid or assorted, wt. 15 lbs.

During Toy Fair see Art Award only in Room 1014, 200 Fifth Avenue

THE ART AWARD COMPANY, INC. *390 Wythe Avenue, Brooklyn, N. Y*

PRINTED IN U.S.A.

Heres' Looking At You Through...

COLUMBIAS'

"Provocative Eyes"

TRADEMARK

Patent Pending

See It To Believe It !

Visit us during the Toy Fair—
Hartford-Detroit Rooms 4th Floor
HOTEL NEW YORKER
and see our NEW line of poodles
with the "Provocative Eyes."

COLUMBIA PRODUCTS, INC.
MANUFACTURERS OF STUFFED TOYS

SEND FOR CATALOG

3115 East 12th. Street • Kansas City, Missouri

DETERMINED PRODUCTIONS INC.

BOX 2150, SAN FRANCISCO, CALIFORNIA, 94126 (SU 1-5891)

HOPE TO SEE YOU AT THE AMERICAN TOY FAIR BEGINNING MARCH 9TH...WE WILL BE IN EXHIBIT ROOM 602, HOTEL NEW YORKER, WHERE YOU'LL SEE THE HOTTEST LINE IN YEARS. WE'RE FEATURING PEANUTS CHARACTER DOLLS (SNOOPY, CHARLIE BROWN, LUCY, LINUS AND SCHROEDER); JOAN WALSH ANGLUND DOLLS (FRIEND, LOVE AND COWBOY); WINNIE-THE-POOH PUPPETS. IN OUR BEST SELLING BOOK DEPARTMENT YOU'LL FIND PEANUTS PROJECTS, PEANUTS DATE BOOK 1965, GIANT CLASSIC COLORING BOOKS, LISA, YOUR PAPERDOLL PLAYMATE, MY FIRST ABC AND MY FIRST 1-2-3 LINEN BOOKS AND, BY ALL MEANS, THOSE TWO DELIGHTFUL BOOKS BY CHARLES M. SCHULZ ...HAPPINESS IS A WARM PUPPY AND SECURITY IS A THUMB AND A BLANKET!

BOBSLED
The Sled That Skis
BOB-O-LINK
ORIGINAL BY WITHINGTON W. MINOT, ME. U.S.A.
A SWISS INSPIRATION
SPEED
MANUVERABILITY

As featured in **ESQUIRE** and **PLAYBOY**

SALES REPRESENTATIVES:

ROBERT M. SMITH
East Shore Drive
West Warwick, R.I.

SCHELER SALES CO.
200 Fifth Ave.
New York, N.Y.

BERNARD LEVIN
1489 Merchandise Mart
Chicago, Ill.

DARUSMONT, SLEEPER & ASSOC.
1900 E. 30th St
Cleveland Ohio

KALWEIT SALES CO
11417 S. Oakvale Rd.
Hopkins, Minn

ALAN F. WELLS CO.
255 So. First West
Salt Lake City, Utah

#060 — 5 ft.
For 3-4 children
or 2 adults!

WITHINGTON
West Minot, Maine

On the Selling Side....

A Profile

Belle Panzer: "Eye appeal is most important with a doll, then packaging."

PROBABLY no industry offers as much chance to work on both sides of the fence as the toy trade. And, many of its most successful people have given credit to the experience they got both selling and buying.

An excellent example of one who has taken advantage of both is Belle Panzer of Nasco Doll, Inc. she says it has been a great education and interesting every minute.

A graduate of Drake Business Schools, Miss Panzer's first job was with J. Chein & Company as a secretary. Right then she was bitten by the "toy bug" and like many another she never went into another industry.

She did not exchange her steno book for a sales sheet, however, until she went to Kresge's, Newark, as secretary to veteran toy buyer Lou Shoneman. Seeing her possibilities as a buyer, Mr. Shoneman let her help out on the floor and then finally transferred her to selling. From there she quickly went to head of stock and assistant buyer.

In 1942 Miss Panzer joined the staff of Felix Lilienthal as a resident buyer of toys and nursery furniture. Her next move to Interstate Department stores kept her in the same field

Many of Miss Panzer's opinions as a saleswoman today are a result of what she learned up until 1955 as a buyer and of working with buyers of individual stores. For example, she is convinced that a good buyer must have had some experience in retail selling and that he or she must keep a sharp eye on the salesforce, perhaps even actually getting behind the counter from time to time.

"It is easy, and sometimes profitable," she points out, "to rely on your own selections in buying in the open market, but that doesn't always take the place of knowing exactly what is selling in your own store. Weeks of selling can be lost on an

(*Continued on page* 111)

BALSA is BIG.... and COMET is BIG in BALSA!

Full 4-color cello-wrapped boxes "vibrating" with excitement, sell Comet Balsa Models on sight.

TRUE-TO-SCALE
RUBBER POWERED FLYING & FLYING SCALE MODELS

Excitingly new selection of World War I, World War II Combat planes, Sport, Executive and Commercial Air Liners. Priced at 29c - 49c - 69c - 98c - 1.29 - 1.49 - 1.98 - 2.98

READY TO FLY
rubber powered
REDI-FLITE

Fully assembled Big 10" and 12" Wingspans Aluminum Foil Covered Balsa Wings and Plastic Fuselage. Jrs. 65c ea Reg size $1.29 ea

COMET CEMENTS

Regular and Extra Fast Drying Cement in 15c and 29c tubes. Also plastic styrene cement in 15c and 29c tubes.

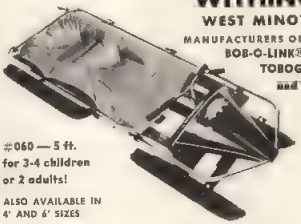
SEND FOR COMPLETE PRICE LIST AND CATALOG

COMET MODEL HOBBYCRAFT, CORP.
3523 S. Laflin Place Chicago 16, Ill. • 200 Fifth Ave. New York 10, N. Y.

BOBSLED
The Sled That Skis
BOB-O-LINK
ORIGINAL BY WITHINGTON
WEST MINOT, ME. U.S.A.
A SWISS INSPIRATION
SPEED MANEUVERABILITY

As featured in
Esquire and PLAYBOY

FOR CATALOG AND PRICE SHEET WRITE:
WITHINGTON
WEST MINOT, MAINE
MANUFACTURERS OF: ORIGINAL BOB-O-LINK® BOBSLEDS, TOBOGGANS, SKIS and DOG SLEDS



#060 — 5 ft. for 3-4 children or 2 adults!

ALSO AVAILABLE IN 4' AND 6' SIZES

SALES REPRESENTATIVES
SCHEUER SALES CO. 200 Fifth Ave. New York, N. Y.
ROBERT M. SMITH East Shore Drive West Warwick, R. I.
BERNARD LEVIN 1489 Merchandise Mart Chicago, Ill.
DARUSMONT, SLEEPER & Assoc. 1900 E. 30th St. Cleveland, Ohio

tative, turning over his business to his son, Harold C. Kinne. Mr. Kinne had been selling toys since 1885. He was one of the small group of exhibitors at the Broadway Central Hotel at the start of the New York Toy Fair in 1903.

Al W. Blessin resigned as toy buyer for Gimbel Brothers, New York. He had been with the toy department in that store for five years, the last two as buyer.

1944 BRIEF ITEMS about the industry included: "Buying slumped perceptibly following the Toy Fair and is still in a retarded state. . . . WPB Inventory Control is one reason why the buying pace has slowed. With the demand for higher-priced toys, stores that have been taking merchandise in, find themselves up to the limit of their quota for the quarter. . . . There was little reason to expect that the pace set last year would last forever. As it is, buyers have placed orders for from 55 to 65 per cent of their requirements. . . . The buying is expected to become considerably stronger starting in June. . . . There is one buyer who, even though he is in the Army, continues to buy toys. He receives PLAYTHINGS each month, looks it over, and then writes up his orders. He says the system works, and what's more he gets plenty of mail from his manufacturer friends, a consolation to any soldier. . . . With Florida vacation spots mainly occupied by the armed forces, Mexico is fast becoming a favorite place for sojourning on the part of many in the trade."

A contest for outstanding promotional efforts in support of the 5th War Loan Drive by toy retailers was being sponsored by PLAYTHINGS. Awards, in war bonds of course, were to be given for the most original and effective promotions, as judged by a panel of five men well known in the toy and merchandising fields.

1954 THE LOS ANGELES wholesale firm of Pensick & Gordon was host to 514 toy retailers at a dinner held at the Statler Hotel in that city. This event climaxed the annual open house and toy show held by Pensick & Gordon, which drew a record attendance of 2,000. Guest speakers at the dinner were M. J. Fink, executive vice-president of Playskool Mfg Company; Mel Freud of the Toy Guidance Council, and Dr. Frances Horwich of TV's Ding Dong School.

Ruth Glasser, sales manager for Block House, Inc., was the subject of one of Kay Hardwick's interviews with prominent toy people. Miss Glasser had stepped right from school (in New Rochelle, N. Y.) into the toy business. Upon graduation she applied for a position as secretary at Block House, was accepted, and was soon making good in the selling end of the business. At first it was in the showroom, then on the road "The first year I traveled I was a little dubious about reactions, but I found people were just the same as when they came into the office," she said. "One of the nice things about the toy business is that you meet some very fine people and feel a friendly sense of association with them."

Don't overlook Tinker Zoo's profit potential

For fast-moving sales and profits, display Tinker Zoo. Month after month, all year long, Tinker Zoo will sell fast, will give you the profit you want. So be sure you display all 4 sizes including the new Carnival and Circus sets.

This year your "toy-buyingest" customers, parents with children 2 to 9 years old, will see Tinker Zoo advertised in Jack and Jill, McCall's, Woman's Day, Family Circle, Good Housekeeping, Reader's Digest, Ladies' Home Journal, Parade and This Week.

Order Tinker Zoo and its profit-companions, Tinkertoy and Toy Maker TODAY

THE ORIGINAL TINKERTOY

50th Anniversary 1914-1964

THE TOY TINKERS, Division of A. G. Spalding & Bros., Inc.
807 Greenwood Street, Evanston, Illinois • New York Showroom: 200 5th Avenue, Room 450

IMPROVE YOUR GAME WITH TOP QUALITY WOODS AND IRONS

PATTY BERG "CUP DEFENDER" GOLF CLUBS—WILSON. Ladies' clubs at modest prices. **Woods**—Strata-Bloc heads in light mahogany hue. Black and scarlet face insert. Non-shifting, sole plate. Ladies' Aer-Flo shaft. Reminder-Grip of brown and black calfskin. Matched sets 41¾" long. **Irons**—Sand blasted and balanced blades. Ladies' Aer-Flo shaft. Brown and black calfskin Reminder-Grip. Matched sets. 36¾" long

For right handers.

D6820WG1933 2 woods (1, 3) 4 lbs. . . $29.00
D6830WG2900 3 woods (1, 3, 4) 5½ lbs. $43.50
D6850WG3217 Set of 5 irons. (3, 5, 7, 9 and putter) 7 lbs. $48.25
D6880WG5133 Set of 8 irons. (3 through 9 and putter) 12 lbs. $77.00

For left handers.

D6920WG1933 2 woods (1, 3) 4 lbs. . . $29.00
D6930WG2900 3 woods (1, 3, 4) 5½ lbs. $43.50
D6950WG3217 Set of 5 irons. (3, 5, 7, 9 and putter). 7 lbs. $48.25
D6980WG5133 Set of 8 irons (3 through 9 and putter) 12 lbs. . . . $77.00

"KRO-FLITE" MEN'S GOLF CLUBS—SPALDING. Exceptional uniformity of feel between each and every club in the set. Synchronized Power-Play shafts. Perma-Finish 3-stage chrome plating Full Command form grips

Woods—Deep grained Fumed Oak finish. Select Resin-Seal persimmon wood heads are precision fused (no screws) with Titanite face inserts in black-white-red vertical bar design. Plastic-coated ferrule whipping. Super sole plate heel-to-toe head protection. For right handers

Irons—Exciting new Sightline blade face in elegant Black Diamond pattern Power Dyned head design with precisely positional low center of gravity. Sand-blasted face and top edge, black-filled straight-line scoring. Exclusive reverse-threaded head and shaft assemblies. For right handers.

3123-18XA7680 Set of 8 irons (2 through 9) 12 lbs. $115.20
2123-14XA5600 Set of 4 woods. (1, 2½, 3½, 4½) 7 lbs. $84.00
2123-13XA4200 Set of 3 woods. (1, 2½, 3½, 4) 5 lbs. . . . $63.00

"AUTOGRAPH" MEN'S GOLF CLUBS—SPALDING. Carefully matched and balanced sets. Fine Step-Tapered "Power-Shafts" Lifetime chrome plating. Spiral-wrapped leather grips (red with black stripe, white stitching) For right handers.

Woods—Selected resin-seal persimmon wood heads with gleaming high gloss ebony finish. Smart black and white high power Titanite face inserts percision-fused without screws. Plastic coated ferrule whipping Super Sole Plate "heel to-toe" wood head protection Men's Power Shafts are 43" long

Irons—Precision-contoured Aero-Dyned back design Deep face blades with sandblasted face and top line Low center-of-power weight distribution Reverse-threaded head and shaft assembly Straight-line face scoring Men's Power Shafts are 38⅜" long

3132-18XA5060 Set of 8 irons (2 through 9). Wt. 12 lbs. $76.00
2132-15XA2160 Set of 5 irons. (3, 5, 7, 9 and putter) Wt. 7 lbs. . . . $47.50
2132-13XA2800 Set of 3 woods. (1, 3 and 4) Wt. 5 lbs. $42.00

(A) "BOB MARTIN" 7-CLUB GOLF SET—DUBOW. Beautifully matched Woods: persimmon heads, brown-white fibre keystone inserts, mahogany finish Irons: milled and ground chrome plated heads. All clubs with chrome plated spring steel step down shafts and leather grips Includes 5 irons (3, 5, 7, 9 and putter), 2 woods (1-3) Right handed. Wt 10 lbs

BM85DX2997 Men's 7-Club Set $49.95
LM85DX2997 Ladies' 7 Club Set $49.95

(B) JOHNNY PALMER MEN'S 8-PC. GOLF SET — SPALDING. Complete 8-pc. set includes two woods (1 and 3) and five irons (3-5-7-9-Putter) Tough molded persimmonite wood heads. Streamlined, crisp hitting irons. Full size oval golf bag in attractive red plastic

15-713XA3997 . . . . . $74.60

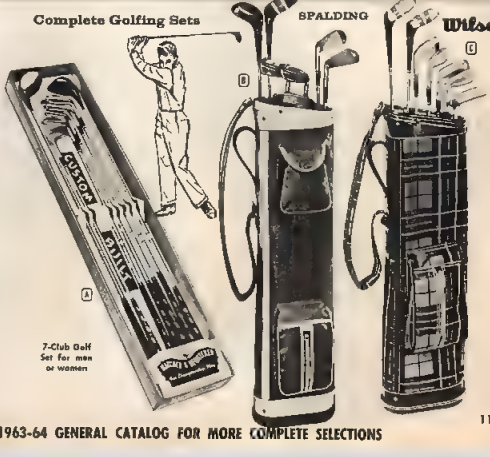
Tournament Queen Ladies' 8-pc. Golf Set. Complete set as described above with oval golf bag in vinyl laminate with white trim.

15-117XA3997 $74.60

(C) SAM SNEAD YOUNG CHAMP GOLF SET —WILSON Confidence building Strata-Bloc wood heads finished in ebony tone Clima-Gard treated to seal out moisture. Scarlet and black Keystone face insert. Embossed sole plate. Irons have chrome plated blades, solid sand blasted faces and straight-line scoring Complete set of woods and irons, includes driver, spoon, 3, 5, 7, 9 irons, putter and golf bag 12 lbs.

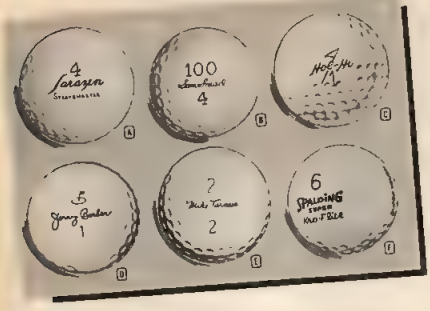
D558 4WG4197 $84.50

Complete Golfing Sets



REFER TO OUR 1963-64 GENERAL CATALOG FOR MORE COMPLETE SELECTIONS

FAMOUS MAKE GOLF BALLS and ACCESSORIES



A SARAZEN "STROKEMASTER" GOLF BALLS—WILSON Designed for the average golfer Features durable Cadwell cover . . famous for long service. Pure rubber thread tension-wound. Rubber center Box of 1 dozen
D0180WG600 . . $10.80

D JERRY BARBER "SIGNATURE" GOLF BALLS—SPALDING Top quality, high performance distance golf balls "Steel Center" stamped on equator Extra-responsive high compression center Dimple cover. 1 dozen.
11-701XA797 $13.00

B "SAM SNEAD 100"—WILSON A real "distance" golf ball that features precision balance and a lively rubber center Tough vulcanized cover. stays round and white through rough use. Box of one dozen
D0134WG860 $13.75

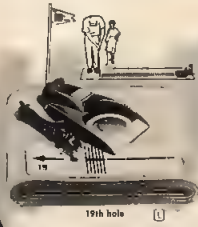
E "MIKE TURNESA" GOLF BALLS—SPALDING Responsive live rubber center with Tru Tension winding plus rugged cover makes this ball ideal for the beginning golfer Goes straight and true. Box of 1 dozen
11-452XA615 $10.80

C "HOL-HI" GOLF BALLS—WILSON Test proven for fine performance under rugged conditions, yet lively in flight true on the green High compression rubber winding, lively liquid center, Cadwell cover One doz
D0116WG997 . . $14.75

F "KRO-FLITE" GOLF BALLS—SPALDING Highest quality, favorite of the low handicap golfer Ultra-lively natural rubber center with live thread winding and tough vulcanized cover Box of one dozen
11-102XA1097 $14.75

G WONDER CENTER TOUGH COVER GOLF BALLS—SHAKESPEARE. Molded glass fiber center with an extra-thick balata cover 3 coats of high luster urethane enamels are used over the cover For that "sweet sound of distance" Box of 1 dozen.
B-451XH997 . . . . . $15 00

H THUNDERBOLT CUT PROOF GOLF BALLS—KROYDON Tough cut-proof cover High tension windings Perma white finish resists scuffing, bruises and stains. Precision balanced. Cut-proof guarantee
THUYD480 1 Dozen $9 00



I MEN'S 16-RIB NYLON GOLF UMBRELLA—SHAW Tucks in golf bag. Protects you and your equipment from unexpected showers Multicolor 60" spread. Clear plastic case.
MG15YC995 . . . . . $14.95
As above, but in acetate.
MG14YC665 . . . . . $9.95

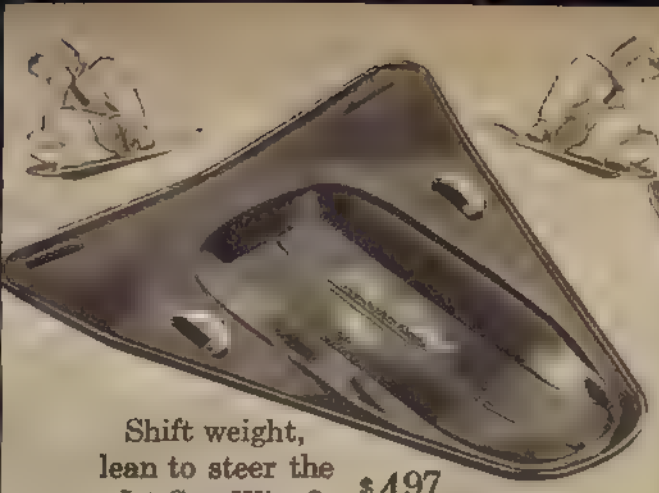
J WOMEN'S 16-RIB NYLON GOLF UMBRELLA—SHAW Multicolor fashion. Sturdy 16-rib construction. Metal frame. 54" spread. Clear plastic case.
LG11YC665 . . . . $9.95
As above, but in acetate
LG10YC665 . . . . . $6.95

L 19th HOLE PAR COMBINATION SET—BRANDELL Par electric putting cup with a realistic 9' foam rubber putting green and the 19th hole putting guide. Exact golf cup size. Putts are returned automatically and distance of ball return is adjustable for short, medium and long putting practice This set has helped thousands of golfers to improve their putting ability Wt 3 lbs.
1991-CBP780 $12 85
1901BP480 Putting cup only 1½ lbs. $4.00

M GOLFER'S PAL—BORN A prestige model scorekeeper Just press the plunger and record the stroke in 2 places—the lower figure indicates the strokes per hole; upper figures indicate total strokes per game Dependable and accurate. Highly polished gold finish and leather band. Worn like a watch Wt 1 lb
4BO310 . . . . . $4.95

N PRO GOLF BALL MARKER—UNITED Personalizes golf balls with full name imprinted quickly and permanently on one line. Made of high-strength aluminum alloy Marker exerts proper pressure automatically With full selection of type (3 complete alphabets) in attractive gold anodized finish
4BOUM297 . . . . . $4.95

VISIT OUR SHOWROOMS FOR LARGER SELECTIONS



Shift weight, lean to steer the Jet Sno Wing® $4.97

Delta-wing-shaped for gliding over snow swiftly. Center bottom runner holds direction. Secure hand grips. Red-enameled steel. 37x30x3 inches high. Sent freight (rail or truck) or express.

79 N 8316N Shipping weight 10 pounds..... $4.97

$22.97
4 feet long

Front-runner steering, special underslung design

Olympic-style Bobsled $28.97 About 5 ft. long

About 5 feet long. Holds 3 children or 2 adults. Skis have steel runners. 40° turning angle and full-floating bobs. Bucket-shaped cushion is vinyl covered. Hardwood with steel hood and tubing. 22 in. wide, 10 in. high.

79 N 8322N—Freight (rail or truck) or express. Shpg. wt. 32 lbs..$28.97

4 feet long. Same features as above. Holds 2 children or 1 adult.

79 N 8323N—Freight (rail or truck) or express. Shpg. wt. 25 lbs. .$22.97

No Money Down on anything Sears sells

Spin, turn and race down hills on Snow Discs

Tough Plastic $3.99

Extra big 30-inch size. Sturdy red polyethylene disc has rope hole with metal eyelet. 2 safety webbed handles

Shipping wt. 3 lbs.

79 N 8307L.....$3.99

Fiber glass $3.99

Strong, speedy snow disc turns and spins by your shifting weight. 25 inches in diameter.

Shipping wt. 4 lbs.

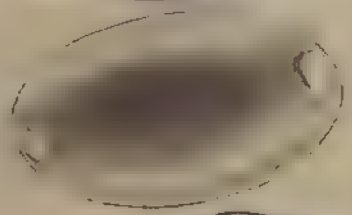
79 N 8317L.....$3.99

Steel $3.88

26-inch disc spins and slides smoothly. Gaily decorated with animal characters. Hand straps. Smooth rolled edges.

Shipping wt. 10 lbs.

79 N 8331L . . .$3.88



Aluminum $3.88

25-inch Sno-Slider with smooth beaded edge for sturdiness. Strong web loops. Disc spins or goes straight. Shpg. wt. 4 lbs.

79 N 8308L $3.88

Plastic Toboggan

$3.88

Rugged red polyethylene, resists breakage even in sub-zero weather. Yellow plastic tow rope is extra strong. Outside ridge for extra safety. 39x15 in. wide. Wt. 3 lbs.

79 N 8324C.....$3.88

Bob-Scat Sled has twin rudders that steer . . lower to double as brakes, too $12.97

Dash down snowy slopes in this light blue and white beauty. Operate rudders with tubular-steel handle. 14 inches wide, 48 inches long over-all. Wood frame, sides, seat and rudders. Steel front. Sturdy galvanized-steel bottom is grooved for easy sliding. Assembled except for rudders. Tow rope included. Sent by freight (rail or truck) or express.

79 N 8319N—Shipping weight 20 pounds.....$12.97

Everyone's jumping on Satellite Jumping Shoes

Rubber bottoms protect the floor $4.88

For ages 4 to 14. Dual springs bounce you like a trampoline. And you get a firm landing surface because of the big base plates Good way to help build muscles, develop coordination and balance. Jumping shoes fit over regular shoes . . use the strong plastic strap and lace-up band. Foot and base plates are rugged steel, enameled a bright red.
49 N 2412—Shpg. wt. 4 lbs $4.88

Junior Outdoor Jump Shoes $2.97

For ages 3 to 7. Bouncy single-coil springs, with foot plates in red enameled steel. Plastic strap and lace-band adjust snugly. About 10 inches long
49 N 2915 Shpg wt 2 lbs. 4 oz. . .$2.97

5-foot long Ski Outfit

Skis are fine Adirondack hardwood, with metal toe piece plus adjustable heel strap. And you get two 40-inch poles, too.

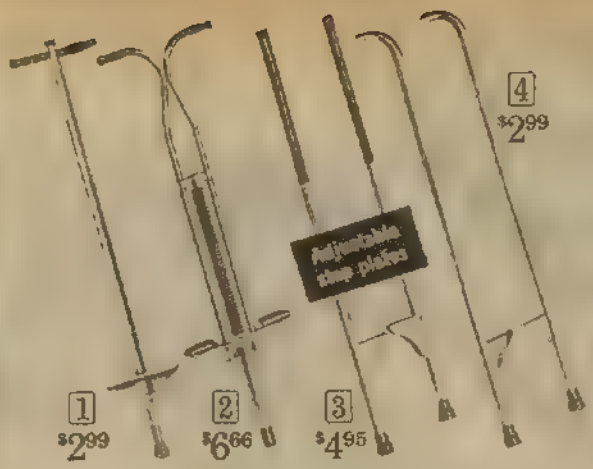
$8.95

Such fine craftsmanship is hard to find at this price. Black-lacquered skis sweep you down slopes in split-second time. Grooved for smooth tracking. Toe pieces, heel straps hold feet firmly. Long aluminum colored poles have plastic snow-rings, hand-straps.
79 N 2905L—Shpg wt. 8 lbs..$8.95

Ski Sets

5 **48-inch Beginner's Set.** Ages 6 to 9. Strong ash skis, 30 in. poles Two tone red natural finish.
79N2433C–Shpg. wt. 6 lbs. Set $3.95

6 **54-inch Ski Set.** Ages 6 to 10. Blue hardwood skis with adjustable toe-pieces take hard skiing in stride Two 40-inch wood poles included.
79N2401L–Shpg. wt. 7 lbs. Set $5.95



Jump Sticks with rubber tips

1 **For weights to 90 lbs.** Heavy-duty steel spring built into strong steel shaft. Red enameled. 46 in. high
79N2448C-Wt. 5 lbs. $2.99

2 **For weights to 150 lbs.** Our best, in chrome plated double bar steel. Rubber foot treads. Strong spring adjusts. 41 in. high
79N2458C-Wt. 8 lbs. $6.66

Tubular-steel Stilts Rubber-tipped

3 **Stilts adjust** to 3 foot-rest heights, from 10 to 16 in. off ground. Ages 6 to 14. Green-and-gold enamel finish. Rubber treads. 5 ft.
79N2916C-Wt. 5 lbs. $4.95

4 **Beginner Stilts.** Age 4 to 8. Curved grips. Foot-rest 10 inches high. Turquoise. 42 inches over-all.
79N2917C-Wt. 5 lbs. $2.99

Indoor-outdoor Roller Skates

$4.22

For ages 5 to 12. Whiz along on ball-bearing wheels of hard rubber Good protection for floors, inside and fun outdoors, too. Norolon plastic frame adjusts from 7 to 10½ in. for growing feet
49 N 2566—Wt. 3 lbs. 4 oz. $4.22

Roller Skates for tots 2 to 6

Indoor-outdoor. Break-resist plastic.

7 **Sooper-Skoots.** Stay secure without straps or clamps. No key needed Adjust 5½-7 in. long Blue.
49 N 2597 Wt. 1 lb. $1.69

8 **With straps.** Adjust 6-7½ in. long
49 N 2452—Wt. 1 lb. $1.39

Next best thing to water skiing

Whiz along on wheels SKEE SKATE $2.33

"Ski" or "surfboard" on your sidewalk. Push off with one foot until you pick up speed, then put both feet on the board and glide using "body English" to steer. Roller skate wheels riveted on plywood base. Red, 19x4½ in
49 N 2453—Shipping weight 2 lbs. 8 oz. Each $2.33

Junior Ice and Snow Skates

Ski-Skates. 16-inch long, wood. For ages 2 to 6. Shpg wt. 1 lb. 4 oz.
49 N 2570 . . . . $1.49

Dual-runner Steel Skates. For ages 2 to 6. Adjust 7 to 8 in. Wt. 1 lb. 4 oz.
49 N 2545 $1.66

Sno-go. Snow-shoes or skis Age 5 to 12. Steel, 18 inch. Wt. 3 lbs 4 oz.
49 N 2583..... $2.99

CONTEMPORARY SERIES

The most popular melamine dinnerware of them all . . . high fashion styling, widest selection of beautiful patterns, and rich, lovely colors. From breakfast to bedtime snack, Brookpark melamine sets a handsome table. And, it's as practical as it is pretty . . . Brookpark is guaranteed for two years against breaking, cracking or chipping. And PERMACLEAN cups are guaranteed against permanent staining!

BROOKPARK INC.

AUT-45/1997 LIST $29.95

CHP-45/1997

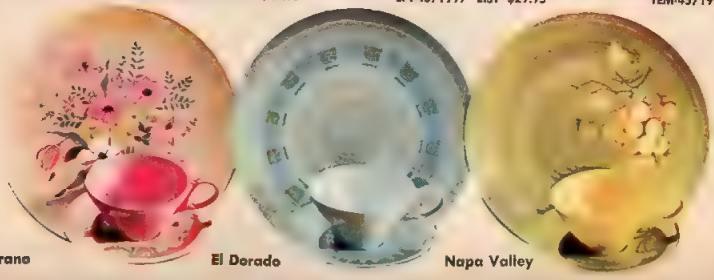
Cherry Pine

mberland
M-45/1997 LIST $29.95

Chantilly
CHY-45/1997 LIST $29.95

Lonesome Pine
LPI-45/1997 LIST $29.95

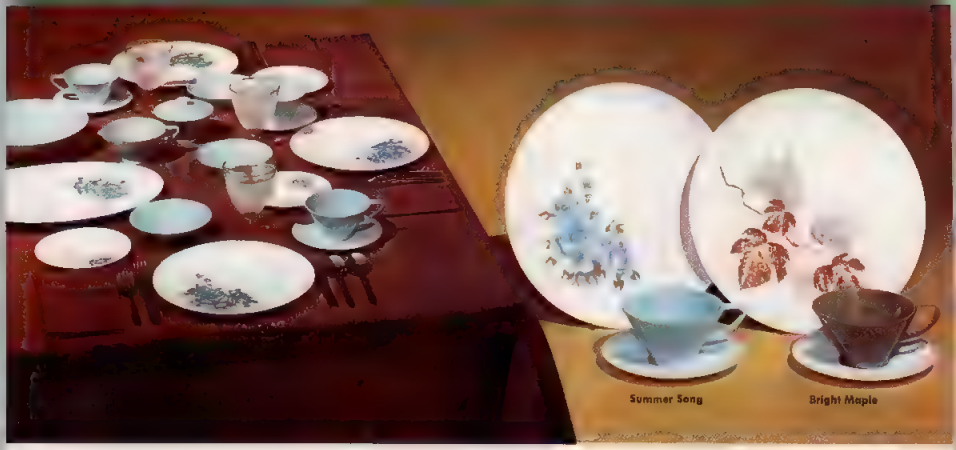
Temptation
TEM-45/1997 LIST $29.95



Capistrano
CPI-45/2663 LIST $39.95

El Dorado
ELD-45/2663 LIST $39.95

Napa Valley
NVA-45/2663 LIST $39.95



BROOKPARK . . . America's favorite melamine dinnerware

Adorn your table with some of the most beautiful dinnerware of all . . . Brookpark melamine Fresh and modern in styling, rich in coloring . . . Brookpark creates an appealing setting for every meal. Ideal for barbecue parties . . . safe in a child's hands. Guaranteed for 2 years against breaking, cracking or chipping . . . or it will be replaced FREE. And cups have Permaclean finish—guaranteed against permanent staining *Mailable*

Summer Song . . . with turquoise accents. Flowers for a beautiful table! Lush turquoise tea roses, with beige foliage, form a romantic corsage against pure white plates. Supremely strong, molded of break resistant melamine. Detergents or hot water can't dim its luster. Permaclean cups stay fresh and bright . . . free of permanent stains. *Mailable*
56-52-67C 45-pc. Set (for 8). Shipping weight 14 lbs. $19.95

Bright Maple . . spiced with cinnamon brown accessories A bough of orange and beige leaves makes a bold display against the white sky of the plates. Use it every day And let tots "help" with the dishes . . . this light and lovely break-resistant melamine dinnerware endures rough-and-tumble handling. Molded-in colors won't fade. Permaclean cups won't retain stains. Shipping weight 14 lbs. *Mailable.*
56-52-59C 45-pc. Set $19.95

Contents of Sets . . . (shown on this page)

45-pc. Set includes eight each: cups, saucers, dinner plates, salad plates, soup-cereal bowls. One each: platter, vegetable serving bowl, creamer, sugar bowl/lid.

Autumn Haze . . . cinnamon brown accessories offer mellow contrast to the Jack Frost coloring on the plates. Brookpark melamine dinnerware is guaranteed 2 years against breaking. Permaclean cups won't stain. *Mailable.* Shpg. wt. 14 lbs.
56-52-75C 45-pc. Set (for 8) $24.95

Jamaica . . . with avocado green accessories. Sunny yellow, deep turquoise and fresh green bands reflect the lush beauty of a tropical island. Brookpark break-resistant melamine. Permaclean finish protects cups against stains. *Mailable.*
56-52-83C 45-pc. Set (for 8). 14 lbs. . . $29 95

Glory . . . with gold accessories. A halo of golden sunbeams shimmers against the cloud-white plates. Brookpark melamine dinnerware . . . guaranteed 2 years against breakage. 2-tone cups have Permaclean finish for easier cleaning. *Mailable.*
70-78-69C 45-pc. Set (for 8). 14 lbs. . . . $32.95

Stemware and Barware

in beautiful colors that last and last

Break-resistant plastic stemware and barware in frosty shades of cranberry, Bristol blue, amber and avocado . . . such a lovely touch for any table! Gracefully shaped, lightweight and translucent—with the thin fine feel of glass . and far greater strength. It's practically impossible to break these Brookpark beauties. And they keep beverages at proper serving temperature much longer than ordinary glassware. Dishwasher-safe. *Mailable.*

Stemware. *Specify color* Cranberry, Bristol Blue Amber or Avocado Green.
56-52-91B Set of Eight 14-oz. Goblets. Shpg. wt. 5 lbs $5.95
56-53-09B Set of Eight 8-oz. Champagne-Sherbets. Wt. 3 lbs. 5.95

Barware. *Specify color:* Cranberry, Bristol Blue, Amber or Avocado Green.
56-53-17B Set of Eight 12-oz. Hi-Balls. Shpg. wt. 3 lbs. $3.99
56-53-25B Set of Eight 9-oz. Old Fashioneds. Shpg. wt. 3 lbs. 3.99

BRUMBERGER

MONEY MAKERS

in colorful, New

EYE-CATCHING
SELF-SELLING
PILFER-PROOF
See-thru
PACKAGING

Professional WALKIE TALKIE SET
Practical communications system for play and utility in houses, offices, farms, factories. Two phones with buzzers, wall hangers and plug-in communication wire. Uses 2 batteries (not included)

250 Prof WALKIE TALKIE . . .. .Rtl. $4.95

TALKIE PHONE An amazing "conversation piece". Child presses button, and a clear, distinct voice speaks a short message, different every time. For more fascinating than a one way chat with a dead toy phone. Molded of rigid, unbreakable hi-impact styrene. Works off a single "D" battery (not included).

No. 500 Talkie Phone..... Rtl $4.95

FLASH CAMERA KIT
"Sabre" 620 camera with flash attachment, bag press badge, 2 bulbs, 2 batteries roll 620 film instructions. Fixed focus, precision optical lens

700 FLASH CAMERA KIT Rtl. $6.95
CF620 CAMERA-FLASH only. . Rtl. $3.95

TELEPHONE SET with Light-up Dial
The new talk of the town! Pick up phone—the dial lights! Dial—and bell rings. Set transmits voice loud and clear. Uses 4 batteries (not included)

215 Twin PHONES and wire.....Rtl $8.95

HOLLYWOOD MOVIE THEATRE
Battery powered, hand operated 8mm movie projector, 2 films, take-up reel, roll of tickets 7" 45 rpm unbreakable record

281 MOVIE THEATRE..... Rtl. $9.95
2506 Pack of 3 asst. Films. ..... Rtl $3.75

Don't miss seeing these and other BRUMBERGER exciting new toys and perennial best sellers at the TOY FAIR.

Your visit to our Suite 740-741 at the HOTEL NEW YORKER will pave your way to greater sales and profits during 1964 . . . and assure you of a source of supply that has symbolized quality and service since 1904.

Write for complete, New catalog to . . .

BRUMBERGER 34 — 34th Street • Brooklyn 32, N. Y.

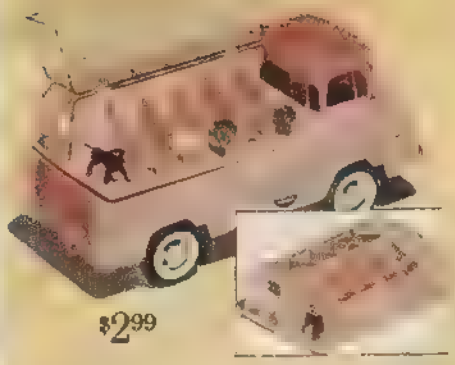
Color this station wagon Red Hot

—and his toy dealer's books in the Black

(1963's biggest profit-grabber came from Buddy L)

The Country Squire Wagon's shifting into overdrive in 1964. Order now and be sure you have ample stock this Spring when families start looking for new cars.

International Sales Representative: HENRY KATZ ORGANIZATION 10th Floor 200 Fifth Avenue, New York, New York



$2.99

12 Dog Kennel Truck or Pickup

See-through plastic, lift-off kennel has movable top and sides. A dozen individual pens keep a wide variety of dogs from scraping. Lifts off to become a permanent type kennel.

Steel Ford truck complete with windshield windows and white-wall tires. 11 inches long. Made ruggedly for years of fun by NyLint.
49 N 5407—Shipping weight 2 lbs. 7 oz. $2.99

$2.22

Structo Fire-Rescue Truck. Two ladders unhook for instant rescue work. Carefully modeled after a real fire engine. Steel. About 12 inches long.
49 N 5403—Shipping weight 3 lbs. 4 oz...$2.22

$3.79

Ice Cream Truck. Serve treats to the neighborhood. Serving windows slide open. Has counters refrigerator. Steel. 12 inches long.
49 N 5547—Shpg. wt. 2 lbs. 8 oz. $3.79

$1.49

Vista-Dome Army Truck. Steel, plastic. 9 in. long. 2 plastic soldiers.
49 N 5546—Shipping weight 15 oz. $1.49

$1.49

Kennel Truck. Heavy-gauge steel and plastic. Lift off kennel with pens for dogs. 9 inches long. Includes 6 plastic dogs.
49 N 5544—Shpg. wt. 1 lb. 1 oz. $1.49

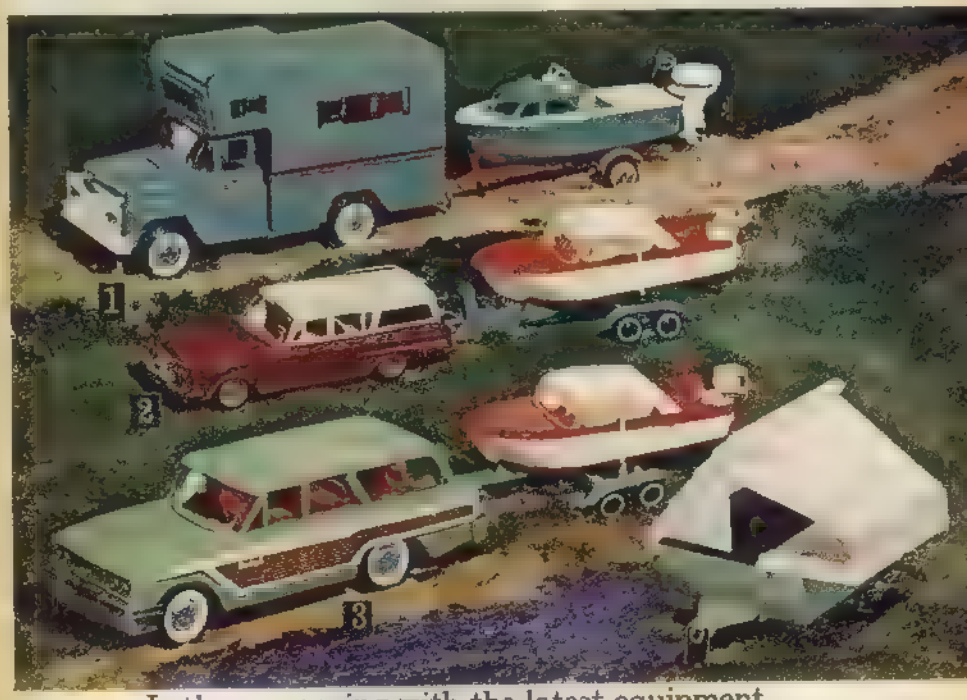
Riding Academy

Haul 4 horses in transport . . keep 'em in corral, too

Load horses into heavy gauge steel transport from side or back loading ramps. Interior stalls keep each one in place. Transparent bubble-top window lets you check up on horses' safety during long trips.

$4.99

Sturdy plastic fence makes a neat corral for unloading horses. Transport truck about 18 inches long. Made by Buddy L. . . has spring suspension front wheels.
49 N 5548—Shipping wt. 5 lbs. 4 oz. $4.99



Let's go camping with the latest equipment

1 **Camper-N-Cruiser.** Steel camper truck with sliding windows, swing open back door. Tows plastic sport cruiser on trailer. 27 in. long.
49 N 5455—Shipping wt. 4 lbs. 4 oz.. $4.89

2 **Station Wagon with Motorized Boat.** Steel station wagon hauls plastic boat. 23 inches long over-all. Order 2 "C" batteries below.
49 N 5838—Shipping wt. 1 lb. 12 oz.. $4.99

"C" Batteries. Shipping weight each 2 oz.
49 N 4665 2 for 32c, 4 for 60c

3 **Camper-Booter Outfit.** Made by Buddy L. Station wagon has drop end-gate. Steel camper has tent sides of flexible plastic, foldout bed. Plastic boat has windshield and non-operating motor. Steel boat trailer. 37 in. over-all.
49 N 5416—Shipping wt. 5 pounds . . $7.77

Station wagon only. About 15 inches long.
49 N 5409—Shipping weight 2 lbs. 12 oz. $3.79

Actual size bricks press together firmly, yet come apart easily to make other [illegible]

Design buildings and cities, plus machines, boats, planes, animals and figures . . here's a world of creative fun for budding architects, mechanics and designers.

LEGO BRICKS from SAMSONITE

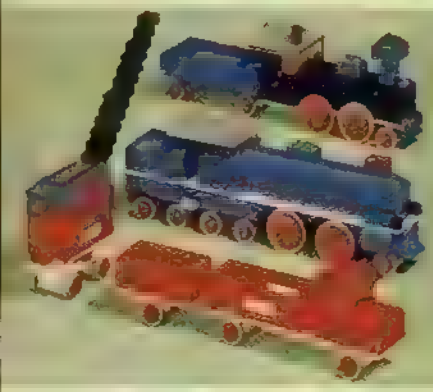
$3.69 to $9.69

Even autos and machines take shape with these precision-made bricks. They're high impact plastic that will take all kinds of rugged treatment. Various sized bricks in red, white and clear colors make it fun to design with curves, corners [illegible] can be done to almost any scale. So creative, and such [illegible] fun, even parents will be drawn into building projects. Busy young fingers and minds respond to the creative element . . develop skills in planning, manual dexterity.

Just press together, they fit securely, yet can be taken apart easily to form a different structure. This timeless [illegible] really a world of toys.

Also please be sure to see the Wheel Toy Sets and the Car and Garage Sets below.

49 N 4711—165-piece Set. Shpg. wt. 1 lb. 2 oz. Set $3.69
49 N 4712—241-piece Set. Shpg. wt. 2 lbs. 1 oz. Set 5.69
49 N 4713—324-piece Set. Shpg. wt. 2 lbs. 11 oz. Set 9.69



Make movable toys . . LEGO Wheel Toy Sets

190 pieces $4.79

Make a crane, an engine, trucks, trailer. Axles and wheels [illegible] interlocking blocks form rolling vehicles. High impact plastic.

190-pc. Set. Wt. 1 lb. 6 oz.
49 N 4757 . Set $4.79

296-pc. Set. Wt. 4 lbs. 4 oz.
49 N 4755 . Set $9.69

LEGO Car and Garage Sets

Each 72c

Choose from six sleek models that come with their own garage; overhead door. Plastic. From [illegible]

49 N 4641—Volkswagen
49 N 4642—Opel Rekord
49 N 4644—Karmann Ghia
49 N 4646—Ford Taunus
49 N 4650—Mercedes 190SL
49 N 4652—Mercedes 220S
Shpg. wt. ea. 3 oz. Each 72c

Toymaker Set by Tinkertoy

53 pieces $2.24

Make an endless amount of push-pull toy with these [illegible] colorful plastic [illegible] that simply snap together. Build boats, trains, trucks.

53 pieces. Wt. 1 lb. 5 oz.
49 N 4629 $2.24

Super Toymaker Set. 105 pieces. Shpg. wt. 2 lbs.
49 N 4636 . $3.66

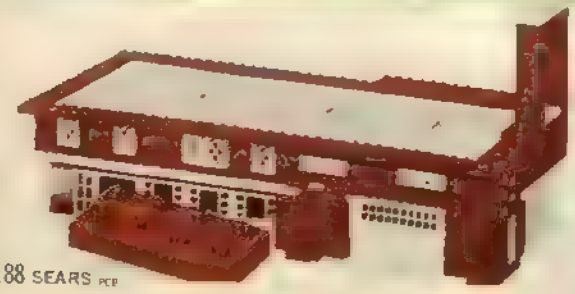
Create new animals with Tinker Toy Zoo

$1.44 to $2.24

Build the world's [illegible] zoo or circus. Enchanting play for ages 3 and up. Flexible plastic shapes and wooden rods [illegible] build dozens of fantastic creatures.

Carnival Tinker Zoo with 147 pieces. Shpg. wt. 1 lb. 6 oz.
49 N 4632 . . . . Set $2.24

Circus Tinker Zoo. 101 pieces.
49N4630 Wt. 1 lb. Set $1.44



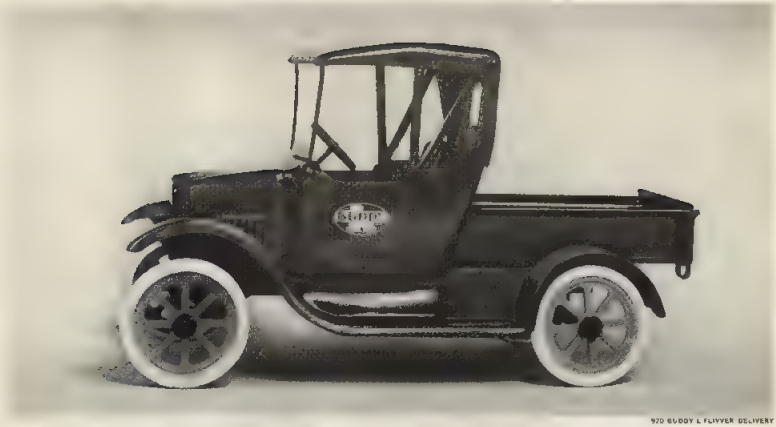
173 pieces $2.27

585 pieces $7.67

Build houses, garages, schools, hotels . . AMERICAN High-Impact Plastic Bricks

Junior architects will love this set. Asphalt-like cardboard roofing is white on one side. Blue on other. Doors, transparent windows open. Tee and socket construction [illegible] locks easily for next project. Sets are interchangeable. Instructions included.

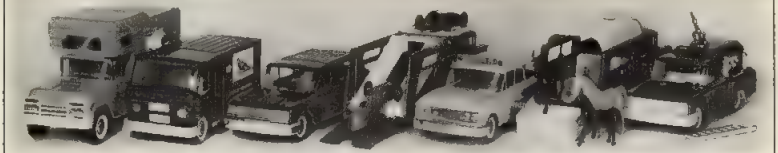
49 N 4791—173 piece Set. Shipping weight 1 lb. 10 oz. $2.27
49 N 4792—291 piece Set. Shipping weight 2 lbs. 13 oz. 3.77
49 N 4794—455 piece Set. Shipping weight 3 lbs. 14 oz. 5.57
49 N 4795—585 piece Set. Shipping weight 5 pounds 7.67



920 BUDDY L FLIVVER DELIVERY

WHAT'S BUDDY L DONE FOR YOU LATELY?

Buddy L has kept you giant steps ahead in profits by keeping years ahead in originality, that's what! Only Buddy L continues to deliver newer, more exciting toys year after year ever since pioneering heavy-gauge steel playthings back in 1912. Recent history-makers? Buddy L, first with Campers Trucks in '61, first with Horse Vans in '62, first with Station Wagons in '63. Convinced? Here are just a few of the many dynamic Buddy L originals for '64...



5434 New Camper 5352 REA Express 5308 Army Staff Car 5464 Daytona Racing Team 5309 School Bus 5455 Riding Academy 5311 Suburban Fire Pumper

And remember the biggest "first" of all, the proven results of Buddy L's exclusive Spring Suspension* wheels. So look to dependable Buddy L originality, your key to faster turnover, volume profits. Put the entire Buddy L line to work for you. Order early. Make next year's profits now!

*Patented

EXCLUSIVE INTERNATIONAL SALES HENRY RAYE ORGANIZATION REPRESENTATION

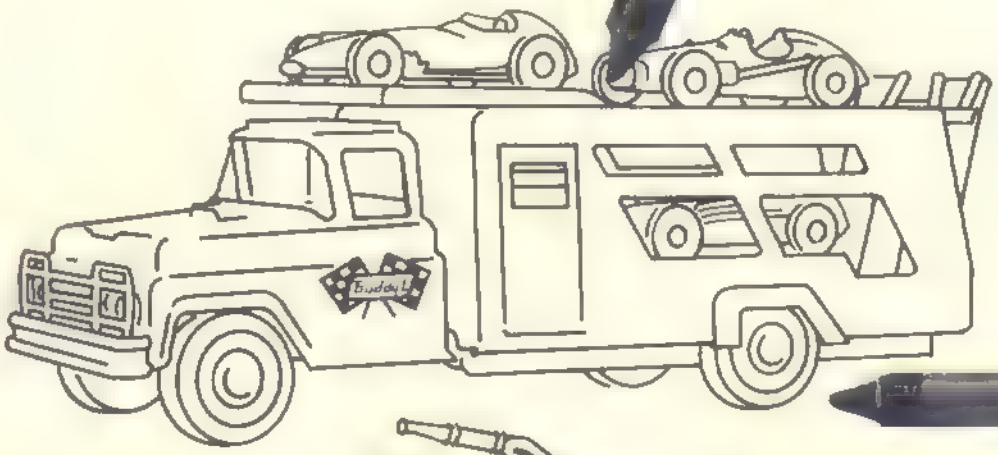
BUDDY L CORPORATION

Tenth Floor 200 Fifth Avenue, New York 10, N.Y.

"Miss Peep"®
Lasting Charm
all soft Vinyl
all Floppy & Exclusive
construction
ART QUALITY
CAMEO DOLLS
No. 0635
Retail $5.98
CAMEO DOLL PRODUCTS CO., INC.
PORT ALLEGANY, PA.

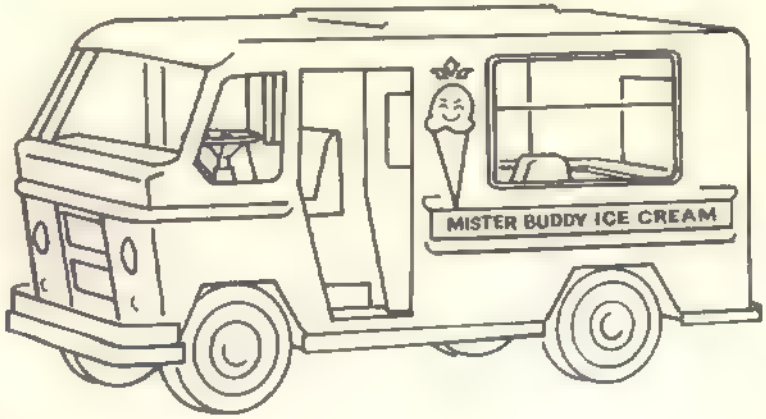
Color your profit-outlook rosy!

make sure you see the many reasons...
see all the unique new Buddy L Toys...
every one will pull in the greenbacks
for you in '64



5464 Buddy L
Racing Team
built for
speedy sales...
color it money color

5311 Buddy L
Fire Pumper
runs up profits
like a house afire
...color it red hot

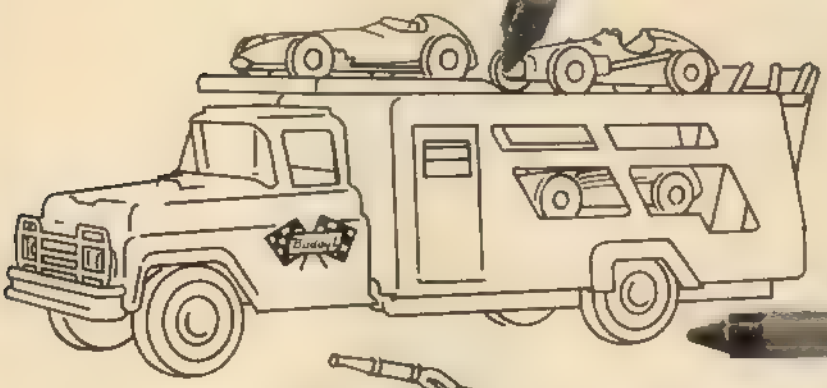


5353 Mister Buddy L
Ice Cream Truck
a tasty treat...
color it before they're
all gone

International Sales Representative: HENRY KATZ ORGANIZATION 10th Floor 200 Fifth Avenue, New York, New York

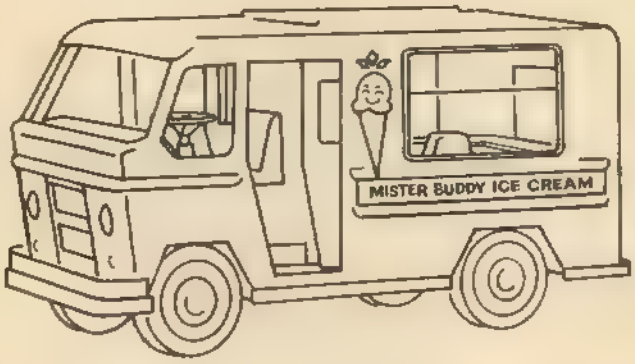
Color your profit-outlook rosy!

make sure you see the many reasons...
see all the unique new Buddy L Toys...
every one will pull in the greenbacks
for you in '64



5464 Buddy L
Racing Team
built for
speedy sales...
color it money color

5311 Buddy L
Fire Pumper
runs up profits
like a house afire
...color it red hot



5353 Mister Buddy
Ice Cream Truck
a tasty treat...
color it before they're
all gone

International Sales Representative. HENRY KATZ ORGANIZATION 10th Floor 200 Fifth Avenue, New York, New York

EXCLUSIVE CREATIONS FROM THE Gunderful WORLD OF PLUSH!

NEVER BEFORE — SO MANY NATIONALLY-FAMOUS STARS, ALL IN ONE GREAT LINE!

★ New! EXCLUSIVE IMPORTS

★ NEW! Spark Plug

★ DONALD DUCK

★ NEW SANI-FOAM CUDDLE TOYS

★ NEW! BARNEY GOOGLE & SNUFFY SMITH

★ NEW! MARIONETTES

★ NEW! Gunderful FABRICS & COLORS

★ New! Blue Ribbon PUPS

★ Mickey Mouse

★ NEW! TV RIDE-EM ROCKERS

★ NEW! DINGLE DANGLES Roly - Polies

★ Popeye FAMILY

★ NEW DolliGunds SOFT-BODY DOLLS

★ ACTION MUSICALS

Walt Disney ★ FAVORITES

★ NEW! WALT DISNEY'S FAVORITES FROM Mary Poppins

★ NEW! Gundling LIFE-LIKE HAND PUPPETS

Walt Disney's ★ FAVORITES FROM SWORD IN THE STONE

Gund Manufacturing Co. & Swedlin, Inc.

The 1964 Gund line features more world-famed stars than any in our 66 year history!... Plan for high-level profits all year round — by seeing this Gunderful line during the Toy Fair...

Put Room 226 — 200 Fifth Avenue — on Your "Must-Visit" List

Showrooms: NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

Photo by Diorio

This is the kind of startling realism that keeps Buddy L selling faster every year. Buddy L realism on your counters catches the eyes of youngsters and parents alike, compels the closer look, clinches your sales every time. Bet you looked twice at our unretouched photo. See what we mean? But realism is only a part of the soaring Buddy L success story. Dramatic originality in the greatest new variety ever, dependable top quality in rugged auto-steel, new gleaming colors, exclusive Spring Suspension*, puts Buddy L that step ahead.

5352 R·E·A Express

5353 Mister Buddy Ice Cream

5354 U.S. Mail Delivery

Here's an example to prove our point. A colorful trio of new Buddy L Step-In Vans, replicas of the largest truck fleets your customers will recognize and buy on sight. Give them prime space on your shelves alongside the many other new Buddy L's. Watch them all deliver your profits fast! Order now! You'll reorder Buddy L faster!

*patented

EXCLUSIVE INTERNATIONAL SALES REPRESENTATION
HENRY HAYE ORGANIZATION

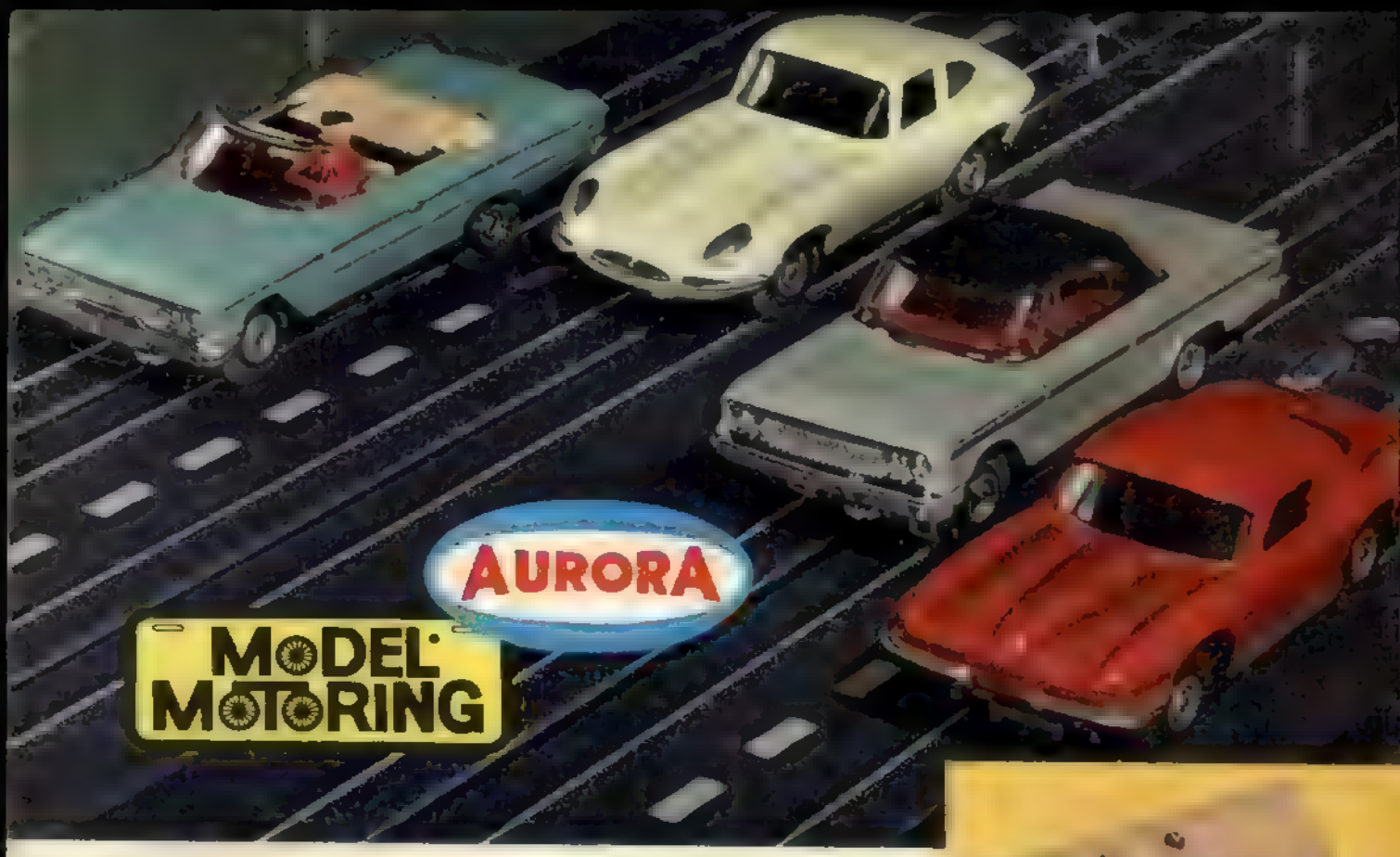
BUDDY L CORPORATION

Tenth Floor 200 Fifth Avenue New York 10, N.Y.

CELEBRITIES!

Terrytoons creations are used to the spotlight. And they can put you and your product in the spotlight, too... via lucrative licensing tie-ins. National celebrities like Mighty Mouse, Deputy Dawg, Muskie, Heckle & Jeckle Hector Heathcote, Silly Sidney, Hashimoto-San, Tom Terrific count their movie and television audiences in the millions...and you can count on big profits when your product bears their sales-winning stamp. For details, call Murray Benson, PLaza 1-2345, or write to CBS Films, 485 Madison Avenue, New York 22.

CBS FILMS



A tremendous value because you get

- FOUR OF THE WORLD'S FASTEST CARS
- A BIG FOUR-LANE TRACK LAYOUT
- FOUR INDIVIDUAL RHEOSTAT CONTROLS
- AN 18-VOLT POWER PACK

AURORA HO Scale Road Race

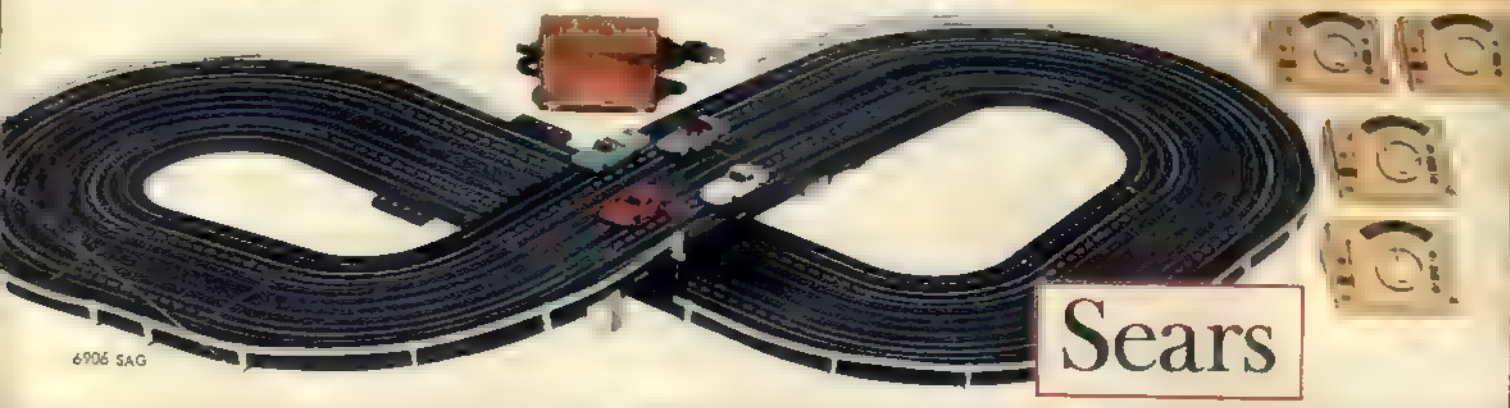
All for only **$29.88** cash **NO MONEY DOWN**

With THUNDERJET 500 motor so powerful the cars hit scale speeds of 600 miles per hour.

Here's out and out road racing, where speed is king and you're the "man behind the wheel" on your dashboard like speed control. Switch into forward, turn steering wheel, and whizz down the straightaway. Steer the other way and car slows down to glide around the curve. Press button to slam on the brakes. Click reverse switch to back up.

Ford Galaxie convertible, Jaguar XKE, Ford Fairlane hardtop and Corvette Sting Ray are finely detailed 1963 scale models. Plastic and metal with rubber tires, about 2½ inches long. They ride on slotted track on asphalt track plastic. 12 curves and 12 straight sections form 8 feet of 4 lane track. Make 2x4 foot figure 8 with plastic trestles and guard rails. UL listed. 110-120 volt, 60 cycle AC. 49 U 9688. Shipping wt. 8 lbs. 8 oz. Set $29.88

Only with this Aurora Control Console can you switch from forward to reverse . . press on the brakes . . go fast, slow or hold speed at any point on the speedometer.



Sears

6906 SAG

Baby Brite

She's a 13½-in. bundle of joy. Press a button, and she raises her arms. Press another when you've put her to bed, and she turns her head and shuts her eyes!

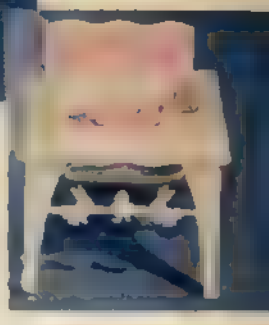
BABY BRITE NURSERY SET. Appealing Baby Brite will raise her arms to be picked up, turn her head, close her eyes for you. She's so good that any little mother will be happy to take care of her. She's 13½ in. tall, has smooth vinyl head, hard plastic body, rooted hair, eyes that open and close and she wears soft pink pajamas. All of this pretty, plastic nursery equipment is included.

Baby Tender. With dish and spoon. Top flattens for playtime.

Baby Bath. With towel, sponge, drain pan for baby's bath.

Crib. With pink mattress for naps.

X 921-3802 A—7 lbs. Set. 10.44



No more shopping to do! When you buy Baby Brite, you also get everything to keep her happy and fit—tender, bath, crib form a complete nursery

BABY BUTTONS has costumes for every occasion

A JUST ONE LOOK at Baby Buttons, and any little girl will love her. She's a charmer—from the top of her pert pixie hairdo to the tip of her chubby toes.

She's 11 in. tall, has smooth vinyl arms, legs, and head. Her fancy pants are trimmed with frills of crisp lace. She has make-believe pearls, powder puff, and a mirror for primping.

With her costumes, she's sure to win any contest for best-dressed baby doll. (Order costumes at right. Doll not included with outfits.)

X 921-3760 A—Wt. 10 oz. Doll 2.44

1 SHOPPING TIME COSTUME. A smart, young version of the A-line dress. With shoes, socks, handbag, hair bow.

X 921-3786 A—Shpg. wt. 3 oz. ..... Costume only, 1.22

2 PLAYTIME PERFECT. Baby Buttons will be the belle of the playground in this 2-pc. overall set. Shoes, hair bow.

X 921-3794 A—Shpg. wt. 3 oz. ..... Costume only, 1.22

3 SCHOOLTIME. A fluffy cotton frock, spiced with ribbon embroidery. With teddy bear, socks, shoes, hair bow.

X 921-3752 A—Shpg. wt. 3 oz. ..... Costume only, 1.22

4 SLEEPYTIME. She'll nap in style in her lace-trimmed 2-pc. jumper set. Includes rattle, shoes, and perky hair bow.

X 921-3778 A—Shpg. wt. 3 oz. Costume only 1.22

BABY JUNE

and her magic spoon. Magic spoon "empties" itself —"refills" automatically!

BABY JUNE AND HER MAGIC SPOON make play meals seem real. Baby June will be in demand at any tea party. Feed her, cuddle her—Baby June's cotton fabric body is stuffed with fluffy cotton. Her rooted hair is styled in fluffy bangs. Vinyl arms, legs, head, with moving eyes. Measures 11 in. tall. Wears pink, lace-trimmed cotton romper set with bib and socks. Includes magic spoon plastic plate. (Doll chair not included.)

X 921-3745 A—Wt. 1 lb. 4 oz. 3.88

Teeny Tiny Tears

Don't spank her . . . or she'll cry real tears!

She drinks, cries, wets—and even blows bubbles

[1] **TEENY TINY TEARS** is the cuddly, lifelike baby doll that cries real tears, wets her diaper, drinks from a bottle, sleeps—and even blows bubbles. Her petal soft vinyl plastic skin loves a bath. Rooted, pixie-style saran hair is fun to shampoo. 12-in. tall. Wears a pastel dress and a diaper. Pacifier, bottle, bubble pipe are included.

X 921-3422 A—Wt. 1 lb. 2 oz. 3.99

[2] **TEENIE WEENIE TINY TEARS.** Cries real tears, drinks from a bottle, sleeps, wets, just as her big sister, Teeny Tiny Tears, does. Vinyl plastic body and rooted saran hair. Give her a bath if you like—she's washable too. Pert cotton romper. Pacifier, bottle. 9 in. tall.

X 921-3414 A—Wt. 6 oz. 3.19

[3] **TRAVEL TIME.*** Sweater, leggings, and bonnet for Teeny.

X 921-3463 A—6 oz. 2.37

Same, but for Teenie Weenie [2].

X 921-3430 A—5 oz. 1.57

[4] **FEEDING TIME.*** Two-piece play set for Teeny. With bib, dish and spoon.

X 921-3471 A—7 oz. 2.37

Same, but for Teenie Weenie [2].

X 921-3448 A—5 oz. 1.57

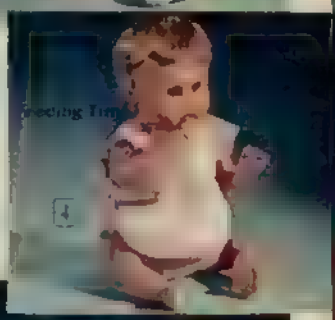
[5] **BATH TIME.*** Bathrobe, towel, sponge, and shampoo for Teeny.

X 921-3489 A—7 oz. 2.37

Same, but for Teenie Weenie [2].

X 921-3497 A—7 oz. 1.57

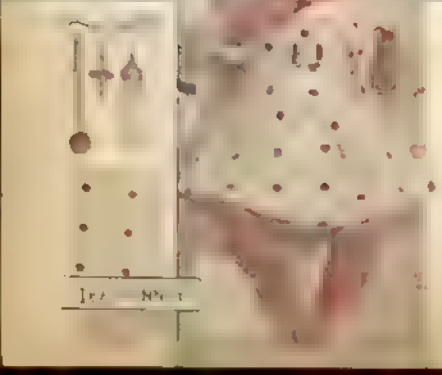
* From Japan. Dolls not incl.



You'll love this famous drink and wet baby

13½-IN. BETSY WETSY. New tiny Betsy makes a perfect play child for any little girl. Lifelike plastic baby doll "drinks" her bottle, wets "but not" sped tears, her eyes close when she drinks. She wears a pastel striped dress, white bootees and hair bow. Her own bottle included.

X 921-3455 A—Shipping weight 2 lbs. 5.88



Just look at all our lovely outfits!

[6] **TEENY TINY TEARS AND TRUNK.** 12-in. baby doll and her deluxe traveling outfit. Teeny wears a daintily trimmed dress and panties, bootees with rayon satin bows. Traveling trunk with white dress, bib, diaper, blanket, "magic" shampoo, sponge, bottle, pacifier, bubble pipe.

X 921-0378 A—2 lbs. 6 oz. 7.88

[7] **TEENY TINY TEARS AND BATHER.** Teeny takes to the bathtub in her floating safety bather which doubles as a carryall and a feeding or changing seat. 12-in. doll wears a terry robe splattered with polka-dots. Included are her own bottle, pacifier, towel and bubble pipe.

X 921-3505 A—3 lbs. 6.66

[8] **TINY TEARS AND LAYETTE.** 17-in. favorite that cries tears, drinks, wets, sleeps, and blows bubbles. Includes dress, jumper, panties, socks, and bootees, checked sleepset, sporty, appliqued jumper with cotton-knit T-shirt. Bottle, pacifier, bubble pipe, "magic" sponge and shampoo.

X 921-3521 A—2 lbs. 8.99

These New Sears Doll Carriages have SCULPTURED ALL-STEEL BODIES for lasting beauty and strength

20-inch styles with washable linings

Baked enamel finish stays fresh . . undercarriages of chrome-plated tubular steel stay new-looking

$9.89

Lively coil springs give a smooth, easy ride. Stylish two-tone sculptured steel body. 3-bow hood folds, matches dainty, washable vinyl lined interior. Handle is 24¾ in. high. White rubber 7¼-in. tires. Lever brake. Body 20 in. long, 12 in. wide. Shpg. wt. 12 lbs.

79 U 8234C—Lavender..... $9.89
79 U 8244C—Yellow..... 9.89

Matching vinyl mattress-pillow sets.
49 U 8292—Lavender. Wt. 7 oz. 92c
49 U 8293—Yellow. Wt. 7 oz.. 92c

24-inch style has shackle-type undergear to smooth out bumps

$14.69

Sculptured steel two-tone body with 3-bow folding hood and lining of pretty, washable vinyl. Handle 26 inches high, has sturdy package carrier. Lever brake. 8 inch white rubber tires 14 inches wide. Shipping weight 16 lbs.

79 U 8250L—Yellow . $14.69 79 U 8233L—Blue.... .$14.69

Matching mattress-pillow sets for above. Cotton filled vinyl.
79U8295C Yellow Wt. 1 lb. $1.39 79U8294C Blue Wt. 1 lb. 1.39

OUR BEST

All chrome plating —even fenders, rail and de luxe basket

$19.69

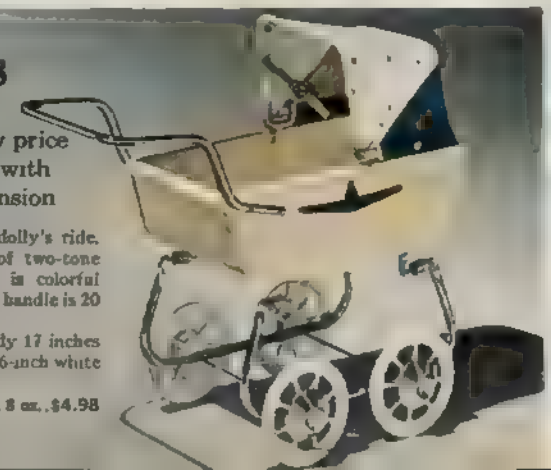
Rich-looking detail even has clear vinyl storm shield. Welt-edged upholstered interior and 3-bow folding hood of sturdy vinyl. Package or blanket carrier below 27-in. high handle. Cab floats on gentle shackle gear. 8-in., 12 spoke white rubber wheels. Lever brake. Sculptured steel body is 24 in. long, 14 in. wide. Metallic aqua color.

79U8237L—Wt. 18 lbs. $19.69

Matching mattress-pillow set.
79 U 8296C—Wt. 1 lb. $1.49

$4.98

Unusually low price for carriage with spring suspension



Coil springs smooth dolly's ride. 3-bow folding hood of two-tone washable vinyl. Cab is colorful baked enamel. Pusher handle is 20 inches high.

Sculptured steel body 17 inches long, 9¾ inches wide. 6-inch white vinyl wheels.

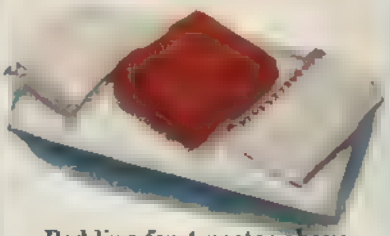
49 U 8232—Wt. 7 lbs. 8 oz. .$4.98

Doll not included with any item on these 2 pages

Barbie 4-poster Bed

$2.88

White high-impact plastic with molded vinyl mattress, pillow and under-bed chest with sliding drawer. Spread and canopy are ruffled pink plastic. 7x12x13 inches. Easily assembled
49 U 9248—Shpg. wt. 1 lb. 6 oz. [illegible]



Bedding for 4-poster above

4-pc. set $1.99

Add to Barbie's comfort with fitted bottom sheet, top sheet, pillow case and soft blanket. Cotton
49 U 9358—Shpg. wt. 3 oz. ...Set $1.99

2 $3.33

1 $4.99

3 $2.69

For *Barbie's* Room

(Midge would love them, too)

1 **Queen-size Bed** is white high-impact plastic with gold-color trim, tufted fabric head and footboards. Comes complete with matching spread and bolster. Secret drawer under her buies valuables. Measures 18x12x10 inches high overall.
Shipping weight 2 pounds.
49 U 9357 $4.99

2 **Wardrobe** is white high-impact plastic with a full door mirror, shoe rack, hat rack, three sliding drawers, six plastic hangers. Matches vanity. 4-poster bed at left and queen size bed above. With hold all her clothes neatly. 7x4x14 in. high.
Shipping weight 2 pounds.
49 U 9321 $3.33

3 **Vanity** is graceful French Provincial style in white high-impact plastic, trimmed with gold color. Mirror, telephone, Ken's framed picture, tissue holder, stool with pile seat, matching rug. Table measures 7x4x13 inches high overall.
Shipping weight 1 pound.
49 U 9326 $2.69

A Wardrobe for Ken

$3.59

Keep his clothes wrinkle-free. High impact plastic. Has door mirror, shoe rack, hat rack, accessory tray, 6 sliding drawers, hangers. 7x4x14 inches high.
49 U 9356—Shipping wt. 2 lbs. $3.59

4 $2.44

5 $1.92

6 $3.99

7 $3.99

Barbie, Ken Carrying Cases

4 **Ken's Case** is washable vinyl, assorted colors. Brass fittings, hangers, double drawers. 11x4x13 inches high.
49 U 9328 Shpg. wt. 2 lbs. 2 oz. $2.44

5 **Matching Barbie Case.** 10x3x12 in.
49 U 9309 Wt. 1 lb. 8 oz. $1.92

Trunk Carries all 3

6 Holds Barbie, Midge, Ken—and their clothes. Electronically sealed vinyl, aluminum frame. 10x7x13 in. high. Doll clothing not incl.
49 U 9331—Wt. 3 lbs. 5 oz. $3.99

Barbie-Midge Case

7 Tote both dolls on trips. Vacuum formed section even holds their wardrobe and accessories. Electronically sealed. Screen printed vinyl. 18x4x14 inches high.
49 U 9330—Wt. 3 lbs. 13 oz. $3.99

8 9

Watch us whiz down the road

New! Hot Rod for Barbie and Ken $4.99

8 Big drag-race rear wheels, bucket seats, roll bar. Plastic. Turquoise, fuchsia trim, ivory interior. 7¾x18 in. long.
49 U 1460—Shipping weight 2 pounds 12 ounces $4.99

Snappy Sports Car for Barbie $3.99

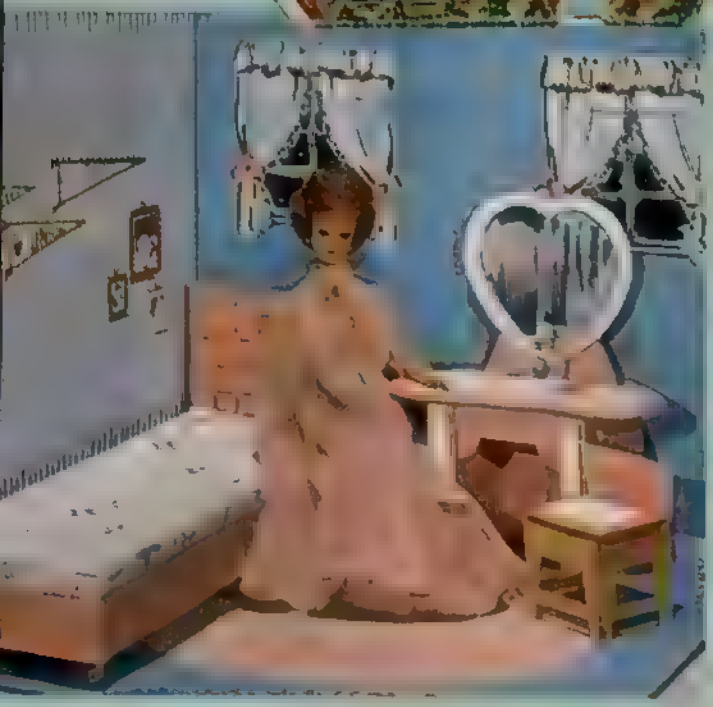
9 Midge and Ken can go riding. Peach plastic body with chrome-color fittings, clear windshield, aqua bucket seats. Free-wheeling rubber-like tires on steel axle. 7¾x18 in. long.
49 U 1405—Shipping weight 2 pounds 10 ounces .. $3.99

Dolls not included.

THE LIVING ROOM

THE KITCHEN

THE PATIO



THE BEDROOM

Sears puts at your fingertips more of what America's children want most

THIS DOLL HOUSE

Three completely furnished rooms and a patio, all of corrugated board, scaled to fit Tammy and her family, or Barbie and her friends

Modern, colorful home opens to almost 4½ feet long

$5.99

Delightful home where your doll can live like a little princess. Living room has couch, chairs, table, lamp, movie projector, TV and Hi Fi sets, wardrobe cabinets with sliding drawers. Kitchen includes breakfast bar, 2 stools, refrigerator-freezer, dishwasher, sink, stove with oven. In bedroom vanity, chair, bed. Patio picnic table with umbrella, chaise, grill. 53x22x13 in. high when open. Folds for storage; handle for easy carrying.

79 U 9308C —Shipping weight 9 pounds ... $5.99

Build the BIG INCH
with equipment that digs, hauls and grades
..pump water through pipeline

You're in for big fun, big action as Big Inch engineer.

When the job's finished, you can pump water through 20 running feet of winding pipeline complete with shut off valves and realistic fittings. A hand-operated pump keeps water flowing from a special deep reservoir.

To start, set up a field office, survey land, truck in your supplies. Now you're set to put down pipe.

The bulldozer-trench digger, steam shovel, earth grader . . . work. The tank truck really hauls water.

You have 10 more pieces of rolling stock with attachments. There's a steel quonset hut, 8x5x4 inches. Also a fence, signs, tools, construction equipment and workmen.

Molded plastic accessories, 2½ inch figures. Easy to assemble. For more realism, order layout base below.

79 U 6008C—Shipping weight 5 pounds. $7.88

Layout Base. Lifelike terrain printed on 42x27-in. vinyl.
49 U 6093—Shipping weight 3 ounces. 49c

200 pieces
$7.88

Metal cap pistol shoots plastic bullets . . 5 inch plastic bow shoots 2 arrows

Custer's men fight desperately as Sitting Bull's Braves swarm in

187 pieces **$6.98**

Shoot side by side with General Custer during the famous Battle of the Little Big Horn in 1876. Everything is included to stage this historical battle: 41 Cavalrymen, 45 Indians, Cavalry horses, buckboards, covered wagon, hospital wagon with accessories, weapons and supplies. Also teepees, mounted totem poles, tools and tomahawks to set up an Indian village. Figures are all in action poses, 2½ inches tall. Figures and accessories made of molded plastic. Barrel long metal pistol comes with 10 plastic bullets. Caps not included.

79 U 6014C Shipping weight 5 pounds . . . . . Set $6.98

Landscape Layout Base. Realistically printed terrain on 42x27 inch vinyl sheet.

49 U 6095 Shipping weight 3 ounces 49c

Sears puts at your fingertips
more of what America's children want most

These Bonomi dolls from ITALY

Have you ever seen
a face so cute . .
a side glance so wistful?
Have you ever seen
outfits so smartly styled,
so beautifully detailed,
so definitely continental
in fashion?

Doll and Outfit $7.98 **Dress Only $3.98**

1 Rich black taffeta frock, accented with white, complements platinum blonde hair of this 15-inch vinyl doll. Box pleated skirt, long puffed sleeves, sash. Crisp, full petticoat. Knit panties and socks. Vinyl shoes.
49 U 3353—Shpg. wt. 1 lb. 8 oz. . $7.98
49 U 3368—Dress only. Wt. 4 oz. . 3.98

2 Pink cotton velveteen party dress is perfect with her chestnut hair. Misty lace edges collar, cuffs, dickey-front. Full bouffant skirt. Crisp, full skirted petticoat. Knit panties and socks. Vinyl shoes. 15-inch vinyl doll
49 U 3369—Shipping wt. 1 lb. 8 oz. $7.98
49 U 3373—Dress only. Wt. 4 oz. . . . 3.98

Hauling Sets with steel vehicles

$2.94 Each Set

21-piece Rancher Set. Delight any youngster with trucks and animals. "Loads" of fun here, whether driving or farming. Plastic livestock ride comfortably in steel truck and trailer. Drop tailgate serves as loading ramp. Van and trailer about 17 inches long over-all. Plastic corral.
49 U 5609—Shpg. wt. 2 lbs. 9 oz. . $2.94

Auto Transport with 3 cars. Double-deck steel trailer, 23 in. long over-all. Detachable ramp for driving cars to upper or lower level. Steel cab detaches easily from trailer, has bumper, grille, dummy headlights. Heavy-duty rubber wheels. Plastic cars about 5 inches long.
49 U 5582—Shpg. wt. 3 lbs. 8 oz. $2.94

Sears Friction-motor Rental Fleet. Box-trailer has drop tailgate for easy loading. Closed hauler has opening door in back. Strong steel construction. Realistic rubber wheels with shiny nickel plated hub caps. Truck with a trailer attached measures about 24 inches long over-all.
49 U 4201—Shpg. wt. 2 lbs. $2.94

$4.88

3-piece Camping-Boat Set with spring-suspension truck

Windows slide open on plastic camper, rear steps drop down. Plastic cruiser has twin non-operating outboard motors. Steel truck has spring-suspension wheels. Steel trailer, 25 inches long over-all.
49 U 5478—Wt. 3 lbs. 12 oz. $4.88

$4.99 without batteries

3-piece Vacation Set with battery-powered outboard motor

Steel station wagon hitches to boat trailer. Seaworthy plastic boat really floats. 23 in. over all. Order 2 "C" batteries at right.

49 U 5838—Wt. 1 lb. 12 oz. . $4.99

"C" Batteries. Shpg. wt. 2 oz.
49 U 4665 . . . . Each 16c, 4 for 60c

$5.99

Transport unloads 3 boats into the water

Just back this 27-inch steel hauler down to your favorite "lake," slip the sling on the plastic boats, crank the crane and up, over and down they go into the water. Knee-action type spring on hauler's front wheels. 3 separate non-operating outboard motors. By Buddy L.
79 U 5485C—Shpg. wt. 9 lbs. $5.99

Steel station wagon hauls camper or boat trailers . . you actually pitch the camper tent

5-piece Set **$7.88** Station Wagon only **$3.89**

Sears Exclusive Camper-Boater Outfit, made by Buddy L. Station wagon has drop endgate, dashboard and grille. Steel camper has tent sides of flexible plastic, fold-out bed. Plastic boat has windshield, non-operating outboard motor. Steel boat trailer, tent trailer hitch to wagon. 37 in. long over-all.
79 U 5416C—Shipping weight 5 pounds. $7.88

Station Wagon only. As described above. About 15 in. long.
49 U 5409—Shipping weight 2 pounds 12 ounces. $3.89

Colorful Steel load haulers

Nylint Scale Model "Econo Van," Ford's most popular truck. Doors on right side and in rear. Has trailer hitch. 12 inches long.
Shipping weight 2 lbs. 6 oz.
49 U 5406. . . . $2.77

Structo "Cub" Station Wagon. Top is removable. Side doors, windshield, rear window, tailgate open and close. About 15 in. long.
Shipping weight 2 lbs. 4 oz.
49 U 5404 . . $1.99

Haul livestock, cars . . build roads

Sears Turnpike Scale Models "action-packed highway giants"

Tough, too . . here's how they're made: all have real working parts . . even friction motors that roar with power. Heavy steel bodies, tough steel gears, solid rubber wheels. Brilliant baked-on enamel. Made to Sears specifications.

$3.89

Dump Truck hauls and dumps big loads

Just press lever, hydraulic-type cylinder raises body to dump load. Modern cab . . wrap-around windshield . . dummy steering wheel, seat. Baked enamel on steel. 15 in. long. Twin diesel type engines. Friction motor. A Sears exclusive. From Japan.

49 U 4232 -Shipping weight 2 lbs. 14 oz. $3.89

New Livestock Truck has 8 stock pens, side and center gates, 4 loading ramps

$3.89

Truck carries 8 animals . . each in its own corral. Railings in center and on 1 side remove. Ramps store neatly behind truck cab. Separate corral. Pen, ramps, corral, and animals of molded plastic. 14-inch enameled steel truck. Friction motor. Detailed cab interior. Dummy steering wheel. A Sears exclusive from Japan.

Shipping weight 2 lbs. 11 oz.

49 U 4234. . . . . $3.89

$4.89

Cement Mixer revolves as truck moves

Just press lever . . hydraulic type action slowly dumps the load of "cement". Modern cab with wrap-around windshield sits between the 2 diesel exhausts. Sturdy steel body, friction motor. 14 inches long. A Sears exclusive, made in Japan.

49 U 4233—Shipping weight 3 lbs. 7 oz. $4.89

Crane Truck with pivoting boom

Hand crank operates crane. Friction motor. Cab sits between 2 diesel exhausts. Wrap-around windshield. Enameled steel. 14 in. long. Sears exclusive Japan. Wt. 2 lbs. 13 oz.

49 U 4231. . . . $4.89

$2.89

Turnpike Van . . rear doors open

Real motor sounds from the friction engine. Rear doors open wide . . never really have things. Steel body is 23 in. long. Detachable cab has diesel exhaust stack, dummy steering wheel. Sturdy all steel construction. Rubber wheels. A Sears exclusive. Made in Japan.

79 U 4274C—Shipping weight 5 pounds $2.89

$6.89

Auto Transport hauls 9 cars

Load cars onto the transport . . "rev up" the engine . . deliver to dealers. Detachable cab has diesel exhaust stack, metal ladder, dummy steering wheel. 18 wheels. Transport 23 in. long. All steel. Cars 5¼ in. long. All have friction motors. Sears exclusive. Made in Japan.

79 U 4275C—Shipping weight 7 pounds. $6.69

Loading Ramp

1
9.66
You can camp
and boat
with this
5-pc. set
2
3
U.S.
MAIL
4
5
6
7
8
9
253

dig, grade, load, haul with these

SCALE-MODEL EARTHMOVERS

by Tonka

[1] [2] [3] **CONTRACTOR OUTFIT.** These job-ready scale models are solidly made of heavy steel—finished in shiny baked enamel. Genuine rubber tires, too! **Road Grader** complete with scraper blade that tilts and rotates, steering wheel that turns front wheels, "floating tandem" back wheels. 17 in. long.
Trencher digs, levels, dumps, hauls, loads. Lever raises front bucket, seat lever dumps load. "Arm"-operated back hoe scoops sand, pivots to either side, unloads. Deeply grooved tractor treads. 18¼ in. long.
Dump Truck has movable tailgate for straight dumping, spreading. Lever raises body. Cab has seat, steering wheel. 13⅝ in. long. **Sand Loader** with crank that winds endless belt—actually loads sand. Side lever raises, lowers rear hopper. 10⅝ in. long

X 924-0110 A—Shipping weight 7 lbs. 4 oz. ..... Outfit 10.99
X 924-0102 A—Dump Truck and Sand Loader [1] 6 lbs. 4.37
X 923-3198 A—Trencher [2]. Shipping weight 2 lbs. 5 oz. 3.57
X 923-3222 A—Road Grader [3]. Shipping weight 4 lbs. 5 oz. 3.57

Order these toys—and more—anytime until Sept. 20, 1965.

ROLL UP YOUR SLEEVES AND DIG IN

with this Structo highway builder set

[4] **5-PIECE HIGHWAY BUILDER SET.** Made of heavy steel with colorful, baked-enamel finish. Set includes: dump truck, hi-lift bulldozer, sand loader, sand hopper, road barrier. 11¾-in. dump truck has cab-over-engine with seat, steering wheel, windshield, wrap-around bumper. Lever raises for dumping. Body can be locked in dump position. With trailer hitch. 11¼-in. hi-lift bulldozer raises bucket by lever control—locks in low, medium, high position. When lever is pulled, bucket automatically dumps. 11¼-in. sand loader attaches to truck, automatically loads sand at the turn of a crank. 17⅞ in. sand hopper automatically loads truck. Road barrier included

X 923-3263 A—Wt. 7 lbs. 4 oz. ..... Set 6.99

Read all about Credit Command on page 283

YOUNG FARMERS get "on-the-job" training

with these realistically detailed mechanical toys

[5] **6-PC. TRU-SCALE MASTER FARM IMPLEMENT SET** Steel, die-cast metal. Tractor is 12 in. long with loader. 13¾-in. wagon has interchangeable grain and flat bed. Gear-driven 17¼-in. long spreader with beaters. 8¾-in. plow has levers for raising, lowering. 8½-in. harrow has wheels for discing

X 923-3321 A—Shpg. wt. 4 lbs. 12 oz. ..... Set 8.44

Tru-Scale Tractor. Sold separately—loader not included

X 923-3313 A—Wt. 1 lb. 8 oz. 1.57

[6] **TRU-SCALE COMBINE** Adjustable grain discharge spout, cutter-bar platform. 13½ in. long. Steel

X 923-3289 A—Shipping weight 1 lb. 4 oz. 2.88

[7] **TRU-SCALE HAY BAILER.** Pick-up fingers, auger-feeder, plunger-head, flywheel. 12¼ in. long. Steel

X 923-3305 A—Shipping weight 1 lb. 4 oz. 2.57

[8] **TRU-SCALE GRAIN DRILL.** 11 see-through grain drips. Raising-lever fertilizer bin. 7 in. long. Heavy steel

X 923-3297 A—Shipping weight 1 lb. 2.19

[9] **TRU-SCALE FORAGE HARVESTER** Gear-driven pick up fingers, auger. 8 in. long. 7 in. high. Steel

X 924-0128 A—Shipping weight 14 oz. 2.19

[10] **TRU-SCALE MOUNTED CORN-PICKER.** Attaches to tractor without tools, adjusts to raise, lower. 18 in. long

X 923-3636 A—Shipping weight 1 lb. 13 oz. 2.88

J.C. PENNEY

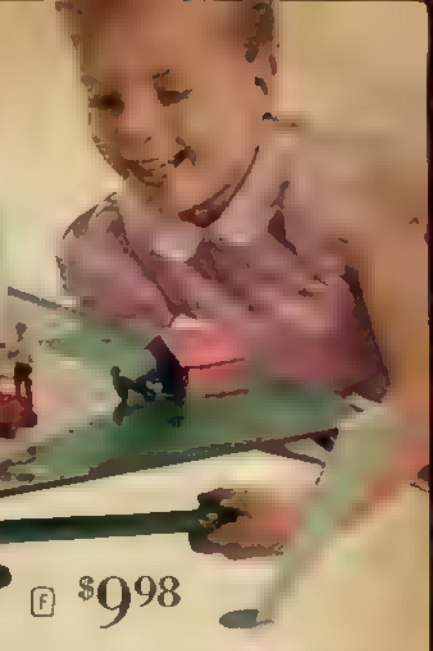
. . . one for every work-play activity

A
Structo 5-Pc.
Highway Set
6.69
DETOUR
ROAD CLOSED

sturdy all-steel
B
Tonka
Contractor Set
10.88

5.44
4.44
4.29
7.44
3.66
2.88
4.44
3.69
1.99

NEW MAGNETIC ACTION DOLL HOUSE



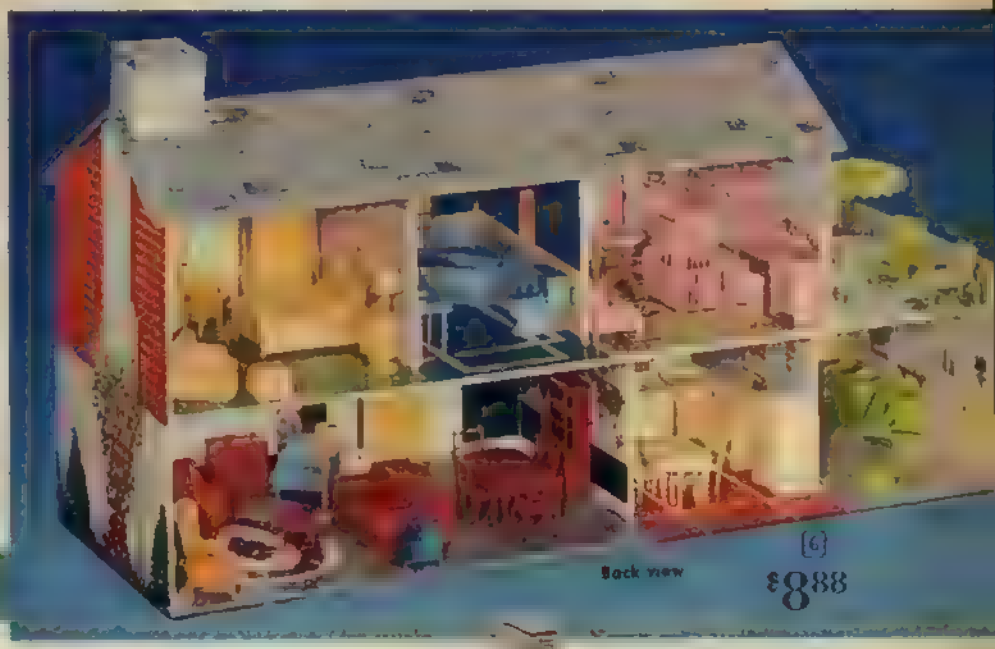
(F) $9.98

SAVE THIS CATALOG! Toys Available Until Oct. 1, 1964.

(F) **Mag-Power® Doll House . . . As Seen on TV.** Fun for children aged three and up. Move the magic wand under the table and the whole house comes alive with action provided by several detachable magnets. Mr. and Mrs. Mag-Power® in their pets move about in their beautifully furnished five-room home, then answering front door, out onto landscaped yard or spacious garage without being touched! It's fun to watch Mrs. Mag-Power® set the table, move furniture and do household chores while Mr. Mag-Power® works in yard, plays with pets. Home is beautifully lithographed pressed board with fireplace, chimney, [illegible] mirrors, tar, [illegible] plastic windows. Mounted on large 20x28 in. pressed wood base with sectional cutout feet. Roof is removable to observe action inside House. Mailable. 48 T 2727 MO. Ship. wt. 5 lbs. 8 oz. **$9.98**

Wishmaker Colonial Doll House

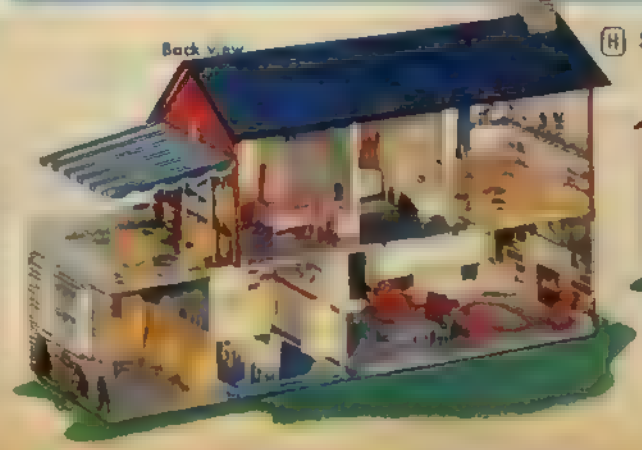
(G) **8-Room Deluxe Doll House** . . . the dream of every young homemaker! The [illegible] expensive [illegible] ever [illegible] 17½ square feet [illegible] This beautiful [illegible] story colonial home is completely furnished for the utmost in comfort and luxury with 44 pieces of realistically colored, finely detailed [illegible] furniture. Plenty of room and growing family in this home: living room, dining room, kitchen, bath, nursery, utility room and sun deck. Authentic private summertime comfort [illegible] "Redwood" and "Brick" construction [illegible] the curve. "Slate" redwood [illegible] time. Exterior fully "landscaped." Of lithographed steel, turned edges. About 44½x[illegible]x[illegible] inches. Easy to assemble without tools. [illegible] more than [illegible] more realistic, sweet Doll House Family. Displayed on opposite page. 48 T 2788 M. *Mailable.* Ship. wt. 13 lbs. **$8.88**



(G) $8.88

Modern Doll House for Young Suburbanites

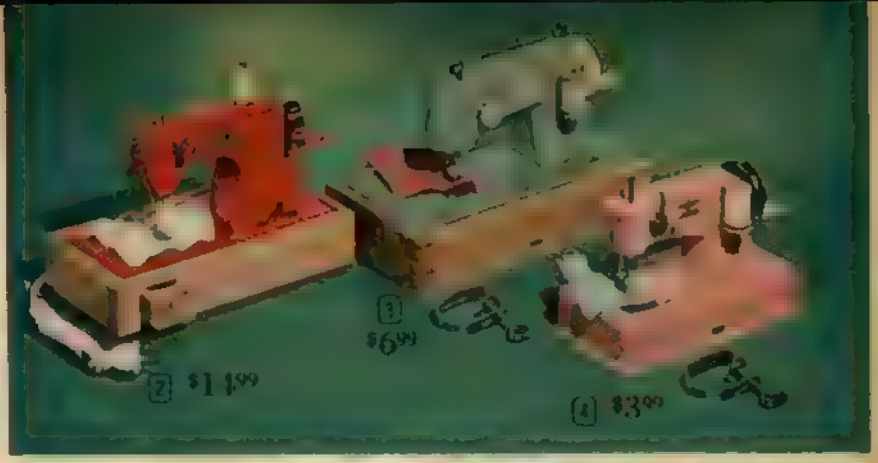
(H) **6-Room Suburban Doll House** offers [illegible] family living at a budget price. Completely furnished with 32 pieces of modern realistically detailed plastic furniture. The family will live comfortably in living room, dining room, combination kitchen, utility room, bedroom, bath, nursery and sun deck with overhang. White "clapboard" and "bold stone" exterior, attractively "landscaped." Made of colorfully lithographed steel with turned edges. No tools needed to assemble. About 18x[illegible]x15½ in. Use Doll House Family (D) with this opposite page with this Doll House. Mailable. 48 T 2789 M. Ship. wt. 7 lbs. **$3.98**



(H) $3.98

1

NEW!
Foot-Control
Electric Sewing Machine
With Sewing Kit $9.99



2 $1.99

3 $6.99

4 $3.99

5 $2.29

6 $2.19

7 $1.79

8 $1.79

9 $1.49

10 $1.79

11

12 $5.88

14 $2.77 and $4.22

$4.00

DOLL HOUSES FOR SALE!

Move right in! All these "houses" are completely furnished for fun!

COLONIAL MANSION. For "aristo- [illegible] dolls. All 7 rooms even [illegible] dry room are completely equipped with scale detailed furniture and accessories. Features are outdoor sun deck complete with umbrella table and two chairs, simulated wrought iron front entrance way, removable shutters, wrap-around clapboard siding, window [illegible] decorative [illegible] simulated slate roof and shrubbery. "Family" of four will [illegible] great new owner. Full 4-ft. long doll house is made of lithographed steel. Actual measurements 45 x [illegible] x 19 high. Semi-mailable [illegible] see page 294.

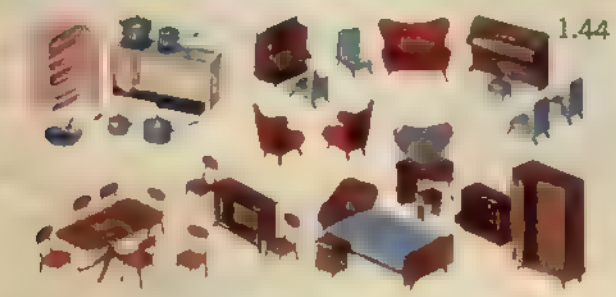
X 921-4966 A—Wt [illegible] lbs. . 9.88

COLONIAL DOLL HOUSE. A [illegible] doll lover would love to grow up [illegible] scale size rooms: nursery, bedroom, kitchen, living dining room, [illegible] bathroom. All [illegible] furnished with [illegible] Metal [illegible]

X 921-4974 A Wt [illegible] 3.33

COLONIAL DOLL HOUSE WITH CAR PORT. [illegible] furnished with [illegible] Shades of [illegible]

X 921-1350 A Wt [illegible] 4.88



1.44

Doll-house furniture—1½ to 3 in. tall

36 PC. DOLL-HOUSE FURNITURE SET. Complete set of detailed miniature plastic furniture for the kitchen, dining room, living [illegible] bedroom [illegible] dinette set. Imported from Hong Kong.

X 923-9849 A Shipping wt [illegible] oz. 1.44

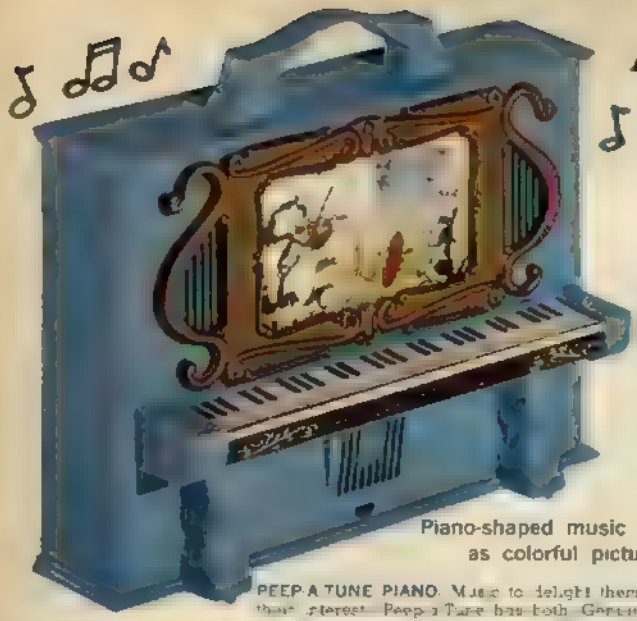
Children love this crawl-in playhouse —almost 4 ft. high!

CRAWL-IN PLAYHOUSE. Big enough to hold three children at the [illegible] house is sturdily [illegible] quilt, [illegible] with [illegible] doors [illegible] Three [illegible] windows, even [illegible] straps [illegible] screws [illegible] 45 [illegible] high. Wt [illegible] lbs. [illegible] oz.

X 921-1269 A . 3.88

3.88

SAVE THIS CATALOG order toys until Sept. 20, 1965



ACTION TOYS

are sure to please tots

Delightful music plays, pictures move!

Rainbow-bright colors to catch their eye!

2.66

Piano-shaped music box plays as colorful picture moves

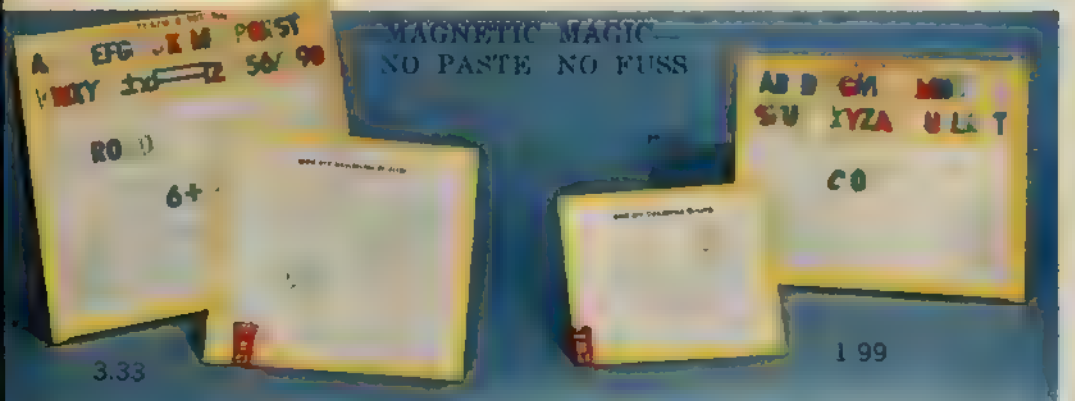
PEEP-A-TUNE PIANO. Music to delight them, a picture that moves to hold their interest. Peep-a-Tune has both Genuine Swiss music box with chime spring that can't be overwound. Attractive plastic piano measures 9½ x 6⅞ in. No lessons needed—any one can "play." Available in your choice of two popular nursery tunes. Charge it—see page 283.

X 923-9674 A—"Hi Diddle Diddle." Shipping weight 1 lb. 4 oz. 2.66
X 923-9682 A—"London Bridge". Shipping weight 1 lb. 4 oz. 2.66

2.22 Tune-a-Vision make believe TV with music

TUNE-A-VISION. The reaction's always good on this TV toy. As child turns knob on top, set plays "Old MacDonald Had a Farm." TV screen revolves, showing story in bright pictures. Handle for easy carrying. Sturdy plastic case measures 9 in. long. Tilt in back for viewing. Sure to be a favorite toy of view ers from 2 to 5 years.

X 923-6258 A—Wt. 2 lbs. 2.22



Just touch letter or number to board—it stays till you move it. Flip over the board, then draw or color—and it wipes off!

MAGNETIC EDUCATOR BOARD. [illegible] Measures [illegible] in. Includes [illegible] letters and [illegible] bright [illegible] toy [illegible] 5 to 8.

X 923-6191 A. Shipping wt. 3 lbs. 8 oz. 3.33

MAGNETIC SPELLING BOARD. Helps child on 5 to 1[illegible] to spell. With 36 polyethylene pieces for letters. Reverse side is drawing board. Includes crayons, sponge eraser. Measures 15½ x 20 in. long. Wood [illegible] finish. Wonderful gift—order now.

X 923-6217 A. Shipping wt. [illegible] oz. 1.99

A [illegible] 37 numbers instead of letters for simple arithmetic problems.

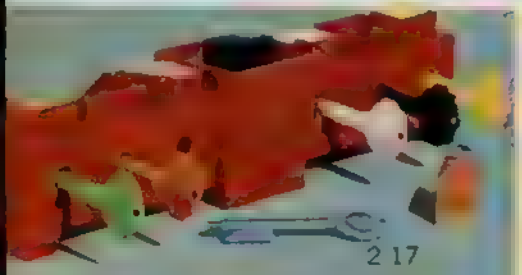
X 923-6209 A. Shipping wt. 2 lbs. 11 oz. 1.99

Whooo—oo! Where's the train? In the top!

Spin the top, hear the train blow

TINY TRAIN TOP. "Whooo, whooo" the tiny train whistles as it goes round and round when the top spins. See-through plastic top, colorful enameled metal base. 9-in. diam. Wt. 1 lb. 8 oz.

X 923-6159 A.....1.66



Find the right block—unlock it with the right key

KEYS OF LEARNING. Double fun. First, your jester [illegible] block to [illegible] get [illegible] in "nest." [illegible] you jester [illegible] with the right key. Durable colorful plastic. Charge it—see page 283.

X 923-6043 A—Shipping weight 1 lb. 12 oz. 2.17

Order toys until Sept. 20, 1965

Dial a sum—the answer shows . . . flip a lever, then dial to subtract

EASY ADDER. What could be easier—or more fun—than dialing to learn arithmetic. Dial Easy Adder just like a phone, and the answer appears in the magic window. To subtract, reset the lever, and dial in the opposite direction. High-impact plastic.

X 923-9633 A—Wt. 1 lb. 4 oz.....1.99

No down payment—see page 283

June 6, 1944 . . . the command is "GO!"

you hit the beach with landing craft, men, tanks . . . fighter planes cover you, and paratroopers land ahead . . . German elite troops lie in wait . . . all in one exciting set!

211-piece set

5.99

1

170-piece convoy equipment set

2 **3.99**

Military play set For air-ground operations, 37 soldiers in action poses

3 106-pc set **2.44**

Friction-Powered Truck Set

2.87

12 piece set

A COMPLETE FLEET of trucks to give imaginative [illegible] hours [illegible] colored trucks [illegible] set [illegible] wheel [illegible] truck [illegible] for cross country hauling jobs. All trucks are 4½ in. long. Imported from Hong Kong.

X 923-8726 A—Shipping weight 3 lbs. 8 oz. . . 2.87

Manufacture "custom-made" cars

Illustrated step-by-step instructions

Barney's Auto Factory

7.77

- Automatic assembly line really moves
- Enough parts to build 3 cars
- Powered by 2 "D" batteries

FLICK THE SWITCH and begin assembling cars on the motorized conveyor belt. Follow the 5 steps, snap or screw the parts together, and a new car comes off the line. Sturdy plastic. Parts for 3 cars include chassis, axles, motors, bodies, front and rear bumpers, roofs with real windshields, steering wheels, tires, nuts, hub caps and screws. Plus screwdriver, wrench, ramp 22½ x 9 x 10 in. high. Uses 2 "D" batteries (not incl.) see page 560

X 923-9773 A. Shipping weight 6 lbs. 7.77

New 4-Level Gas Station and Garage

4.99

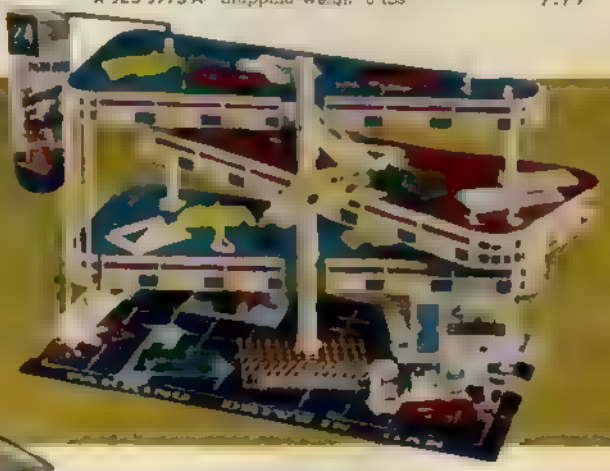
Moving car lift hauls autos to parking area on the top level!

BE THE BOSS at one of the busiest garages [illegible] Newly designed station and parking garage features and ramps to street from all four levels. Brake-test stand; [illegible] cars and trucks are parked by the moving car lift. Plus grease rack, gas pumps, service attendant, and accessories. All metal parts with rounded edges. Nut and bolt construction; assembles easily.

X 923-9781 A. Shipping weight 8 lbs. 4.99

3-Level Service Station and Garage. [illegible] levels. Service cars on the ground floor, [illegible] the second level, and parking on the third.

X 923-9799 A. Shipping weight 6 lbs. . 3.99



SAVE THIS CATALOG—use it to order toys the year 'round—anytime until Sept. 20, 1965

Over 104 pieces **7.44**

Thimble City

—you bring it to life with magnetic power

- Rush a fire engine to a 4-alarmer
- Zoom a police car to the scene
- Drive the cars around town
- Go shopping in the supermarket

NOT ONLY ARE YOU the Mayor of Thimble City but you control everything. Jack Jappers has move the magnetic wand, and the city and everything springs to life. Police cars patrol the streets, one policeman directs traffic, while another checks the bank and real estate office. The big fire engine is being refilled at a hydrant after a 4-alarm fire! There's the fire chief's car, he must be out on an inspection. Over at the gas station business is booming. Cars are waiting for gas and repairs, the attendants have to turn off the car wash for awhile. There are only a few people in the supermarket. 2 women are talking at the freezer counter and a man is waiting at the checkout counter. Everything is quiet at the food shelves. It's snack time at the hamburger stand, and tourists are waiting in line, while watching a dog chase a cat across the street. Thimble City is all that and lots more. Plastic. Assembles easily on grass-like base with legs—more than 3½ sq. ft.

X 923-9765 A—Shipping weight 8 lbs. . . 7.44

Either Construction Set

$9.99

Both sets really dig, grade, load, haul

Save $1.47 on 5-piece Military Set

Sears exclusive Army Engineers set . . . heavy gauge steel . . . detailed interiors. (1) 11 in. *Jeep*. Folding windshield. *Trailer* attaches to Jeep. 8½x[illegible]x2 in. trailer bed. (2) 19 in. *Road Grader*. Working steering wheel . . . blade revolves, adjusts up and down. (3) 11⅝ in. *Dump Truck*. Steering wheel. Swinging tail gate. (4) 11 in. *Bulldozer*. Bucket raises, locks in 3 positions, dumps.

79 U 5422C . . . Complete 5 pc. set. Shpg. wt. 13 lbs. *Separately $11.46* set $9.99

(1)	49 U 5483	Jeep with Trailer. Shipping weight 3 lbs. [illegible] oz.	2.99
(2)	49 U 5477	Road Grader. Shipping weight 3 lbs. 10 oz.	3.99
(3)	49 U 5479	Dump Truck. Shipping weight 3 lbs. 6 oz.	1.99
(4)	49 U 5471	Bulldozer. Shipping weight 2 lbs.	2.49

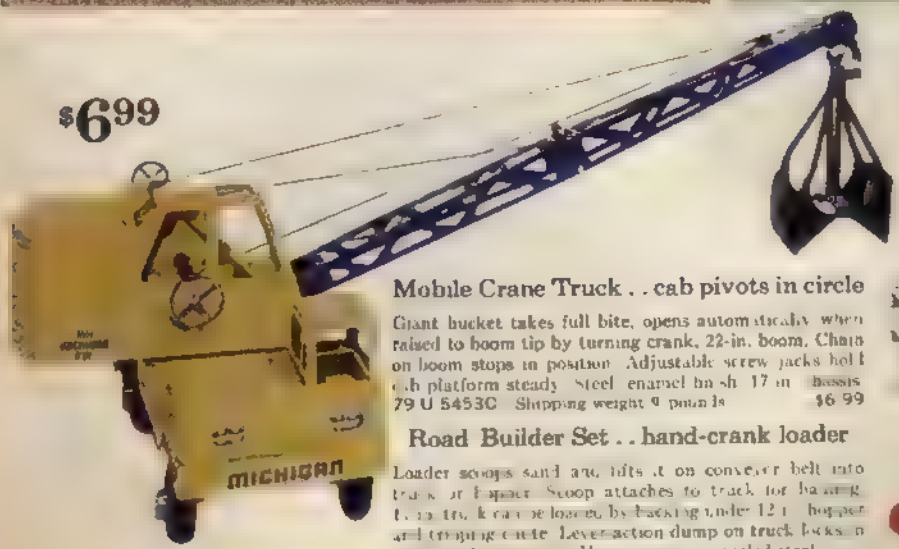
Save $3.71 on 4-piece Commercial Set

Action packed construction toys of heavy gauge steel. (5) 15 in. *Power Shovel* . . . automatic scooping, bucket release action. Crank controls closing, lowering, loading, unloading, cab revolves. (6) 15½ in. *Hi-lift Loader* . . . lifts, dumps. (7) 17 in. *Road Grader* . . . raises, lowers blade, steers. (8) 15 in. *Hydraulic Dump Truck*. Lever operated.

79 U 5421L . . . Complete 4 pc. set. Wt. 15 lbs. *Separately $11.70* set $9.99

(5)	49 U 5646	Power Shovel. Shipping weight 4 lbs. 8 oz.	4.94
(6)	49 U 5484	Hi-lift Loader. Shipping weight 3 lbs. 12 oz.	2.92
(7)	49 U 5614	Road Grader. Shipping weight 3 lbs. 8 oz.	2.92
(8)	49 U 5661	Dump Truck. Shipping weight 2 lbs. 12 oz.	2.92

$6.99



$4.99

Mobile Crane Truck . . cab pivots in circle

Giant bucket takes full bite, opens automatically when raised to boom tip by turning crank, 22-in. boom. Chain on boom stops in position. Adjustable screw jacks hold cab platform steady. Steel enamel finish. 17 in. chassis.

79 U 5453C . . . Shipping weight 9 pounds . . . $6.99

Road Builder Set . . hand-crank loader

Loader scoops sand and lifts it on conveyor belt into truck or hopper. Scoop attaches to truck for hauling. Truck can be loaded by backing under 12 in. hopper and tripping chute. Lever action dump on truck locks in position. Detour sign. Heavy gauge enameled steel.

79 U 5472C . . . Shipping weight 7 pounds . . . $4.99

Hitch up 3 big tractors

Roll them out to plow, disc, harrow or mow "fields", also rake "hay". Work out of big operating barn . . dust crops by plane . . load "corn" into silos with silo filler or elevator . . deliver produce by truck or jeep

Our Biggest Farm Set has 257 pieces $9.98

It's fun every day on the farm with this much equipment to do the work. Just turn a crank and all [illegible] swings into [illegible] Open back 3 level steel barn [illegible]

A [illegible] raises [illegible] to the hay loft, then across [illegible] system [illegible] a litter carrier moves in and out of barn on an overhead rail. Hand-crank silo filler loads [illegible] through roof into chute. Other silo has hand crank elevator.

12 barn accessories such as feedbox, hay, 6 farmhands, animals, fence, garden, crop-dusting plane, [illegible] livestock [illegible] plastic. Easy to assemble.

79 U 6005C Shipping wt. 9 lbs. $9.98

56-piece Livestock Farm Set

$2.98

Your young farm hands will enjoy many hours of absorbing activity with this fascinating scale model modern farm. Colorful steel barn is a roomy 13¾ in. wide by 9¼ in. deep by 9¼ in. high. Silo with roof. Tractor and seven implements including wagon, plow and mower. Eight-section sturdy barbed wire fence. Complete with nine colorful fowl and 29 realistic farm animals. All pieces durable plastic. Easy to assemble.

79 U 6020C Shipping weight 4 lbs. $2.98

Real hydraulic action

[1] **NYLINT HYDRAULIC DUMPER.** It's big! 22½ in. long, rugged heavy-gauge steel rear dumper has extra-heavy hydraulic cylinder—lifts and dumps "heaping" load of wet sand

X 924-0136 A—5 lbs. 2 oz. 4.87

Automatic dump

[2] **STRUCTO HYDRAULIC TRAILER DUMP TRUCK.** Real hydraulic cylinder raises, dumps load automatically. Steering wheel, windshield. Heavy-gauge steel 20¾ in. long

X 923-3248 A—Wt. 5 lbs. 10 oz. 4.22

Locks at dump angle

[3] **STRUCTO DUMP TRUCK.** Lever raises for dumping. Seat, steering wheel. Steel 11¾ in. long

X 923-3651 A—Wt. 3 lbs. 5 oz. ... 1.97

Big 22-in. boom

[4] **NYLINT MICHIGAN SHOVEL.** Winch-operated crane pivots full circle on extra-braced platform. Double-the-fun extra—a new interchangeable magnetic hoist! Bucket releases its load automatically at top of boom. Heavy steel. 31½ x 20¼ in. high. Semi-malleable—see page 284.

X 923-3339 A—Wt. 8 lbs. 12 oz. . 6.89

Deep-grooved treads

[5] **TONKA DRAGLINE.** Tractor moves, cab swivels 360°, bottom crank loads bucket, top crank raises it for dumping. Steel 21¾ in. long

X 923-3214 A—Wt. 3 lbs. 8 oz. 3.69

Wrap-around bumper

[6] **STRUCTO HYDRAULIC DUMPER.** Hydraulic-type cylinder raises dumps load at press of lever. Steel. 13 3/16 in. long

X 923-3255 A—Wt. 3 lbs. 12 oz. 2.87

Hefty crank hoist

[7] **NYLINT PAYLOADER.** Picks up, lifts, and loads sand, gravel. Powerful hoist raises bucket 12 in.—trip payload at any point. Heavy-gauge steel 23½ in. long

X 923-3412 A—Shpg. wt. 5 lbs. 5.44

Working mixer assembly

[8] **TONKA CEMENT MIXER.** Plastic drum rotates as tires turn. Loads through top, tilts to "pour." Steel cab, chassis. 15⅝ in. long

X 923-3206 A—Shpg. wt. 5 lbs. . 4.44

Moves on silent treads

[9] **TONKA SHOVEL.** First scoop up load, then release by lever below handle. Cab swings 360 degrees. Steel construction. 20 in. long

X 924-0151 A—4 lbs. 6 oz. 3.67

Sandbox workhorse

[10] **BULLDOZER.** Moves forward or backward on rubber treads. Lever adjusts blade height. "Engine" under hood. Steel. 8⅞ in. long.

X 924-0144 A—Wt. 1 lb. 9 oz. ... 1.99

authentically detailed **CONSTRUCTION TOYS**

offer all the "action" young builders want

complete "hose and ladder" outfit for

official junior firemen

Working scale-model copies of real fire-fighting equipment

[A] [B] [C] **FLEET OF FIRE TRUCKS.** Fire Rescue Truck—new cab-over-engine design, wrap-around bumpers, 2 detachable rescue ladders—12 in. long. Pumper with pull-out hose—squirts water when connected to garden hose—10¾ in. long. Aerial Ladder Truck—27 in. long—ladder extends to 44 in.; wheel spring suspension, plastic grill guard. Trucks are rugged steel with a baked enamel finish, whitewall tires.

X 924-0094 A—Fire-Fighting Fleet. Shipping weight 16 lbs.	9.66
X 923-8031 A—Fire Rescue Truck [A]. Shpg. wt. 3 lbs. 5 oz.	1.89
X 923-8049 A—Pumper [B]. Shipping weight 2 lbs. 5 oz.	2.97
X 923-8130 A—Aerial Ladder Truck [C] Shpg. wt. 5 lbs. 6 oz.	5.44

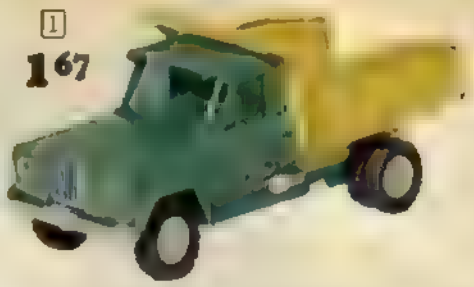
Complete set **9.66**

Charge it!

Giant rescue ladder extends a full 44 inches!

3.44

1.39



1.67

operate your own fleet of

Tonka toy trucks

Fully detailed—right down to sliding doors and windows, snap-open tailgate, loading and tow-line controls, rubber tires!

1.47

1.67

1.77

1.97

New "Dial-O-Matic" Phonograph

Flip selector to any of 4 speeds . . phono plays all-size records . . has quiet motor . . volume control and electronic amplifier

$15.99

Complete with 6 Walt Disney Records

A super buy . . sure to delight tots and teens alike. New Dial-O-Matic speed selector moves smoothly to all 4 speeds and a neutral position to prevent scratches when changing records.

"Whisper-quiet" motor and permanent type needle for fine sound. Wide range tone volume, excellent amplification. Includes 6 delightful 45-rpm Walt Disney records. Pyroxylin coated case is washable, scuff resistant . . has handle, metal latch. Dance design decorates inside of lid. 13x11x6 in. high. 110-120 volt, 60-cycle AC. UL approved.

49 U 641—Wt. 9 lbs. 8 oz. $15.99

- New Super-Silent motor
- Dial-O-Matic speed selector
- Plays all 4 speeds
- Wide range volume control

$24.99 NO MONEY DOWN

De luxe Model with full front speaker

Electronically balanced front speaker plays [illegible] sound. [illegible] Over-all size 4x13x[illegible] inches high.

Pyroxylin coated lid, the case is washable, scuff resistant. [illegible] 110-120 volt, 60-cycle AC. UL approved. [illegible]

79 U 674C [illegible] $24.99

It's here . . fully *transistorized* electric Phonograph at a low price

Only $19.99

Plays all-size records . . all speeds . Front-mounted speaker . . volume control

Longer lasting with transistorized chassis for heat-free operation. Front speaker insures clear sound.

Dial-O-Matic speed selector . . quick and easy to operate. Heavy-duty amplifier. Over-all about 13x11x7 inches high.

Colorful pyroxylin-coated case with dual metal lid latches, is washable, scuff resistant. Includes six 45-rpm records. 110-120 volt, 60-cycle AC. Approved by Underwriters' Laboratories, Inc. Shipping weight 9 pounds.

49 U 645 $19.99

Mickey Mouse Electric Acoustical Portable

$9.99

Plays all 78-rpm records up to 12 in. Has integral tone changer. Control, volume with soft and loud needles. Tone arm locks into cup when not in use. Pyroxylin washable, scuff-resistant case. Includes 10 children's records, 24-place record rack. 11x11x6 in. 110-120-volt, 60-cycle AC. UL approved. Shpg. wt. 7 lbs.

49 U 632.....$9.99

2-speed Electric Acoustical Portable

$11.99

Plays all 45, 78-rpm records up to 12 in. Turntable has snap-up disc for 45-rpm. Dial-O-Matic adjusts to either speed, has neutral position. Integral 11-record rack. Loud sound needles. Pyroxylin-coated case. With 10 records, record rack. About 13x11x6 in. 110-120-volt, 60-cycle AC. Approved by Underwriters' Laboratories, Inc. Shpg. wt. 8 lbs. 12 oz.

49 U 639 .....$11.99

Build the hottest hot rod on any "Drag strip"

Gear shift stick disengages clutch . . gear-operated steering mechanism . . soft, upholstered plastic seats . . rubber-like tires, snap-on whitewalls

3-in-1 Kit includes all components so you can build any 1 of the 3 cars shown above or create a car of your own

$9.88 without batteries or cement

A giant-sized "show and go" hot rod with every detail faithfully reproduced for added realism. Three times larger than the average scale model. About 400 parts. Adapted from one of the most popular hot rod types, features a 1914 Model "T" Ford bucket body plus components from many different makes of cars dating to the present.

Plastic body is red. Order Spray Pla. enamel below for blue or yellow. Cement and batteries not included. Order two "D" batteries and cement separately below.

79 U 2052C 3-in-1 Kit. Shipping weight 6 pounds $9.88

Testor's Spray Pla® Enamel. Sprays smooth finish on plastic, metal, wood, glass. 3 fl. oz.
49 U 6463—Light blue 49 U 6464—Yellow
Shipping weight 7 ounces . . . . . Each 63c

CRAFTSMAN Model Cement for assembling plastics. ½ ounce tube
49 U 8050—Shpg. wt. 3 oz. 16c

"D" Battery. Shpg. wt. each 4 oz.
79 U 4660 Each 16c 4 for 60c

2-foot Dragster with twin motors
THE EXTERMINATOR
Motorized 2-in-1 Kit

Those who know their hot rods will recognize Exterminator as one of the kings of drag racing. Has operating steering, quick-change rear end and clutch mechanism. Assemble as a 2 engine stripped "bomb" or a 1-engine job with sleek hood. About 200 plastic parts. Order 2 "D" batteries, cement at left.

79 U 2057C Shipping weight 5 pounds . . $7.99

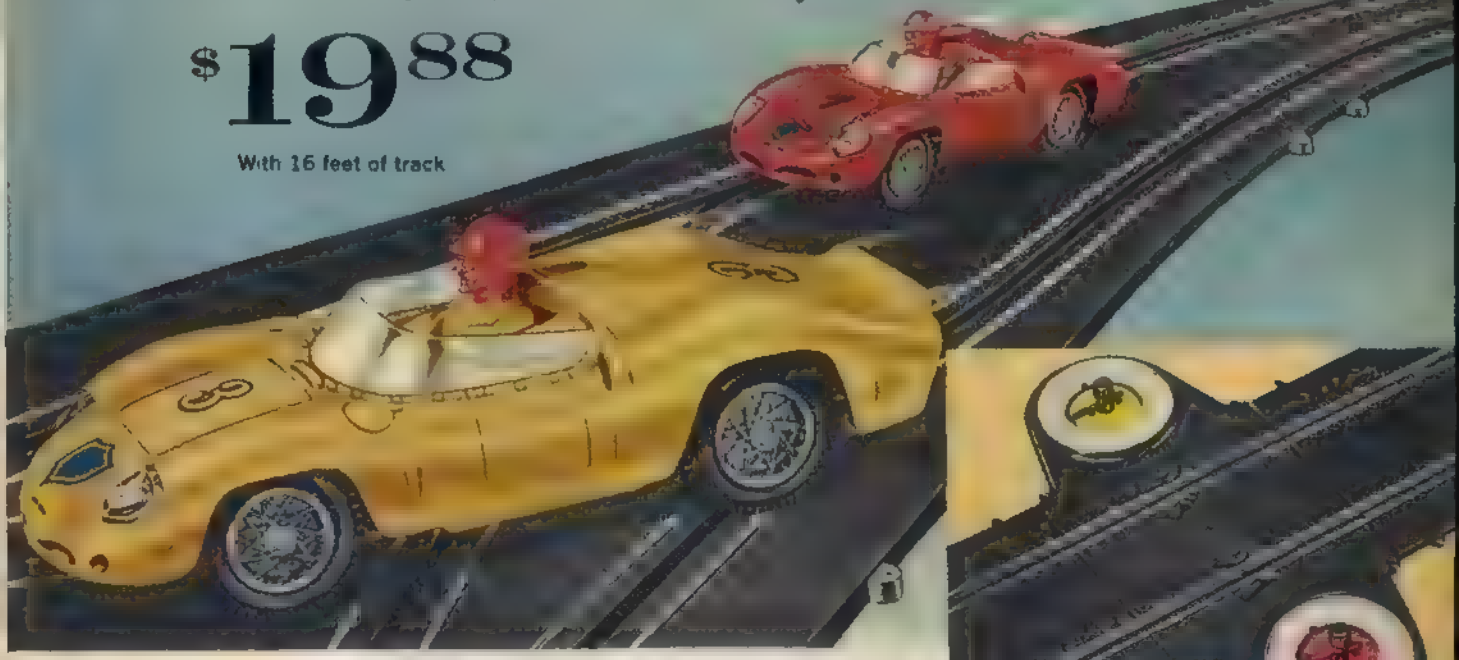
Sears puts at your fingertips
more of what America's children want most

ELDON Selectronic Road Race Set

JUST PRESS A BUTTON—Selectronic Starter starts both cars instantly. Selectronic Lane Changer lets you switch lanes to gain advantage. Selectronic Speed Control gives you fully independent control of car's speed, even when both cars are in same lane. Selectronic Lap Counter records your laps no matter which lane you're in

$19.88

With 16 feet of track



Lap counters record up to 50 laps

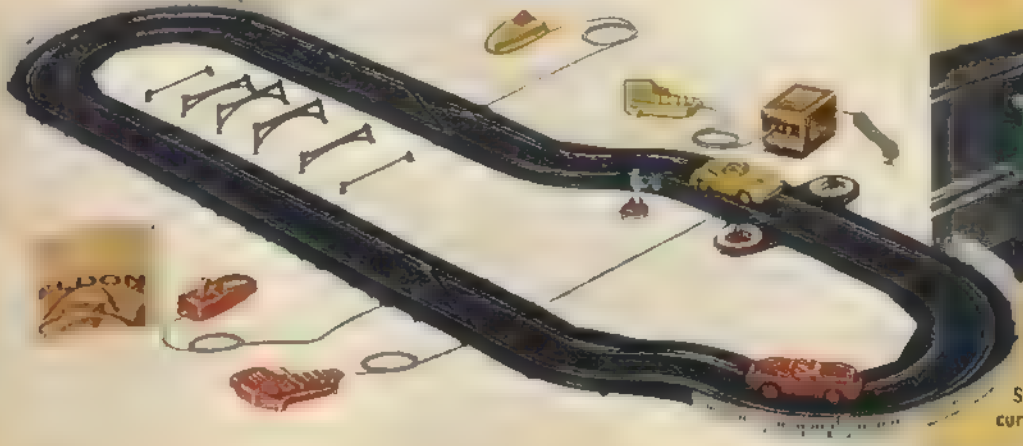
Starter drops arm. Automatically turns on current for a perfect, even start. You leap out of the lead. Press the lane changer button. You squeeze in front of your opponent. He's [illegible]. You gain a solid lead. Watch it! He switched lanes on the backstretch. He's coming up fast.

Two sleek Testa Rossa Ferraris with dual speed rear axles (wheel assembly can be changed to adjust speed and pickup). Each about 5 in. [illegible] long. Each plastic and metal with rubber tires.

Two pistol-type rheostat speed controls with built-in speedometers. Two lane changer push-button controls. Powered by UL approved power-pack [illegible] volt, 60 cycle AC.

Plenty of [illegible] track for a wide range of layouts. About 16 feet of track includes 15 straight and [illegible] curved sections. Plastic trestle posts for building an exciting over-and-under speedway. Realistic plastic guard fence too.

49 J 9638—Shipping wt. 8 lbs. 12 oz., $19.88



Starter turns on current for equally timed races

HO SCALE

Tabletop speedways

LIONEL Criss-cross Speedway

$16.44

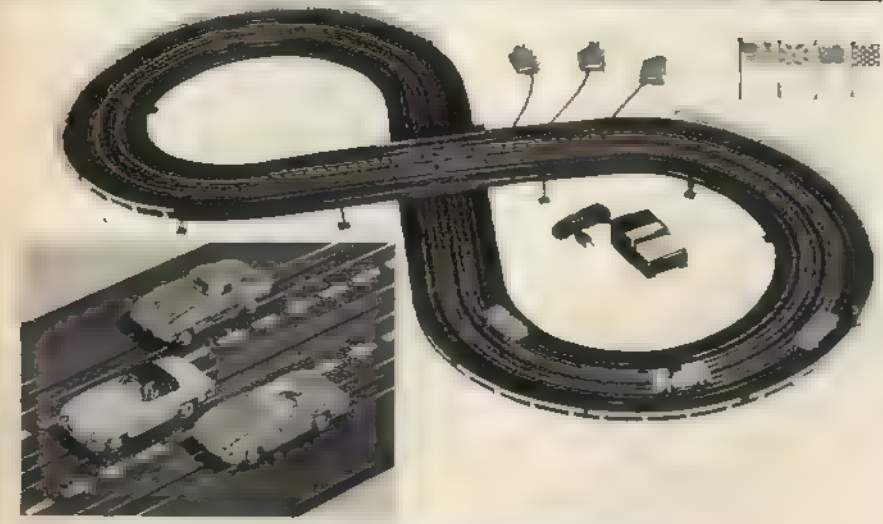
- Two competition-style racers sprint around more than 10 feet of track
- Narrowly miss each other at interchange
- Cut from one lane to the other to block or pass opponent or take inside curve

Cross roads . . . curves . . . cut ins . . . cut-outs! All the thrills and dangers of model road racing. You have to think and act fast.

A Corvette Sting Ray challenges a famous Mercedes Benz 300 SL. Each is handsomely detailed in plastic and metal with rubber tires. And each comes ready to race.

Two rheostat controls let you increase or decrease speeds gradually. Powered by UL approved powerpack (110–120 volt, 60-cycle AC). Enough track to make an elongated figure 8 about 2x5 feet long. Eight curved 1 four-way interchange and 2 straight, lane-changer sections.

49 U 9585 Shipping weight 7 pounds **$16.44**



LIONEL 3-lane Set

$29.44 cash NO MONEY DOWN

- Not just two, but three powerful stock cars compete on this big 8-foot course
- Demands precise speed control on the tricky uphill and downhill curves

Tough triple-threat race. Cars flank you or both sides as you pour on power for the [illegible]. Ease that throttle back. It's easy to spin going into that [illegible] turn.

Three international [illegible] cars race over the long, 3-lane track at the same time. They're the Corvette Sting Ray, Mercedes Benz 300 SL and Mercedes Benz convertible. Each is carefully detailed in plastic and metal with rubber tires. Each is assembled and ready to race.

Speeds are increased or decreased by 3 rheostat controls. Powered by UL approved powerpack (110–120 volt, 60-cycle AC). Enough track for a [illegible] about 2x5 feet long. Twelve curved and 4 straight sections. Plastic trestle posts.

49 U 9601 –Shipping weight 7 pounds..... **$29.44**

MARX Oval Set

$9.97

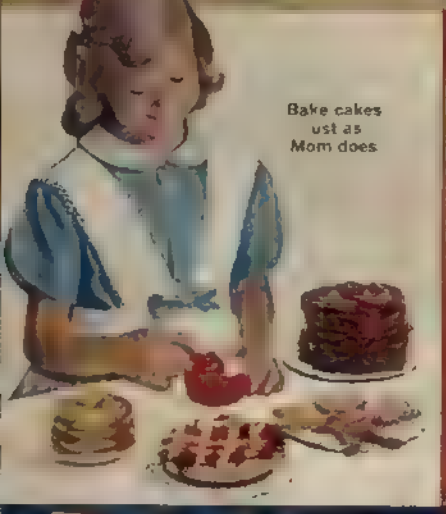
- Two American stock cars cut in and out as they run this rugged 5-foot circuit

You dart for the turn. Power down or you'll spin. Change lanes on the straightaway. Speed up when you're on inside lane, zoom into lead when you change to outside lane.

Powerful Thunderbird races a quick Corvette. They're both realistically designed in plastic and metal with rubber tires. Both come to you ready to race.

Enough 2-lane track to form a compact layout about 1½x2½ feet long. Made up of 4 curves and 2 straight lane-changer sections. Two push button controls give you on-off speed changing. Powered by UL approved powerpack that operates on 110-120-volt, 60-cycle AC.

49 U 9583 Shipping weight 4 pounds..... **$9.97**



Junior Chef Electric Mixer and Milk Shake Machine

A MIXER THAT WORKS LIKE MOM'S Whisks through cookie and cake batters, whip cream, meringues. Blades are made of soft flexible plastics—can't harm little fingers. For creamy-smooth milk shakes, simply snap out beaters and insert mixer blender propeller. Set also includes a mixing bowl, measuring teaspoon, plastic glass, instructions and a book of recipes for young cooks. High impact plastic. Operates on 110-120 volts. AC UL listed.

X 921-4578 A—Shpg. wt. 3 lbs. 2 oz.....6.66

BAKES REAL CAKES THE COOL-OVEN WAY

MAGIC COOL OVEN looks like a real range, bakes like a real range. And it's safety designed, fully insulated, outside always stays cool. Just [illegible] unbaked cake in the [illegible] chamber [illegible] ever, and cake automatically glides into the baking oven. Double glass window lets you watch the cake as it bakes. When [illegible] turn a knob and cake glides into cooking chamber. Watch little while then take it out. Heavy [illegible] with [illegible] graphed surface. Measures 11 x 6 x 10 in. high. With cake pan, pie pan, muffin tin and cookbook. 110-120 volts. AC UL listed.

X 921-4586 A—Shpg. wt. 5 lbs. 6 oz. 7.77

46 mixes—syrup—39 utensils

[1] **86-PC BAKE SET** You can bake, frost and decorate 12 delicious cakes and bake all these with this set: pies, puddings, muffins, pancakes, cookies, crowbles, cream puffs, gingerbread. 45 mixes in all, plus pancake syrup. 39 handy utensils: 2 cake pans, 2 pie tins, 2 cookie sheets, 1 cookie pan, 9 cookie cutters, a gingerbread man cutter, bread pan, muffin pan, mixing bowl, cake decorator, 3 decorator nozzles. Also includes a rolling pin, 7 measuring spoons, pancake flipper, pancake grill, 4 pudding bowls, recipe book.

X 921-4594 A—Ship. wt. 5 lbs. 8 oz.*.....7.77

26 mixes—syrup—28 utensils

[2] **55-PC BAKE SET** 26 mixes—to make all these [illegible] 6 cakes with frosting, pies, [illegible], pancakes, cookies, and biscuits. Includes [illegible] Log Cabin syrup.

[illegible] include 2 cake pans, 2 pie pans, 2 cookie sheets, 8 cookie cutters, a gingerbread man cutter, a bread pan, muffin pan, rolling pin, cake decorator with 3 nozzles, etc. Recipe book.

X 921-4602 A—Shpg. wt. 3 lbs. 14 oz.....4.99

17 mixes—17 utensils

[3] **34-PC SET.** Bake all of these delicious taste treats: 4 frosted cakes, cookies, pies, puddings, muffins, gingerbread, biscuits and pancakes. Includes 2 cake pans, pie pan, 2 cookie sheets, 6 cookie cutters, a gingerbread man cutter, bread pan, muffin pan, rolling pin, measuring spoon, and recipe book.

X 921-4610 A—2 lbs. 3 oz.....2.99

9 mixes—13 utensils

[4] **22-PC SET.** All the fixings for 2 frosted cakes, cookies, pie, biscuits, and fluffy corn muffins. Handy utensils include 2 cake pans, pie pan, 1 cookie sheet, bread pan, 3 cookie cutters, etc. Recipe book.

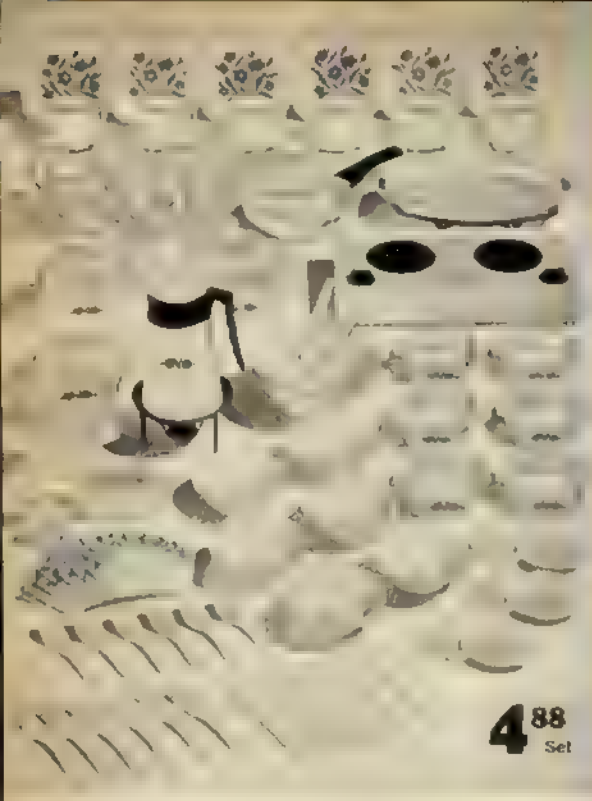
X 921-4628 A—1 lb. 10 oz.....1.99

Refill Set Not shown. Use with [illegible] through 41 mixes for cakes, pie, gingerbread, etc.

X 921-5039 A—1 lb. 2 oz. . 1.49

Buy any toy in this catalog with no down payment—see page 283 for details.

* Semi-mailable—see page 284



4.88 Set

Patio ware dinner set

- 87 pieces, complete service for six
- Pretty blue/green design on sturdy white plastic
- Individual casseroles make serving great fun

PATIO WARE DINNER SET. Your "little hostess" will be thrilled with her very own dishes. And there are 87 pieces in all—enough to serve six of her friends royally. White polystyrene plastic. Set includes six each: plates, cups, saucers, goblets, butter plates, salad bowls, individual casseroles, forks, knives, spoons, paper napkins. Set also includes skillet with cover and handle, 3 casseroles in assorted sizes with covers, large salad bowl, salad fork and spoon, butter dish, platter, warming stand, percolator with cover, creamer and sugar set, salt and pepper shakers.

X 921-4883 A Shipping weight 3 lbs. 1 oz. 4.88

1 2.88 Set

2 2.99 Set

Princess "crystal-cut" set

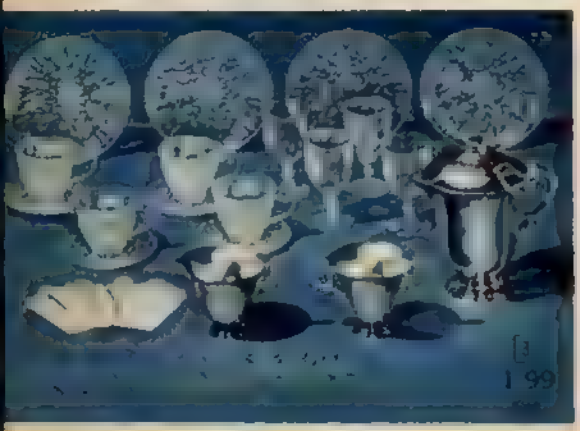
1 **36-PC. TEA SET.** For the elegant little miss. Complete service for 4. Plates are metal rest on polystyrene plastic. Four each: cups, saucers, plates, sherbet dishes, cutlery sets, napkins. Also: tea server, sugar bowl, creamer, floral centerpiece.

X 921-4834 A—2 lbs. 1 oz. 2.88

Blue hobnail set

2 **58-PC. HOBNAIL TEA SET.** Six each: plastic plates, cups, saucers, goblets; metallized knives, forks, spoons; paper napkins. Also: butter dish with cover, salad bowl, pitcher, creamer, sugar bowl, cake and butter knives, salt/pepper shakers.

X 921-4875 A—1 lb. 14 oz. 2.99



3 1.99

4 1.99 Set

5 1.99 Set

36-pc. dinner set

3 **LOVELY PLASTIC DINNER SET FOR FOUR.** The very particular junior hostess will love the "crystal look"—just like mom's best ware! Complete service for four in plastic with clear-cut crystal look design. Set includes four each: plates, saucers, cups, knives, forks, spoons, goblets, napkins. Also included in set, silver-color metallized teapot with cover, creamer and sugar bowl.

X 921-4867 A—2 lbs. 1 oz. 1.99

Fun for tea party time

4 **SIMULATED IRONSTONE TEA SET.** 38-pc. set. Every young miss will be delighted with this pretty blue set. Designed with traditional beauty in mind. Set consists of four each: plates, saucers, cups, goblets, knives, forks, spoons, napkins. Also includes: teapot with cover, creamer, sugar bowl with cover, and lovely Lazy Susan.

X 921-4859 A—2 lbs. 1 oz. 1.99

5 **BARBIE AND MIDGE TEA SET.** 44-pc. set. Especially designed for friends of "Barbie" and "Midge". Complete service for four in blue and white plastic with "Barbie" and "Midge" pattern. 4 each: plates, saucers, cups, knives, forks, spoons, goblets, salad bowls, napkins. Also: teapot with cover, creamer, covered sugar bowl, napkin holder, salt/pepper shakers.

X 921-4842 A—2 lbs. 1 oz. 1.99

Order toys till Sept. 20, 1965

2.19

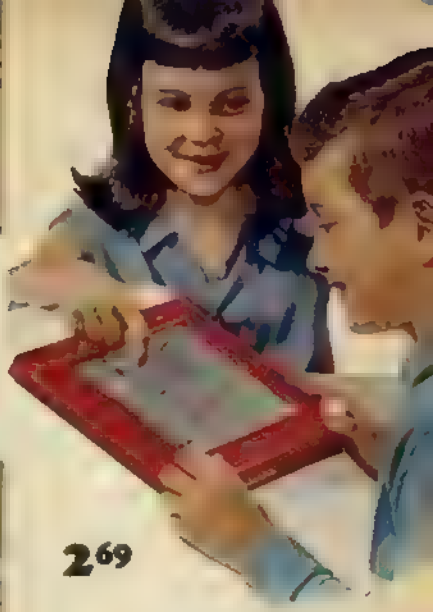
SKETCH-A-GRAPH Makes line-for-line copies of almost any drawing. Reduces or enlarges in perfect proportion. 4 arms and 3 different scales for different sizes. Set incl. 3 pens (red, green, blue), suction cups to eliminate slipping, drawing paper, sketch book.

X 923-3362 A—Shpg. wt. 2 lbs. 5 oz. 2.19

5.55

EMENEE ELECTRIC ENLARG-A-GRAPH. Everything you need to create hundreds of pictures in color, with exciting 3-D effects. "Transparency" slides, portfolio of paper, colored pencils, eraser pencil sharpener 36x11x4 in. Uses 4 "D" batteries (not incl.—order on page 269).

X 923-7579 A—Shpg. wt. 5 lbs. 5.55



2.69

ETCH-A-SKETCH. Create letters, pictures, designs, patterns—anything you wish—simply turn the knobs. To erase just turn Etch-A-Sketch upside down and shake—presto, the picture disappears. Durable plastic construction with glass case 9½ x 7¾ in. Just the thing for youngsters—or adults!

X 923-0970 A—Wt. 1 lb. 10 oz. 2.69

5.44

MONSTER ELECTRIC DRAWING SET. Young Dr. Frankensteins—create ghouls, ghosts, monsters! With UL-listed drawing desk and lamp, monsters' anatomy charts, paper, eraser, and sharpener. Special colored pencils: Blood Red, Bier Black, Yellow Yellow (for leaky cats), Ghastly Green. 110-120 volts, AC.

X 923-9245 A—Wt. 3 lbs. 10 oz. 5.44

5.44

SKIPPER'S® ELECTRIC DRAWING SET Hours of drawing fun—you make up and sketch fashions, games, and exciting excursions for Barbie's® little sister. Set includes. UL-listed drawing desk, Skipper® portfolio drawing guides. Plus drawing paper, pencils, eraser and sharpener. For girls from 7 to 13. 110-120 volts AC.

X 923-9252 A—Shpg. wt. 3 lbs. 10 oz. 5.44

2.19

"I CAN PAINT SCENES." Twenty large, beautiful landscape and outdoor scenes to be completed by junior artists. Each scene is outlined on drawing paper. Full-color illustrated guidebook is easy to follow. Set includes complete assortment of water-color paints and paint brush. Ages 5 to 10.

X 923-9260 A—Shpg. wt. 1 lb. 12 oz. 2.19

2.87

DELUXE ORIGAMI MOBILE KIT The Oriental Art of paper folding made easy for you. With Origami, paper, bamboo sticks, colorful card. Instruction guide to making mobiles. Age 9 and up.

X 923-7728 A—Wt. 2 lbs. 8 oz. 2.87

Standard Origami Incl. paper and instructions.

X 923-7710 A—Wt. 1 lb. 5 oz. 1.47

1.37

WALT DISNEY* HAMMER AND NAIL SET Youngsters make their own designs using the beautifully colored heads of famous cartoon characters. Set includes: pictures of Disney favorites on heavy chipboard, laying sticks. Plus composition pounding board—11 1/16 x 10½ in. nails, and hammer. Ages 3 to 8.

X 923-9237 A—Shpg. wt. 1 lb. 4 oz. . . 1.37

* Walt Disney Productions

What could be more fun?

cutout toys you make yourself!

3.97

SNIPPY SCISSORS Brand-new version of an old favorite that'll keep youngsters happy for hours. Perfect for cutting out dolls, masks, and party decorations. New vibration blade—has no sharp points to harm little fingers. Cuts only paper. Set includes large supply of colorful 3-D paper toy cutouts—easy to cut out and assemble. Also instructions for exciting projects. 6¾ x 1¾ in. case designed to fit a child's hand easily. New, tapered on-off switch. With 6-ft. flexible cord. Operates on 110-120 volts, AC. UL listed.

X 923-9229 A—Shipping weight 1 lb. 3.97

SAVE THIS CATALOG—order toys now—and any time till September 20, 1965.

No down payment—with Credit Command—see page 283

10.99

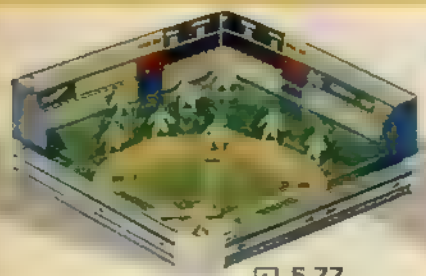
Players run for yardage—block and tackle!

play NFL football

just like the pros with this deluxe electrical gridiron

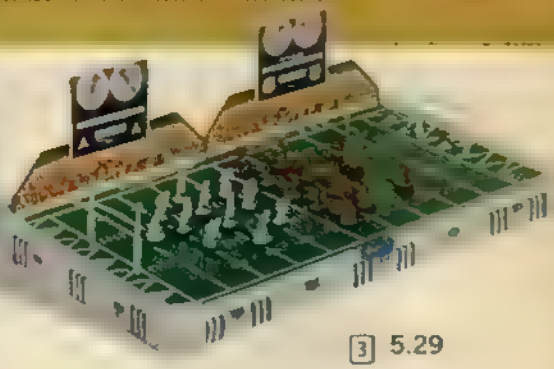
KICK OFF! Full excitement of a real NFL game. Twenty-two 3-D styrene plastic players in 4 different poses, exp[illegible] action, electric vibratory field set includes 1 metal [illegible] action kicker/passer, 3 molded magnetic footballs, 2 plastic goal posts, one 3-min yardage marker. Hardboard playing field has [illegible] of [illegible] plastic. Steel frame with rounded plastic corners. Operates on 110-120 volts AC. UL listed. 2[illegible] x 36 x 11 in. high. Just charge it—see page 283 for details.

X 923 2505 A—Shipping weight 15 lbs. 10.99



1 5.77

2 3.33



3 5.29

1 **ELECTRIC BASEBALL.** Play ball! Lever-action bat slams magnetic baseball into play. 9 metal players over field. Pitcher throws curves in and out—controlled by electronic coil. 6 plastic discs for base runners. Decorated steel frame, plastic corners. Hardboard base. 110-120 volts, AC. UL listed. 20⅛ x 19¼ x 2½ in. high.

X 923 9302 A—Shpg. wt. 5 lbs. 5 oz. . . 5.77

2 **CADACO-ELLIS BAS-KET GAME.** Fast, action-packed miniature basketball. Make shots from any court position—mechanically controlled levers throw ball at the basket. Rules, scoring same as in real basketball. Includes court, ball, changeable scoreboard. Sturdy steel construction. 20½x12½x2¾ in. high.

X 923 2596 A—Shpg. wt. 3 lbs. . 3.33

3 **GOTHAM NFL ELECTRIC FOOTBALL GAME.** The long NFL action! 22 styrene plastic players. Includes kicker/passer who controls magnetic football. 2 plastic goal posts, metal yardage marker. Hardboard playing field set in NFL decorated steel frame with rounded plastic corners. 110-120 volts, AC. 28½ x 15⅛ x 2⅛ in.

X 923 1911 A—Shpg. wt. 5 lbs. . . . 5.29

4 3.67

5 9.88

6 2.88

4 **"STATE FAIR" BAGATELLE GAME.** Players [illegible] and [illegible]. Highest scorer at the fair wins. 9 white marbles, 1 black. Marbles spring-propelled from chute. Game features replay lever, scoring bell. Heavy-walled transparent plastic top. Lithographed metal base. 25 in. long. Charge it—see page 283.

X 923 2356 A—Shpg. wt. 4 lbs. 3.67

5 **ELECTRIC "PINBALL" BAGATELLE GAME.** Every time you score, points register automatically as lights flash, bells ring. Spring-trigger propels 5 steel balls onto enclosed playing surface. Lithographed steel construction. Uses 4 "D" flashlight batteries (not included—order on page 289). 26½x12½x14½ in. high.

X 923-2471 A—Shpg. wt. 11 lbs. 4 oz. 9.88

6 **NUTTY MAD SHOOTING RANGE.** Ghoulish-looking characters tempt your aim. Knock down flip targets or aim projectiles into Nutty Mads' mouths! Game features automatic reload pistol with steel pellets. Self-contained with transparent top. Sturdy steel construction. Measures 19½ x 7 x 12 in. high.

X 923-9310 A—Shipping weight 2 lbs. 2.88

SEE FLI-BACK'S COMPLETE LINE OF YEAR ROUND TOYS DURING 1964

SEE FLI-BACK'S COMPLETE LINE DURING TOY FAIR—ROOM 904-905—HOTEL NEW YORKER

SEE FLI-BACK'S PERMANENT SHOWROOM—ROOM 453—200 5th AVE—NEW YORK, N. Y.

WRITE FLI-BACK SALES CORP.—P. O. BOX 427—HIGH POINT, N. C. FOR PRICE LIST

All the realism of thrilling "Formula I" racing with this **competition racing set**

- Authentic hump-bridge plastic track
- Completely automatic lap counter
- Rheostat control throttles
- Pre-wired terminal track

WITH BRITISH B.R.M. AND COOPER GRAND PRIX RACERS! **25.88** 18 feet of track!

FORMULA 1 RACING SET It's a match of champions! The stakes are high, the risks are great, but the winner's cup is well worth it. The starter signals [illegible] and two mighty racers blaze their way into that first tricky curve. You're in the lead. Your opponent's coming on fast! It's anybody's race, only luck and skill will decide who gets the checkered flag. Racers are [illegible] about 7½ in. long—each in detailed plastic and metal with rubber tires. 2 rheostat control throttles, each with a hand brake for positive braking action. Challenging hump bridge and chicane obstacle. Completely automatic lap counter. Entire competition circuit measures approx. 18 ft. in length—10 sections of curved track, 4 sections of straight and 1 section of terminal track, 12 overpass supports and 10 fence sections add realism. Plastic track is pre-wired and pre-assembled, sets up quickly, easily. 4-amp powerpack uses [illegible] AC. UL listed. Complete with road racing guide.

X 924-0839 A—Shipping weight [illegible] lbs 6 oz. 25.88

2 Ferrari "Testa Rosa" cars
with independent speed control

Pre-wired and pre-assembled track **19.88**

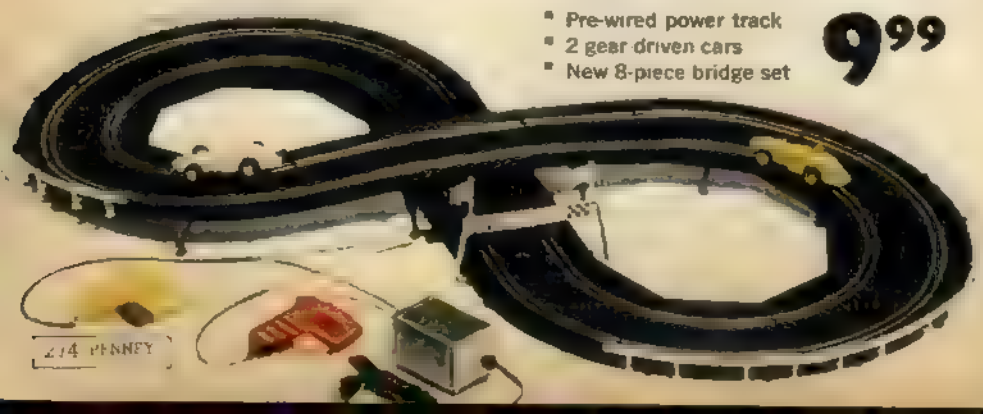
"SELECTRONIC" ROAD RACE. Each car's speed is controlled independently, even when both cars are in the same lane. 2 pistol grip rheostat speed controls, each with speedometer, give you complete control of car speeds. 2 exciting "change-lane" switchtracks with push-button controls, each driver makes lane changes to take the lead. 2 plastic "Testa Rosa" Ferrari cars with dual-speed rear axles, wheel assembly can be adjusted for desired speed and once a car's lap counter clock-in circuit counts and records up to 50 laps for each car. New starter-flagman automatically begins equal start races. Plenty of fine line track for a wide range of layouts—13 straight, 12 curved, 2 short straight sections. Plastic track is pre-wired and pre-assembled, sets up easily and quickly. 6 cross-over bridge supports, 8 pieces of fence, and decal set. 2-amp 6-volt powerpack with circuit breaker, 110-120 volts, AC. UL listed. No down payment—see page 283.

X 923-5573 A—Shipping weight 7 lbs 12 oz 19.88

Power "8" over-and-under racing speedway with powerpack and "Indy" racers!

- Pre-wired power track
- 2 gear-driven cars
- New 8-piece bridge set

9.99

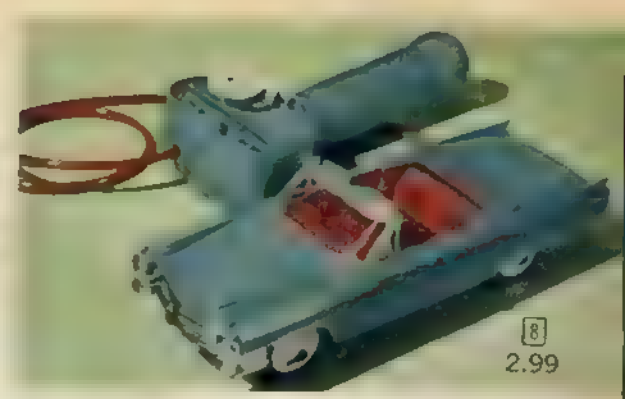


POWER "8" ROAD RACE SET This action-packed race set with 2 new Indianapolis cars is fun to watch . . . more fun to run! Economically priced, complete with powerpack. Cars are 1/32 scale, finished in highly detailed plastic and metal with pre-wired motors. Newly designed wheels with rubber racing tires. 2 rheostat speed controls with speedometers. New 8-piece bridge set: 2 new bridge rail sections and 6 sections of break-resistant polyethylene plastic fence, 12 curved and 5 straight sections of asphalt-black plastic track. All plastic track pre-wired and pre-assembled, snaps together easily. Forms 2 ft. 6 in. x 4 ft. x 8 in. figure-8 oval, over 9 ft. of track in all! Car decals and label set, new start-finish banner flags. 1.5-amp 6-volt powerpack, 110-120 volts, AC. UL listed.

X 924-0821 A—Wt. 6 lbs. 9 oz. 9.99

6
2 99

7
1.88



8
2.99

test your skill . . .
can you land
the **human cannonball**
in the net? **2.87**

HUMAN CANNONBALL TRUCK is a real "Big-Top" attraction! You set up the net, put the figure into the cannon, take aim and ZOOM—it's a hit! Spring-powered cannon adjusts up and down, locks in position. Truck of heavy-duty plastic. Cotton mesh net with stand, 2 plastic figures. Not sold to residents of Delaware or Massachusetts.

X 924-0763 A—Shipping weight 1 lb. 4 oz. 2.87

9
2.87

10
2 19

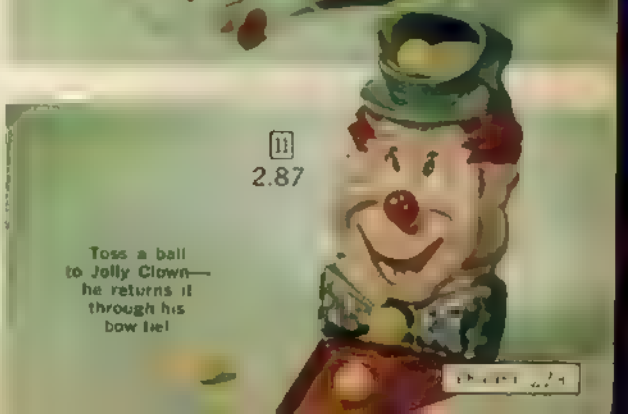
SAVE THIS CATALOG
Toys available until
September 20, 1965

Fun-day Drivers!

Just fill 'er up with imagination and you're on your way!

12
10.49

- HORN BLOWS!
- GEAR SHIFTS!
- SIGNALS LIGHT UP!
- KEY STARTS MOTOR!



11
2.87

Toss a ball to Jolly Clown—he returns it through his bow tie!

GARTON

CROQUET SETS

Spring '64

No. 24

Four Player Set packed in colorful candy striped display carton with an inner carton which can be set up into a convenient carrying rack. 5" grooved mallets with colored tips. Solid colored enamel plastic croquet balls. Stakes, mallets and grooved handles coated in weather-resisting varnish. Packed one per carton, K.D. Weight 9 pounds. (Mailable)

SEND FOR WATER SKIS AND CROQUET SETS CATALOG

Garton TOY COMPANY

SHEBOYGAN • WISCONSIN

Manufacturers of children's wheel goods • table and chair sets • sleds • croquet sets • water skis

Here it is . . . the "right in your own back yard" game that appeals to all ages. Youngsters, oldsters . . . who can resist taking a whack at a truly superior GARTON all-plastic croquet ball (12 years tested!) Croquet's the game to entertain the entire family. . . so saleable because it's fun.

GARTON offers a selection of ten attractive ensembles and racks, styled and priced to please . . . designed for convenient handling and storage. Quality-built to weather many seasons of play. All wood parts are made of select hardwood, durably finished.

Profit from GARTON S long experience in the game Contributing to family fun since 1879

No. 346 CROQUET SET

Six Player Set in attractive tepee rack made of molded plastic 7 grooved mallets with colored tips and striping New style grooved handles, striped in six colors Full size plastic balls All wood parts varnished Packed K D, one per carton Weight 15 pounds (Mailable)

No 336 CROQUET SET

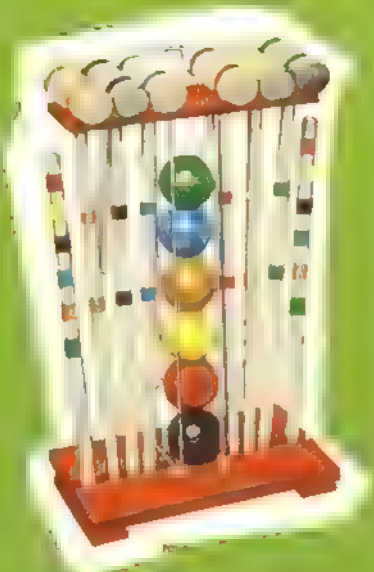
Six Player Set in sturdy wire rack with rubber tired wheels New 7 turned and striped mallets and new style turned handles Full size plastic balls All wood parts varnished Packed one per carton Weight 17 pounds

No 546 CROQUET SET

Six Player Set Attractive tepee rack made of molded plastic 7 modern design beaded mallets with rubber tips Full sized plastic croquet balls with one large and two fine stripes in six colors. Step down arches New turned handles with shaped hand grips Packed K D, one per carton Weight 16 pounds (Mailable)

No 436 CROQUET SET

Six Player Set featuring new 7 TWO WAY mallets with white rubber tips on one end for accuracy and standard maple face on opposite end for distance Packed with colorful inner carton which can be set up into permanent and handy carrying rack New turned handles and six full sized plastic balls Shipped one per colorful carton K D Weight 5 pounds (Mailable)



No 226 CROQUET SET

Six Player Set in newly designed wood rack New 6 turned mallets and turned handles with colorful striping Plastic balls All wood parts varnished Packed one per carton, K D Weight 14 pounds Mailable

No 856 CROQUET SET

Six Player Set in heavy gauge chrome plated wire rack with 5 wheels and rubber tires 8 mallets with plastic colored Duro-Tips and large turned handles Step Down arches Colored plastic balls numbered from one to six All wood parts varnished Packed one per carton Weight 19 pounds

Sears puts at your fingertips more of what America's children want most

Guidancetown USA Sets

Plastic side and roof panels snap together . . build unlimited types of buildings

113 pieces **$2.19** 225 pieces **$3.99**

Just right for the 3 to 7-year old. A whole town takes shape under their nimble fingers . . gaily colored high-impact plastic construction pieces are beautifully detailed. 18 differently designed panels, 4 roof types, 10 styles of cars and trucks, 11 types of traffic equipment. Various trees, chimneys, steeples, window plaques add to the joy of seeing and doing. Both sets have full scale street layouts. Illustrated instructions. Educates youngsters to the importance of traffic safety. Easy-clean plastic; self-storing box.

1 **225-pc. Set, 36x44-in. street plan.** 79 U 4634C Wt. 4 lbs. . $3.99

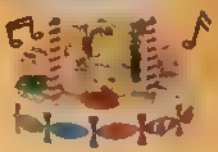
2 **113-pc. Set; 30x40-in. street plan.** 49 U 4633 Wt. 2 lbs. 4 oz. $2.19

Village Set 120 pieces $4.19

For junior city planners . . build entire towns with wood houses, office buildings, churches, schools, train and depot, autos . . even trees and train signals. Colorfully decorated canvas layout shows streets, lawns and railroad track. Can use with any Tot Railroad Set . . see page 125. Complete with instructions and heavy canvas storage bag. For ages 2 to 8.

120-pc. Set with 32x32-inch layout.
49 U 4716 Shipping weight 4 lbs. $4.19

190-pc. Set with 37x37 in. layout. Not shown.
49 U 4639—Shipping weight 6 lbs. $6.19



Fun for ages 3 to 5 . . turn the merry-go-round, listen to its gay, tinkling music

AMERICAN Wood Logs

103 pieces **$1.77**

Log building sets go together with ease. Interlocking notches . . logs of each size in three deep holes securely. Logs vary in length from 1½ to 10½ in. Wax transfer stains wood . . means smooth handling, long wear. Colorful wood roof planks and chimneys. Interchangeable parts in all sets.

49 U 4676 103-piece Set. Shipping wt. 2 lbs. 9 oz. $1.77
49 U 4674 150-piece Set. Shipping wt. 3 lbs. 12 oz. 2.44
49 U 4677 201-piece Set. Shipping wt. 4 lbs. 11 oz. . . 3.44
49 U 4678 300-piece Set. Shipping wt. 6 lbs. 10 oz. 4.94

Fisher-Price Amusement Park with 6 action-filled rides

$7.99

Set up this 6-ride furland on its very own colorful polyethylene layout . . hours of "let's pretend" play with musical merry-go-round, whirling chair ride, take-apart choo-choo, miniature boat ride, playground swing, bridge and tunnel, miniature auto ride and 7 cute play people. All beautifully crafted in merry colors on hardwoods and plastic. Layout shows grass and walks, railroad track and pond for bridge and boat ride. Little wooden people can be moved from one ride to another . . can be visitors or park attendants. Safe, non-toxic colors. Layout 30x50 inches wide.

49 U 4671—Shipping weight 4 lbs. 8 oz. $7.99

WORLD FAMOUS Pelham Puppets $5.19 to $7.99

Storybook Marionettes, hand-made in England. Fully jointed [illegible] legs. [illegible] Instructions [illegible] Ages 8 and up.

Velvet bodies, wood [illegible] posts, [illegible] wooden heads. [illegible] features. Witch (10) has movable mouth . . . just pull string [illegible] looks!

Key	Catalog Number	Character	Height	Shpg. wt. lbs.	Shpg. wt. oz.	Price
(1)	49 U 6181	Pinocchio	12 in.	1		$6.99
(2)	49 U 6184	Mama Bear	11½ in.	1	2	6.99
(3)	49 U 6178	Baby Bear	9½ in.	....	14	5.19
(4)	49 U 6179	[illegible]	10 in.	..	12	5.19
(5)	49 U 6189	Papa bear	11½ in.	1	2	6.99
6	49 U 6184	Georgie	[illegible]	1	....	6.99
7	49 U 6187	[illegible]	[illegible]	1	8	7.99
8	49 U 6180	Red Riding Hood	12	1	..	5.19
9	49 U 6186	Wolf	4	1	6	6.99
10	49 U 6.23	Talking Witch	12	1	2	7.99
11	49 U 6.35	Mother Jeremiah	12	1	..	6.99
(12)	49 U 6183	Gretel	12 in.	1	..	6.99
(13)	49 U 6.82	Hansel	[illegible] in.	1	..	6.99

Good quality Marionettes. Beautifully costumed. Hand-made, fully jointed wood bodies, hand painted round wood heads. [illegible] Ages 5 and up. Instructions. 12 inches tall. Made in England.

(14) 49 U 6176—Mitzi
(15) 49 U 6175—Fritz
(16) 49 U 6177—[illegible]
Shpg. wt. 1 lb. Each $5.19

MATTEL'S Talking Puppets will amaze you

$3.99 and $4.77

Just [illegible] their [illegible] each say many different phrases at random. No batteries. You move their mouths as they talk.

17 **Dishonest John.** Vinyl head, [illegible] Cotton body. [illegible]
49 U 6171 Wt. 1 lb. 12 oz. $4.77

18 **Cecil.** Rayon [illegible] body, [illegible] eyes. [illegible]
49 U 6173 Wt. 1 lb. [illegible] oz. $3.99

19 **Mr. Ed.** Vinyl head, [illegible] body. [illegible]
49 U 6172—Wt. 1 lb. 12 oz. $4.77

20 **Bugs Bunny.** Vinyl face. Rayon fluff plush. 15 in. to ears.
49 U 6174—Wt. 1 lb. 8 oz. $4.77

Two-Show Puppet Kit

$4.77

Young [illegible] have their own shows with this kit. Includes [illegible] Magic Trap, 45 RPM record with 2 complete shows, corresponding scripts for the shows, [illegible] necessary scenery [illegible] and ready to cut out and color. [illegible] every [illegible] the stage for 2 complete shows. Four puppets made of cotton felt, 9 inches tall.
49 U 6188—Shpg. wt. 1 lb. $4.77

Puppet Set with Theater

$7.44

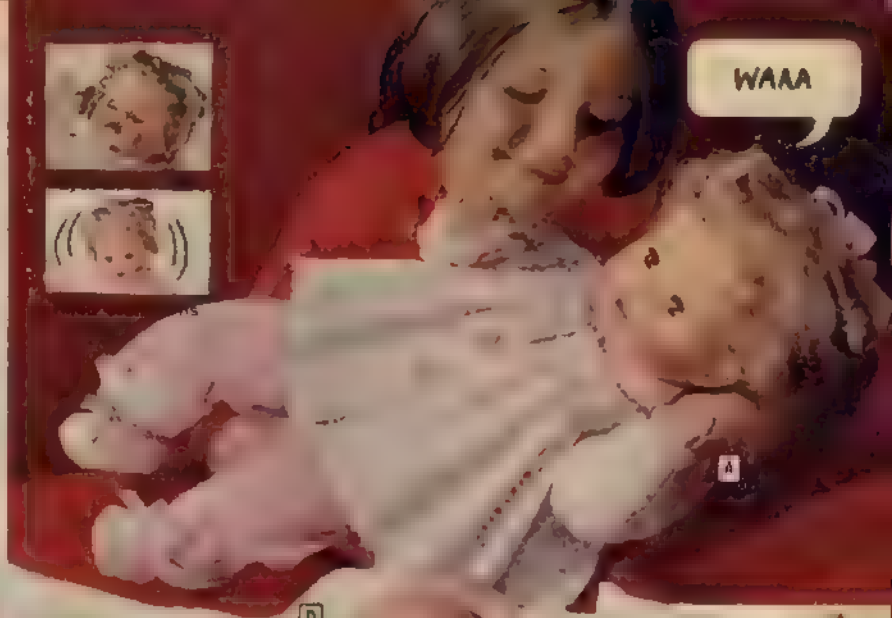
Stage 4 [illegible] shows complete with [illegible] stage [illegible] scenery. Scripts for [illegible] with [illegible] shows. 45 RPM record. The stars are Foxy Fox, [illegible] Zoo Zoo [illegible] cotton felt [illegible] sets 9 in. high. Easy set-up stage of corrugated fiberboard, 51 in. high, 28 in. wide, scenery drawn on cardboard, ready to color and cut out.
79 U 6122C—Shpg. wt. 6 lbs. Set $7.44

Sleepytime "Snoozie" turns her head

A SNOOZIE DOLL FROM IDEAL. This lovable sleepy head acts like a real baby. Turn the control knob on her back—she moves her head, opens and closes her eyes, and comes softly to be picked up and comforted. Snoozie is soft and caressable—made of vinyl with cotton-stuffed fabric body. She has pretty blond saran hair, and comes dressed in a bedtime outfit that is also suitable for travel. 20½ in.
X 921 3679 A—Weight 4 lbs. 11 oz. . . 12.77

sleepytime gals

in soft-touch plastic



B She plays a soft lullaby

Dimpled Darlings

all dressed up for their new homes

BLONDE POSI PIXI. Cute, with an abundance of charm. She's sure to capture the heart of any uncomplicative little girl. Made of flexible soft plastic. Pixi bends in all the postures of a real live baby. Moving eyes, rooted hair. She's 18 in. tall, comes in a charming pink leotard with flower-appliqued topper, hat. Shpg wt. 1 lb. 12 oz.
X 921 3729 A . . 8.49

BRUNETTE POSI PIXI. A winsome lass with laughing eyes—mute and irresistible. She's soft and cuddly. Bends in almost any position just like a real baby. New, very flexible plastic. Rooted hair, eyes that move. She's 18 in. tall, comes dressed in yellow sleepers and matching stocking cap with a fluffy pompon. Wt. 1 lb. 12 oz.
X 921 3737 A 7.49

B MISS NEWBORN. Lifelike infant stretches and stirs—plays a lullaby too. Made of soft vinyl. She has a cuddly stuffed cloth body, floppy arms, legs, moving eyes, pixie hair. Her outfit is a diaper and printed sateque; she is wrapped in a receiving blanket encircled with a pretty bow. This little bundle of joy measures 14 in.
X 921-3711 A—1 lb. 4 oz 3.89

C SNUGGLE SOFTEE. A darling blonde harmer snuggled in her blue and yellow hunting outfit. She looks like a real baby with her chubby arms and legs, her moving eyes. When you lift her she coos sounds like a real baby cries "Mama." Her hair is rooted for a lifelike appearance. Snuggle Softee measures about 17 in. tall.
X 921-3703 A—1 lb. 12 oz 4.89

D "MISS PEEP" NEWBORN BABE. Look what the stork brought! Miss Peep is bundled up in her fine double nap cotton flannel kimono set. Her outfit is trimmed in ribbon and she is in a receiving blanket tied with in a wide satin ribbon. She wears tiny knitted booties tied in satin. Washable cloth soft vinyl body with floppy jointing. Foam and cotton filled. Size about 20 in.
X 921 3687 A—2 lbs. 3 oz 5.88

E 'BABY KEWPIE.' An adorable little baby in her cotton flannel pajamas. She's sure to be cherished by a loving "mommy." Made of soft vinyl—washable and lightweight. Exclusive floppy jointing allows a variety of postures. Foam- and cotton-filled body is cuddly soft. Size: about 18½ in.
X 921 3695 A—3 lbs. 3 oz . 4.79

who is the fairest of them all? RUTHIE is!

This irresistible newcomer has everything ■ a pinafore ■ 2 dresses ■ slack suit ■ hooded jacket ■ coat ■ hat ■ purse ■ hangers, curlers, comb, brush, mirror

HORSMAN'S "RUTHIE" is a cuddly armful, 13 in. tall. Her long-lashed eyes open and close; her body is fully jointed—even her head turns. Vinyl plastic. Bonded hair in pony tail. Complete with wardrobe shown.

X 921-3869 A—3 lbs. 4.88

BONNIE has her own swing

BABY BONNIE is an outdoor girl, loves to take on her swing. And no wonder—it has a bright striped cushion, open or fringed canopy to shade her from the sun. Bright eyed Bonnie is 10 in. tall, has wavy rooted hair, jointed vinyl arms and poly ethylene legs, eyes that move.

X 921-3844 A—Wt. 2 lbs. 4.99

A doll to play with—a "Golden Book" to read

RED RIDING HOOD steps out of the story as a 13½-in. plastic doll, fully jointed. Vinyl head, moving eyes. Wears a print dress under her red, hooded cape. With basket, story book.

X 921-3851 A—Shpg. wt. 2 lbs. . . . . Doll with book 3.99

On-duty or off, NURSE DOLL'S a dream!

HELP FOR AILING DOLLS is on its way when the nurse doll appears in her crisp cotton percale uniform with cap and apron. She has off-duty clothes too! Fully jointed. Vinyl head, arms, plastic body, legs, moving eyes, rooted hair. Includes dress, pajama set and robe. In white "steamer trunk" with lock.

X 921-3828 A—Shipping weight 2 lbs. 4.99

The toddler with 3 outfits

[1] **DOLLIE THE TODDLER.** Little mothers will love appealing Dollie. She's 18 in. tall, smooth vinyl head, arms. Polyethylene body and legs—her body's fully jointed so you can move her arms and legs. She has go-to-sleep eyes, closed. Molded hair-do and pearly white teeth. Wears 2-tone dress with braid and lace trim, shoes, socks, panties. Two other outfits included.

X 921-3810 A—Wt. 3 lbs. . . . 4.99

Two dolls—6 outfits in all

[2] **CUTIE PIE DOLL AND HER DOLLY.** What's more fun than a new doll? Two dolls that you can dress alike! Cutie Pie and her dolly wear matching nylon taffeta dresses with lace and ribbon trim. Each has a pretty printed A-line dress. For snow-time play, each has a hooded snow-suit. Cutie Pie is 14 in. tall, fully jointed, with sleeping eyes. Has rooted hair. Her dolly is 6 in. tall—her eyes also open, close. Vinyl heads, arms, polyethylene bodies, legs.

X 921-3836 A—Wt. 1 lb. . . 5.99

Buy all toys with Credit Command—see page 283 for details

SAVE THIS CATALOG—use it to order toys till Sept. 20, 1965

Flight 744 now boarding at Concourse W-2

Move the Telescoping Passenger Ramp into place . . drive up the tank trucks . . roll out the loaded baggage trailers . . wait for the final check . . the 707 jet is ready to roar

International Airport

98 pieces $8.99

You run "control tower"! Keep track of heavy air traffic . . talk-in emergency landings. This big jetport is busy with six 707 jets, 2 electra prop-jets, 7 small aircraft including a Beechcraft Bonanza and a helicopter. A friction-powered airport bus, steel terminal building 25½x4x10½ in. and hanger. An airport full of accessories: wind gauges, crash equipment, searchlights, radar gear, loading ramps, trucks and 24 airport personnel . . all molded plastic. Easily assembled on 27x42 in. plastic airfield sheet.

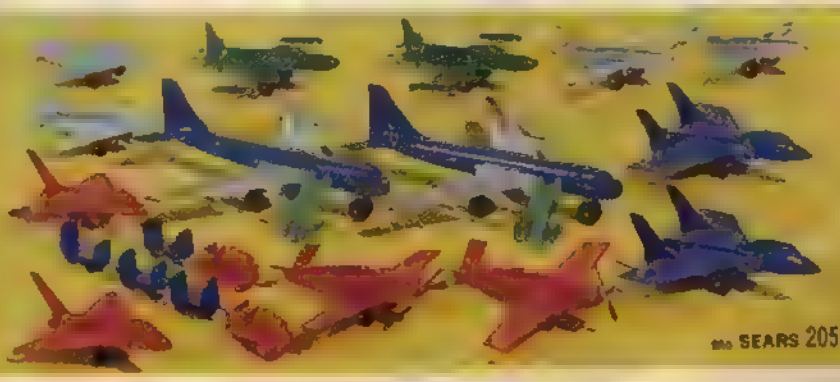
79 U 6026L—Shipping weight 8 pounds $8.99

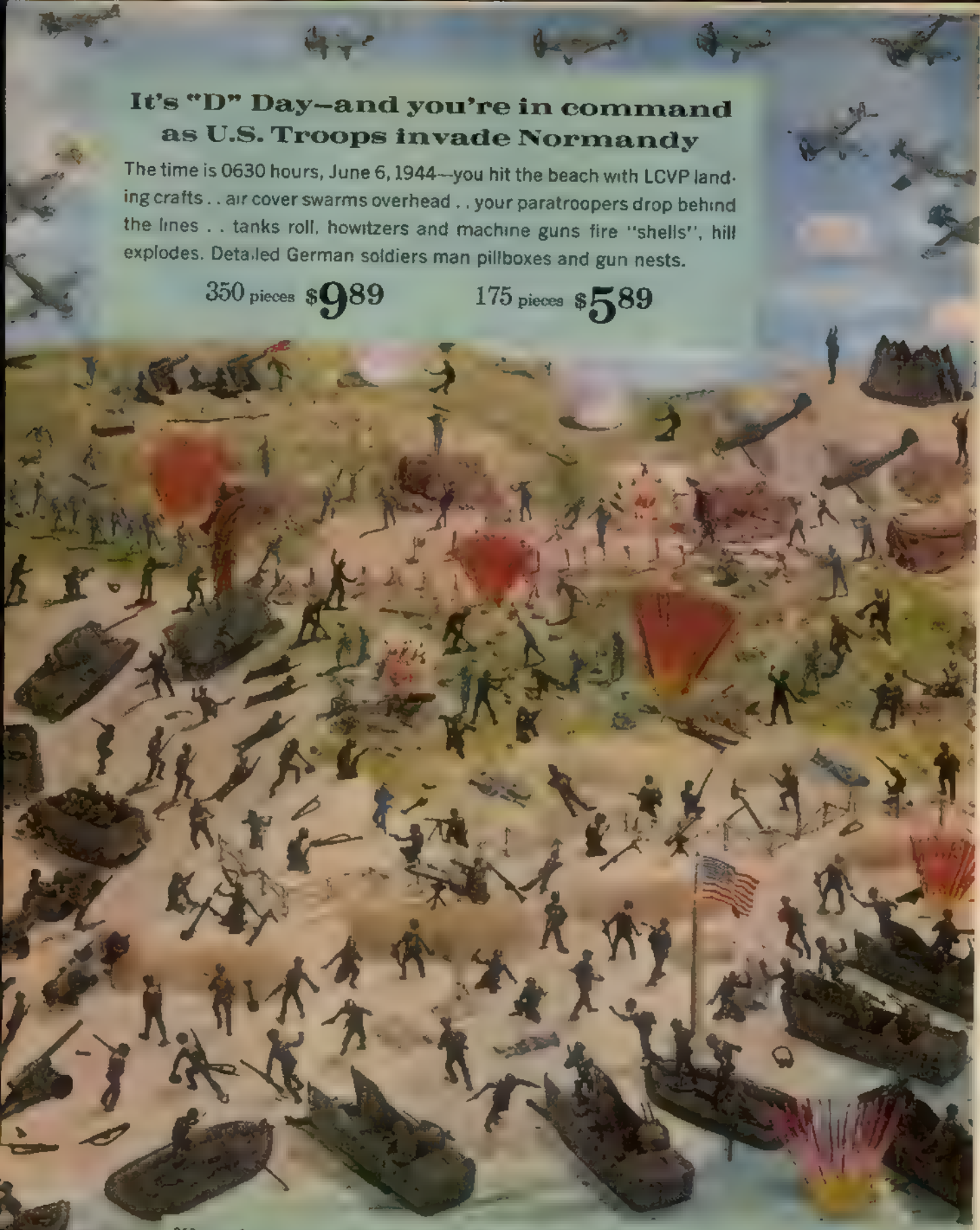
Tootsietoy® Airplanes

22 pieces $3.59

Here come 14 scale model planes looking for a good place to touch down. Why not make your own landing strip. They're die-cast metal with rubber tires and brilliant baked-on enamel paint jobs. You get 2 Sabres, 2 Panthers, 2 Cutlass fighters, 2 Starfires, 2 Beechcrafts and 2 Skyrays . . 4½ inches long. Also 2 Boeing 707 passenger jets . . 7 inches long. Includes 2 passenger loading ramps, 2 tractors, 4 baggage carts.

49 U 6032—Shipping weight 1 lb. 7 oz. $3.59




It's "D" Day—and you're in command as U.S. Troops invade Normandy
The time is 0630 hours, June 6, 1944—you hit the beach with LCVP landing crafts . . air cover swarms overhead . . your paratroopers drop behind the lines . . tanks roll, howitzers and machine guns fire "shells", hill explodes. Detailed German soldiers man pillboxes and gun nests.
350 pieces $9.89
175 pieces $5.89

350-piece Set. Stage a full scale invasion with over 100 American soldiers advancing, 48 German soldiers defending. Realistically [illegible] pieces [illegible] jeeps, half tracks and tanks with turning turrets roll [illegible] pontoon bridges. 12 planes [illegible] Thunderbolt P-47s and Mustang P-51s. Put up barbed wire, sandbag emplacements, tank traps, land mines and logs. Place men behind [illegible] stumps and arm them with recoilless rifles or trench mortars. Many accessories: pistols, rifles, field phones, first aid kits. All molded plastic. When the beachhead is won, raise the American flag.
79 U 6012L Shpg. wt. 7 lbs. Set $9.89

175-piece Set. Like set at left, but fewer accessories. 54 GIs, 32 German soldiers, 8 vehicles, LSTs, artillery, 4 planes.
79 U 6027C Shipping wt. 5 lbs. Set $5.89

Battlefield Layout Base. Realistically printed terrain on 42x27 in. vinyl sheet.
49 U 6098 Shipping wt. 3 oz. Each 49c

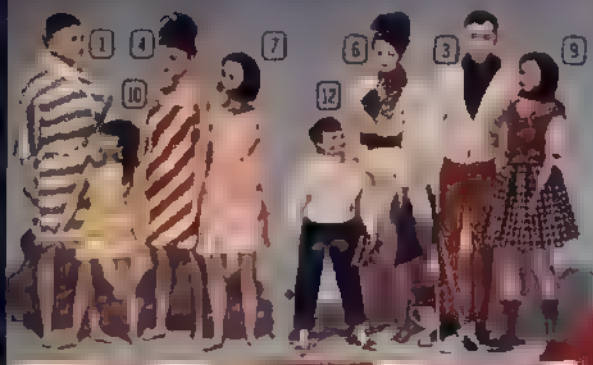
LAKESIDE '64

See
LAKESIDE TOYS
Suite 1224
200 5th Ave. Bldg.

LAKESIDE T.M.

©LAKESIDE TOYS, MCMLXIV

MEET THE *Littlechap* FAMILY



Doll Not Included with Outfits (17)-(22) Above

1 TO 12 **Littlechap Family**—Fully jointed, painted features. Mother, Judy, Libby—rooted hair, Father—molded hair. Wear terrycloth outfits, ready to dress. Stands included.

Save over $1.00—All 4 Dolls. 48T3898–Wt. 2 lbs. 6 oz. **$10.99**

(1) **Dr. John Littlechap**—handsome, well built. Abt. 15 in. 48 T 4233–Ship. wt. 10 oz. **$3.34**

(2) **Medical Tunic**, pants, shoes, socks, acces. 48T4252–(Nodoll) Wt. 4 oz. **$2.19**

(3) **Cardigan, Shirt, slacks.** 48T4253–(Nodoll) Wt. 4 oz. **$2.99**

(4) **Lisa Littlechap**—mother, former model. Abt. 15 in. 48 T 4231—Wt. 10 oz. **$2.99**

(5) **Dress, Shoes**, Bag, gloves, jewelry. Ship. wt. 4 oz. 48T4250—(No doll). **$1.99**

(6) **2-Pc. Dress**, scarf, shoes. 48T4251–(Nodoll) Wt. 4 oz. **$2.79**

(7) **Judy Littlechap**—vivacious teen ager—abt. 13½ in. 48 T 4230—Wt. 9 oz. **$2.99**

(8) **Party Dress**, slippers, bag, jewelry, gloves. Wt. 4 oz. 48 T 4248—(No doll) . . **$1.99**

(9) **Bermuda Skirt**, vest, shirt, scarf, loafers, socks. Wt. 4 oz. 48 T 4249—(No doll) **$2.99**

(10) **Libby Littlechap**—pert, ponytailed miss. Abt. 10½ in. 48 T 4232—Wt. 8 oz. . . **$2.69**

(11) **Dress, Petticoat**, shoes, gloves, socks. Ship. wt. 4 oz. 48 T 4245—(No doll) . . . **$1.97**

(12) **Levis, Sweatshirt**, sneakers. Ship. wt. 4 oz. 48 T 4255—(No doll) . . **$1.79**

13 TO 15 **Littlechap Home**—sturdy, colorful, easy to assemble—completely furnished rooms fold compactly, have handles.

(13) **Dr. John's Office.** 48 T 2761–Wt. 4 lbs. 8 oz. **$2.99**

(14) **Family Room**—15 Pcs. furniture. Accessories. 48 T 2760–Wt. 4 lbs. 8 oz. **$2.99**

(15) **Master Bedroom.** 48 T 2762–Wt. 4 lbs. 8 oz. **$2.99**

16 TO 22 **Betsy McCall**—Fully jointed, she walks, sits, kneels. Moving eyes, rooted hair. Wears chemise, shoes, socks. 8 in. tall. Wt. 7 oz.
(16) 48 T 4366–Doll only. **$1.89**

(17) **Birthday Party Outfit** 48 T 3987—Wt. 3 oz. . **$1.64**

(18) **Dress, Apron** only. 48 T 4205—Wt. 3 oz. . . . **$1.29**

(19) **Pjs.** (No slippers.) 48 T 3983—Wt. 3 oz. **88c**

(20) **Shopping**—dress, hat 48 T 4203—Wt. 3 oz. . **$1.33**

(21) **Winter Weekend Outfit** 48 T 4204—Wt. 3 oz. **$1.69**

(22) **School Days Outfit.** 48 T 4201—Wt. 3 oz. . . . **$1.28**

23 **Bride, Trousseau and Trunk.** Moving eyes, fully jointed, rooted hair. Wears gown, veil, slip, panties, shoes. Also robe, night gown, 2-pc. dress, pjs, 2 pc. sundress, vanity set, luggage, curlers, tissues.
48 T 4066—Complete. 15-In. Doll. Wt. 4 lbs. 4 oz. . **$6.99**
48 T 4067—Complete. 20-In Doll. Wt. 5 lbs. 4 oz. . . **$8.66**

24 **Tressy**—her hair "grows" when you turn key, style her hair 100 different ways. Fully jointed, painted eyes, rooted hair. Wears most fashion doll outfits. Abt. 12 in.
48 T 4103—Wt. 12 oz. **$3.97**

BRIDE, TROUSSEAU, TRUNK

23 **$6.99**

15-IN.

TRESSY . . . HER HAIR "GROWS"

12 IN.

$3.97

Wards Wishmaker Special $12.94 COMPLETE

Drink-Wet Doll, Wardrobe, Carriage, High Chair

Everything On This Page Only $12.94—Save over $4.00—perfect gift set for her very first doll or to add to her collection. She's a 16-in. baby doll that drinks from her bottle, then wets—a pony-tailed chamber pot that only little girl will care for and love. Soft molded hair, sleeping eyes, fully jointed vinyl body. She is dressed in darling jumper dress with matching panties, print blouse, shoes and socks.

Her Fashionable Doll Wardrobe includes 2-pc. pajama suit, nylon lace-trimmed party dress, coat and bonnet, pair of flannelette pajamas and bootees.

Sturdy Plaid Carriage with Visor—constructed of heavy vinyl, steel frame with chrome-plated hubs, steel pushers, hub caps, parking brake, folds compactly, easy to assemble. Full padded seat, shoulder gear allows you to pack baby in her carriage. Fisher abt. 23½ in. long, 12 in. wide. Abt. 20x10x6½ in.

High Chair with 5 Accessories—looks like a real baby high chair. Sturdy chrome steel with vinyl tipped legs, packed in one carton. Fast assembly, bottom feeding tray, easily assembled, over 29 in. high. Accessories include hot-cold feeding dish, cup, funnel, feeding spoon and bottle warmer.

48 T 4385Y—Doll, Wardrobe, High Chair, Carriage, *Mail*. Ship wt. 13 lbs. Complete	$12.94
48 T 3928—Doll and Wardrobe Only. Ship wt. 2 lbs.	7.99
48 T 5695—Carriage Only. No doll. Ship wt. 7 lbs. 8 oz.	5.49
48 T 4554 M—High Chair, Accessories Only. *Mail* only. Ship wt. 3 lbs. 8 oz.	3.49

Carriage
$5.49

GOODY PRESENTS
America's Biggest Doll Value

16-in.
Doll, Clothes
$7.99

Save This Catalog—Toys Available Until Oct. 1, 1964

High Chair,
Accessories
$3.49

Infant Dolls all dressed and ready for travel

Lovable Baby Doll in her own basket

1 Warmly dressed 13-in. baby doll wrapped in soft ribbon-tied blanket. Her portable woven fiber basket (about 14x9 in.) smoothly lined and trimmed with ruffled net. Cloth body. Vinyl arms, legs and face. Rooted pixie hair. Go-to-sleep eyes.
49 U 3057 Wt. 3 lbs. 4 oz. $5.99

Lullaby lulls Baby Doll to sleep as she rocks in her cradle

2 Baby's snug and warm in her 2-piece sleeper. Her musical cradle plays a pretty melody every time you wind the knob. 17 in. of long wear. Cradle is lined with whispery ruffles. Wide ruffle of tulle around outer edge. *And she drinks and wets too.* 13-inch fully jointed plastic body. Rooted hair you can comb and style.
49 U 3020—Shipping wt. 4 lbs. 12 oz.... $6.99

Baby Doll loves her own car bed, has complete layette

3 Dress her in a print dress and bonnet or put her to bed in kimono, diaper and booties. She'll sleep soundly in her plastic car bed (about 15x7x4 in. metal frame) covered with soft blanket. 13 in. long. Cloth body dressed in romper. Vinyl arms, legs and head. Rooted pixie hair frames her face.
49 U 3258 - Shpg. wt. 2 lbs. 12 oz. . $5.99

Pretty Baby Doll so soft and squeezable

4 Soft and sweet 13-inch infant has a cloth body with vinyl arms and legs. The perfect "baby" for your little girl. Rooted pixie hair fringes her face. Her go-to-sleep eyes open and shut. She's dressed for an outing in a pretty print dress, matching bonnet and knit booties.
49 U 3058—Shpg. wt. 1 lb. 4 oz.. . $2.97

Clothing for Baby Dolls 12 to 21 inches

5 Sleeper and robe set. Wt. 4 oz.
49U3403–12 to 15 in. $1.19
49 U 3405 –16 to 17 in. 1.39
49 U 3406—18 to 19 in. . 1.59
49 U 3407—20 to 21 in. . 1.79

6 Coat and hat set. Wt. 4 oz.
49U3490–12 to 15 in. $1.49
49 U 3491—16 to 17 in. . 1.59
49 U 3492 18 to 19 in. . 1.69
49 U 3493 – 20 to 21 in. . 1.92

7 Dress, bonnet, slip, shoes. Wt. 4 oz.
12 to 15 inch size
49 U 3425.. . $2.29
16 to 17-inch size
49 U 3426. ... 2.39
18 to 19-inch size
49 U 3427..... 2.49
20 to 21-inch size
49 U 3428 .... 2.59

Baby-Doll Layette

8 Especially for infants. Layette includes quilted bunting, printed romper, 2-piece cable-stitch sweater and trousers outfit. Also diaper, shoes, stockings, bottle, rattle, pacifier.
Shipping wt. 1 lb.
49U3564–12/15-in. $2.97
49U3566–17 to 19-in. 3.59
49U3567 20 to 21-in. 3.89

Who wouldn't be smitten with Kitten

EXQUISITELY MADE BY *Madame Alexander*

$6.67 9

10 $8.99

11 $10.99

She cries when you tilt her

Kitten . . the soft-body dimpled baby doll that loves cuddling. Fine detailing even to her fingernails. Choose 14-inch or full 18-inch size.

She has a cloth body with soft vinyl arms, legs and head. Silky rooted hair. She wears a fluffy diaper and nylon-tricot kimono.

9 14-in. Kitten. Wt. 2 lbs.
49 U 3067.. ...$6.67

10 18-in. Kitten. Wt. 3 lbs.
49 U 3068.....$8.99

This doll wiggles and says "Mama"

11 Kitten moves her arms, legs and head when you gently wind knob in back. She'll say "Mama" 'til you pick her up. Then she stops talking but still moves just like a real baby does.

Her pink-cheeked face and arms and legs are of softest vinyl. Cloth body. Shiny rooted hair, go-to-sleep eyes. 18 inches long. She wears a soft, lace-edged rayon gown. Shipping weight 3 lbs.
49 U 3069. .... $10.99

Sears puts at your fingertips more of what America's children want most

This is Tiny Chatty Baby
now with her own
Tiny Chatty Baby Brother

Just 15 in. tall . . cry, laugh and say 11 different things

$6.37 each

Endearing Tiny Chatty Baby nestles snugly in your arms, looks up at you with a baby-like appeal with eyes that open and shut. Pull the Chatty Ring and each one talks in a sweet, child like voice

The winsome smile is even cuter with two tiny baby teeth. Smooth, rosy cheeked face. You can comb and brush the hair. Vinyl body jointed so you can sit, stand doll . . hold out arms, turn head

Shpg. wt. ea. 2 lbs. 4 oz.

1 **Blonde Tiny Chatty Baby**
49 U 3088 ..... $6.37

2 **Tiny Chatty Baby Brother**
49 U 3031 ..... 6.37

3 **Brunette Tiny Chatty Baby**
49 U 3089..... 6.37

4 **Colored Tiny Chatty Baby**
49 U 3090 ..... 6.37

Outfits just right for Tiny Chatty Baby

5 Fun-time outfit for casual play. Perky kitten face decorates the yoke. Comes with matching shoes.
49 U 3091—Shpg. wt. 8 oz.... $1.48

6 She's off on a shopping trip, goes to meet your friends in her smartly styled coat and hat
49 U 3092—Shpg. wt. 8 oz... $1.97

7 She's snug and warm in her pretty printed long nightie and fluffy robe with matching slippers.
49 U 3093—Shpg. wt. 8 oz.....$2.49

18-inch Chatty Baby now says 18 phrases

$9.88

She's grown a full 3 inches more than her little sisters and brother. She talks to you when you pull the Chatty Ring

Her smooth vinyl head, arms, legs move, to make her a playful "little girl." Her eyes open and shut for play and nap-time. Plastic body. Comb and brush her rooted hair. Shpg. wt. 3 lbs. 8 oz.
49 U 3094 $9.88

 (Dolls not included.)

Marybel needs you to help her get well

$10.99

1 Exquisitely fashioned by Madame Alexander, Marybel wears lace-trimmed rayon satin shortie pajamas, robe, removable slippers. Has casts for arms and legs crutches just her size . . dark glasses . . Bandaids and bandages . . red spots for measles, yellow for chicken pox. Rigid plastic body with jointed arms, legs. Turning waist, vinyl head with rooted Saran hair, go-to-sleep eyes. 15 in tall. In fiberboard case.
49 U 3670–Wt. 3 lbs. 4 oz $10.99

Dr. Ben Casey's Patient

$4.79

2 Perfect patient . . sick or well. Fully jointed—plastic toddler doll with rooted hair. Package includes arm, leg casts, crutches, hypodermic, candy pills, bandages, Bandaids, sunglasses, gold-color stars. Also special pencil gives patient measles . . washes off when "cured". 14 in. tall
49 U 3486–Wt. 1 lb. 12 oz. $4.79

Beauty Shop Doll

$3.99

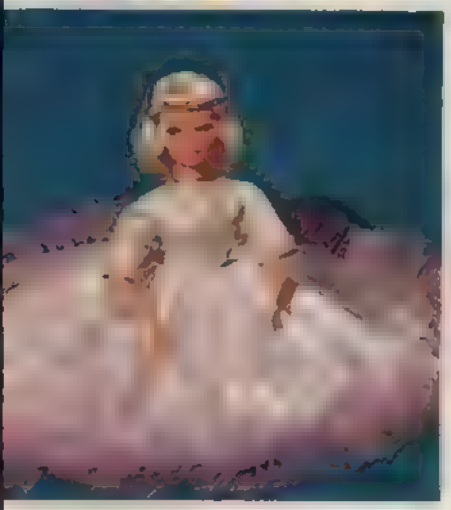
3 Play hair dryer with cap, comb, brush, mirror, curlers, lipstick, compact, manicure set. 15 in plastic doll in cotton dress, panties, socks, shoes. Jointed arms, legs head. Rooted hair and closing eyes.
49 U 3443–Wt. 2 lbs. 4 oz. $3.99

Tressy

Her hair "grows" so you can create fashionable new hair styles

$3.88

Turn magic key right or left. Tressy's hair length changes . short, long or medium . . for ponytail, upsweep, top knot, page boy hairdos. Dressed in shift dress and panties, high-heeled shoes. Figure so perfect she fits same outfits as other fashion dolls. Comes with special stand. Made of sturdy plastic with movable legs, arms, head. 11½ in. tall
49 U 3923—Shipping weight 12 ounces . $3.88



Enchanting Boudoir Doll

$5.98

Glamorous doll dressed in full length rayon satin gown with tulle overskirt that sweeps way out when she's seated. Has high-heeled shoes rooted acetate hair. Cotton fabric body with plastic head, arms and legs. 26 inches tall.
79 U 3043C—Shipping weight 3 lbs. $5.98

20-inch Ballerina and Outfits

$6.99

Wears tutu over stretch tights. Vinyl legs jointed at hips, knees and ankles. rooted hair sleeping eyes. Wardrobe includes party dress, panties, shoes and practice leotards. Can walk when held.
49 U 3484—Shipping weight 2 lbs. $6.99
49 U 3485—Ballerina only. Wt. 1 lb. 8 oz. 5.97

20-inch Vinyl Bride with Trousseau

$9.97

In suitcase formal, blouse skirt shorts, jacket raincoat petticoat, nightgown and accessories.
79 U 3468C Shpg. wt. 5 lbs. $9.97
49 U 3473—Bride only. Wt. 1 lb. 8 oz 4.94

We're the happy Littlechap Family by REMCO

Dr. John
$2.79

1 15-in. plastic. Has molded hair. Jointed arms, legs. Head turns. Robe, stand. Wt. 13 oz.
49 U 3941... $2.79

Pert Libby
$2.49

2 10½-inch plastic. Has rooted hair. Jointed arms, legs. Head turns. Sarong, stand. Wt. 8 oz.
49 U 3942 $2.49

Teenage Judy
$2.69

3 13½-inch plastic. Has rooted hair. Jointed arms, legs. Head turns. Sarong, stand. Wt. 11 oz.
49 U 3943. $2.69

Mother Lisa
$2.69

4 15-in. plastic. Has rooted hair. Jointed arms, legs. Head turns. Sarong, stand. Wt. 12 oz.
49 U 3944 $2.69

OUTFITS with accessories for each member of the family

Dr. John's Tunic
$2.33

Side closed tunic. White oxford cotton slacks. Stethoscope, tongue depresser, pen, watch, bag, shoes, socks. Doll not incl. Wt. 4 oz.
49 U 3945 $2.33

Libby's Dress
$1.99

Cotton velveteen dress with taffeta lining, long torso accented by sash and wide circle skirt. Ruffled petticoat, bow necklace, gloves, shoes, socks. No doll. Wt. 4 oz.
49 U 3947 $1.99

Judy's Dress
$1.59

Sleeveless party dress with low scooped neckline, bell shaped skirt and large flat bow. Ballet slippers, bag, choker, bracelet, button earrings, gloves. No doll. Wt. 4 oz.
49 U 3946 $1.59

Lisa's Dress
$1.99

Basic black dress with slim skirt, high waisted effect accented by velvet bow. Bag, button earrings, necklace, pumps, gloves, hair bow with veil. No doll. Wt. 4 oz.
49 U 3948 $1.99

Designed for the Littlechaps . .
3-room furnished house

5 Dr. John's Office $3.66

6 Family Room $3.66

7 Master Bedroom $3.66

Highly decorated chipboard. Easy to assemble.

5 **Dr. John's Office.** Desk, chairs, file cabinet, scale, sink, examination table, cabinets.
79 U 9363C—Shipping weight 5 lbs.... $3.66

6 **Family Room.** Wardrobe, desk, dresser, TV, tables, chairs, sofa bed, record player, pillows.
79 U 9364C—Shipping weight 5 lbs. $3.66

7 **Master Bedroom.** Bed, dresser, stool, table, lamp, wardrobe, pillows, closet with hangers.
79 U 9365C—Shipping weight 5 lbs. $3.66

Save $1.10 . . buy a Complete 3-room Set $9.88

Rooms fold into carrying cases with handles.
79 U 9366C3—Shipping weight 15 lbs. Set $9.88

I CRY REAL TEARS
AND
CALL MY MAMA

SEE MY PRETTY
OUTFITS

Your Choice

GOODY'S FAVORITE PLAYMATES

Only $4.99 AT WARDS

A Such a Soft Body, Yet She Cries Real Tears Adorable dolly-cheeked baby face. She calls her "Mamma" — sounds just like a real baby. Wears crisp organdy dress, petticoat, booties. Sleeping eyes, rooted hair. Vinyl arms, legs, head. About 20 in.
48 T 4256 Ship. wt. 2 lbs. 5 oz. **$4.99**

B Perky Miss Ponytail—fully jointed vinyl body, moving eyes, rooted hair. Wears dress, panties, shoes, socks. Wardrobe includes sweater, skirt, dress, stole, slack outfit, slip, panties, pajamas, raincape, boots, beauty accessories. About 13 in.
48 T 4263 Ship. wt. 1 lb. **$4.99**

C She Moves, She's Musical Just wind her up. Her "Magic Bottle" empties, refills mysteriously as you feed her. Wears dress, panties, bootees, has sleeping eyes, soft body, rooted hair, vinyl arms, legs, head. Includes print pajamas, sunsuit, rattle, comb, sponge, soap. Abt. 14 in.
48 T 4264 Ship. wt. 2 lbs. 4 oz. **$4.99**

D Towheaded Twins lovable look-alikes with their own fuzzy puppy dog. Wear matching outfits, shoes, socks. Precious pair has rooted hair, sleeping eyes, fully jointed vinyl bodies. About 11 in. tall.
48 T 4265 Ship. wt. 1 lb. 8 oz. **$4.99**

I MOVE
I'M MUSICAL

TWIN TOTS

Deluxe Prams

English Coach Style Carriages With "Boodle Buggie" Versatility

THE BEST FOR YOUR LITTLE PRINCESS WITH THESE FEATURES:

- "Boodle Buggy" Feature—Lift-out Body for Use as Car Bed, Carry-all, Bassinette
- Sturdy Hardboard Body Gives Added Durability
- Spring Suspension for An Easy Bump-Free Ride
- Deluxe styling gives a look of Regal elegance

Inner Body Lifts out

3 Our Best Coach Style Carriage—fit for a princess. Made of warp-resistant hardboard, with bright royal wheels. Lightweight, quilted inner body lifts out conveniently for carrying. Roomy 26x 4x9 in. size holds doll up to 25 in. 4-bow hood, sun visor. Full rail, tubular bright chrome guard rail, fenders, brake. Tubular shiny chrome spring suspended chassis, like the finest baby carriages. Large 10 in. wheels, rubber tires. Pusher 32 in. high. (Doll, Cover Set not included.)
48 T 5687 MO—*Mailable*. Ship. wt. 23 lbs. Only **$15.99**

1 Good Coach Style Carriage. Distinctive gold-color and white carriage with hardboard body, quilted inner body lifts out. 22x 10½x9 inches, room for dolls up to 20 inches. 3-bow hood, sun visor. Bronze plated tubing on spring suspension gear, full rail with bronze tubular guard rail. Pusher 26 inches high. *Mailable.*
48 T 5685 MO. Ship. wt. 14 lbs. **$9.88**

2 Better Coach Style Carriage. Lovely carriage with hardboard body is certain to delight any little girl. Quilted inner body lifts out for use as carry-all. Body is 24x12x9 inches, for dolls up to 23 inches. 4-bow hood, visor of supported fabric. Chromed steel undergear, spring suspension. Full rail, tubular guard rail. 3 inch pusher. *Mailable*
48 T 5686 MO—Ship. wt. 20 lbs. **$12.99**

18-inch Coach

$7.77

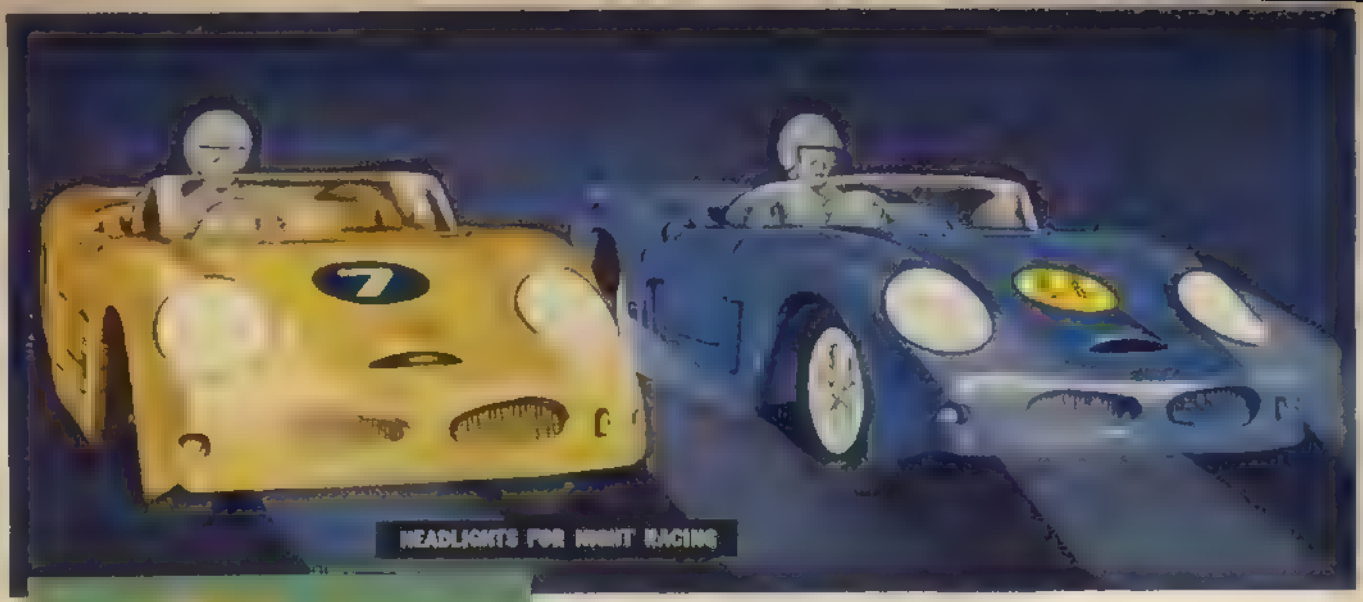
4 Economy Coach Style Pram—just right for the littlest ones because it's light, easy to maneuver. Sturdy hardboard body, 3-bow hood. Body 16x9x9 in. size holds up to 16 inches. Brake, barrel spring suspension. Tubular undergear and pusher, 25-in. high. *Mail.* Ship. wt. 12 lbs.
48 T 5684 MO. **$7.77**

PLAID MATCH-MATES

Tops in Comfort for Even the Largest Dolly

5 Welsh Folding Stroller—grows with your child. Tubular bright chrome pusher can be adjusted from 30 to 32 inches. Made of durable Campbell Plaid fabric with washable vinyl lining. Collapsible bright chrome tubular chassis. 2-position backrest converts to sleeping position (See sketch). Colored beads on play rail, plastic tray, wire shopping basket. Front wheels swivel for easy turning, brake. Transparent shield. *Mailable.*
48 T 5677 MO. Ship. wt. 8 lbs. 8 oz. (Doll not incl.) Only **$8.99**

6 Welsh Matching Folding Carriage—a favorite in colorful Campbell Plaid. Holds dolls up to 27 inches long. Made of long lasting vinyl backed fabric, with a 4 bow hood and visor, plastic storm shield. Aluminum painted steel frame; bright chromed tubular undergear; tubular shiny chrome pusher 31½ inches high. Brake, barrel spring suspension, bright chrome fenders. Body 28x13x9 inches. Folds easily for storage. (Doll, Cover Set not included.)
48 T 5694 MO—*Mailable*. Ship. wt. 15 lbs. ..... Only **$8.99**



ONLY AT SEARS . .

ALLSTATE International

ROAD RACE

made by MARX

Giant 97-piece Set with two high-powered Ferrari racers, 16½ feet of speedway track and 5 of the most exciting features ever put in a model racing set

$24.88 cash **NO MONEY DOWN**

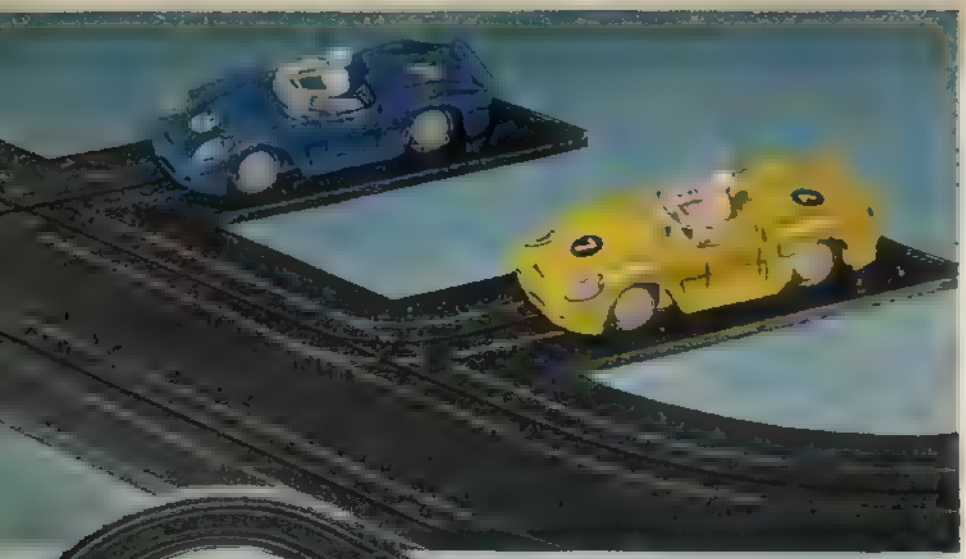
The starting flag is down. Your car leaves the LeMans running start and you record Lap after lap is tallied as cars whiz past the grandstand at speed up to 150 scale miles per hour. On the right, with red lights flashing, pit your skill against your opponent. Out on the curves at 1:48 the narrow chrome track can be fatal. Turn out at the pit stop to "refuel," "repair" or change "drivers."

Set includes 2 plastic cars with lights, 1:43 scale, about 6 inches long. Two remote control levers have over-action to slow down or speed up cars. 12 curved and 15 other track pieces that include LeMans start, lap counter, pit turnout, narrow tracks, asphalt-black plastic with metal coated edges. Forms 16½ foot lap. Bridge and ramps to make overpass.

For [illegible] the grandstand, 2 repair pits, 34-piece miniature [illegible] set, 6 figures, 12 fence pieces, all heavy duty molded plastic for durability.

Also flag decals, 2 extra tires, 4 extra pick up shoes, wires and clips. Power pack with circuit breaker is U.L. approved for 110-120 volt, 60 cycle AC.

79 U 9627C Shpg. wt. 10 lbs. Set $24.88



Built-in Speedometer

Rheostat control shows the scale speed of your car

LE MANS Speedway

by MARX

High-powered racers leap from the Le Mans style standing start onto the tricky 15-foot course with its narrow lane bridge and spin-out treachery lurking at every curve

$19.88

It's a grueling race! A narrow miss at the bridge, a spin on the tight downhill curve and you move into pit for a quick tire change. Back on the track, the automatic lap counter shows you're a lap behind. But you're a long way from being out.

Two powerful [illegible]. About 5 inches long. Detailed in plastic and metal, with rubber tires. Two rheostat controls let you speed up or slow down at your command. Powered by UL approved powerpack (110–120-volt, 60-cycle AC).

Two lane track makes layout about 2½x6 feet long. Twelve curves and 9 straight sections. Two plastic repair pits, fence, trestle posts and bridge add to the realism. Two extra tires, 4 extra pickup shoes and flag are included.

79 U 9633C—Shipping weight 9 lbs ... $19.88

Over-and-under Speedway

by STROMBECKER

Rear-engine Cooper challenges the powerful Indy and the race is on—up 'n over . . slip through a narrow chicane (there's only room for one car) . . slide around a tight curve . . zoom down under—over 13 feet of spine-tingling road race excitement

$19.88

You're a driver in an international contest pitting Britain's Cooper against America's [illegible] style racer. The course is tough. Spins, skids, chance of a side swipe on every lap.

Racers are handsomely detailed in plastic and metal with rubber tires. About 5 inches long. Two rheostat controls vary speed as you tighten or loosen your grip (you learn [illegible] second coordination). Powered by UL approved powerpack (110–120-volt, 60-cycle AC).

Two-lane track makes layout about 2½x6 feet long. Eight curves and 6 straight sections include chicane (single lane section). Plastic trestle posts and guard fence [illegible] extra realism.

49 U 9614—Shipping weight 7 pounds $19.88

Sears puts at your fingertips more of what America's children want most

BATTERY-POWERED MARX RIDERS

They stop easy, turn, go into reverse . . . and a safe 5 MPH is top speed!

TONY-THE-PONY . . is saddled-up and ready to gallop when you step on the stirrup. It's his starter, speed control and reverse pedal all in one. Pull on the reins and he'll turn right or left . . and take you round in a circle. For a wonderful, fun-packed ride, just hop on and go.

[illegible] sidewalk, so the horse [illegible] 33x10x33 inches high with 12½ inch saddle height.
79 U 8610NM—Shipping weight 30 pounds $25.99
79 U 8611M—12-volt Hot-shot Battery. Shipping weight each 10 pounds. 4.44

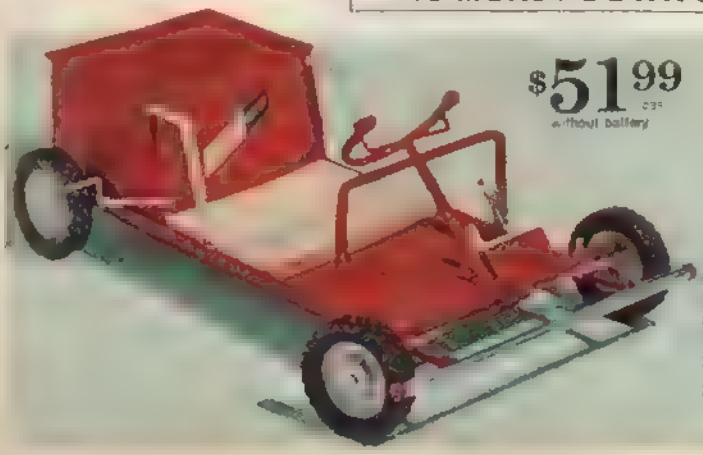
The Stutz Bearcat—red, racy, realistic

1 Looks like it roared from the 1920's. Bucket seat, racing boards, horn, [illegible] spare tire [illegible] Steel [illegible] Heavy [illegible] controls both forward and reverse. Hand brake for quick stops. Measures [illegible] inches wide, [illegible] inches long. Uses one 12-volt battery (not included, order at left).
79 U 8609NM—Shipping weight 30 pounds $28.77

Marx-A-Kart, plus helmet and racing goggles

2 It's made to order for you junior "Hot-Rodders." Scaled down in size, hugs the ground on curves. Foot pedal controls both forward and reverse. Hand brake on rear wheel. Strong polyethylene body on strong steel frame with 5½ inch plastic wheels. Size 14½ inches wide; 37 inches long. Uses one 12-volt battery (not included, order at left).
79 U 8608LM—Shipping weight 19 pounds $20.88

NO MONEY DOWN on Sears Easy Terms



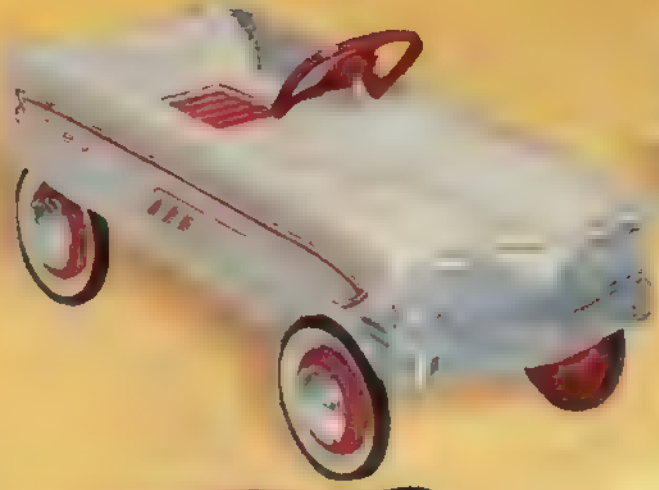
$51.99 cash
without battery

Heavy-duty Electric-Drive Kart

A boy-sized version of a regular racing go-kart. It has car-like stick shift and link steering . . a hand brake . . even deep tread rubber tires . . and it scoots along at an easy-going 5 MPH

So whisper-quiet, it just purrs along. Rugged tubular steel frame; 27 in. wide [illegible] long. Rubber tire wheels 8 inches high, 2 inches wide. Plus foam seat. Uses one 12-volt storage battery (order below). To keep battery power at capacity, order 12 volt battery booster 28G7167 from Sears General Catalog.
79 U 8916N—Shipping weight 45 pounds ..... Cash $51.99
28 U 349N—12-volt Battery. Shipping weight 41 pounds 7.95

NOTE: *Items with suffix "N" (as 79 U 8916N) sent freight (rail or truck) or express.*



Outstanding Sears values in Pedal Cars only $9.99 each

Compact Steel Tee Bird

1 Sidewalk version of the famous sport car. Ball bearing drive, 3 position adjustable pedals, jet type steering wheel, 8 inch rubber molded tires. 33x15 inches overall. Shipping weight 25 lbs.

79 U 8953L - White..... $9.99
79 U 8952L - Blue..... 9.99

Polyethylene Sportster

2 Polyethylene makes it light and maneuverable—it actually weighs less than 16 pounds. It's tough, too and the color is built right in. Has ball bearing drive, 2 position adjustable pedals, rubber tires. Overall size is 38x15 inches. Shpg. wt. 16 lbs.

79 U 8954L. $9.99

HOOK AND LADDER OUTFIT
Flashing red light, clanging bell, wood ladders

$18.88 without batteries

Room for 2 volunteer firemen. Steel body, spinner hub caps, removable ladders and 8 in. ball bearing wheels, rubber tires. 17x45 in. long, has 5 position adjustable pedals, ball bearing drive. Order 2 "C" batteries below.

79 U 8906L—Shipping weight 35 pounds $18.88
79 U 4665—"C" Batteries. Shipping weight each 2 oz. Each 16c, 4 for 60c

Fire Chief's Special Car

3 Now, roar out in your own fire engine red speedster. It's gangway with your red flasher and big bell. 5 position adjustable pedals. Rubber tires, ball bearing drive. Steel body. 17x36 in. long. Order 2 "C" batteries at left.

Shipping weight 27 pounds.

79 U 8903L $15.44

Fun with a Tin Lizzie

4 An old-time squeeze hook horn, real running boards for your pals and a folding windshield. Also big 10 in. wheels, ball bearing axle support and a drive gear that gets rid of dead center push make it easy to pedal. Steel 34 inches long.

Shipping weight 31 pounds.

79 U 8913L $18.88

All items on both pages partially assembled

WHAT CHATTERBOXES!

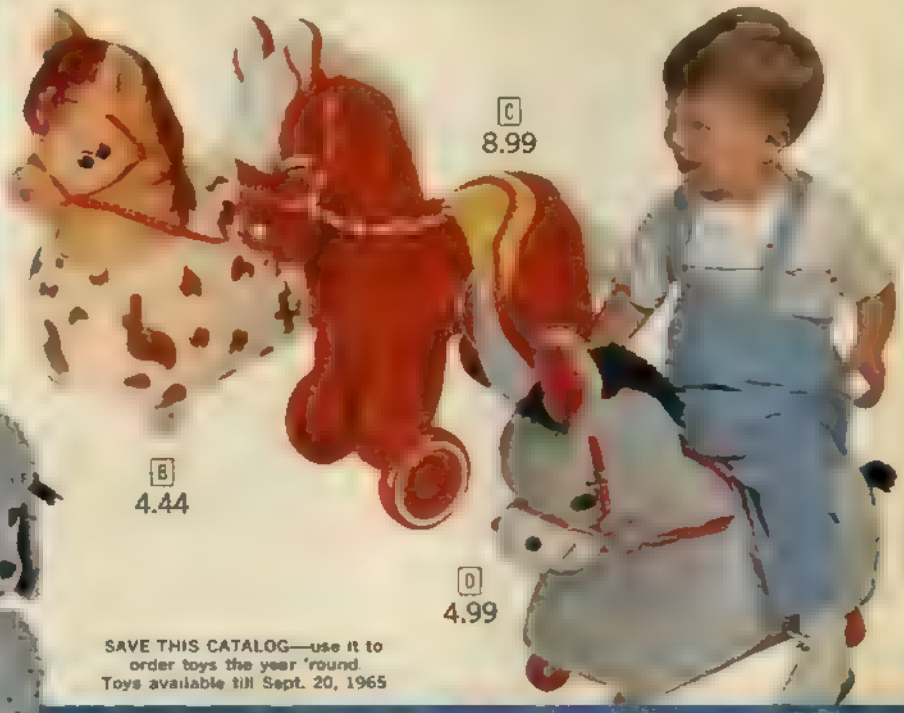
they're the talk of the town!
just pull the Chatty-Ring, each
one says 11 different things
—without batteries!
They're swell— they're by Mattel!

all aboard soft tot-sized

ROLL-TOYS!

push them anywhere—great for TV watching.

A 6.99



C 8.99

B 4.44

D 4.99

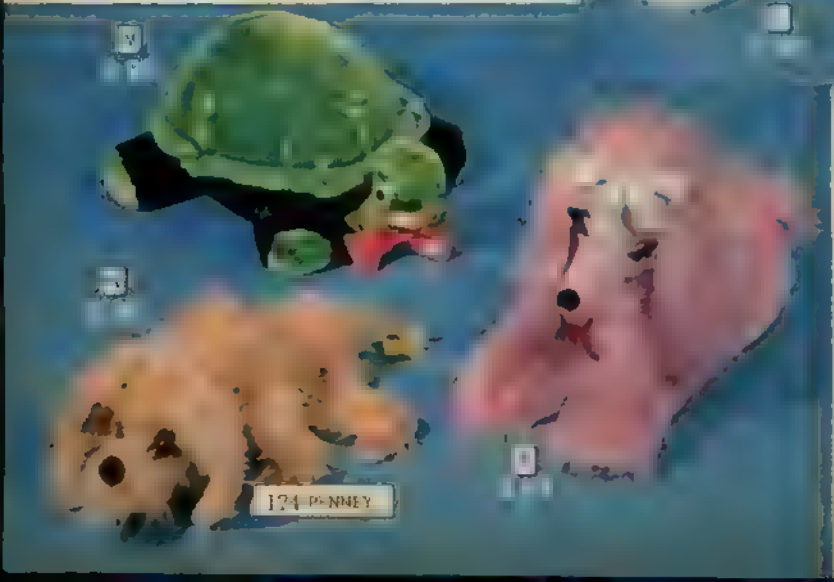
SAVE THIS CATALOG—use it to order toys the year 'round. Toys available till Sept. 20, 1965

G 5.99

E 5.99

H 5.99

HUG 'EM
PET 'EM . . . SQUEEZE 'EM



R 4.99

C
Mechanical Farm Set
[illegible] Pieces
6.88

D 3.99
Two Story
Service Station

Motor Driven
Elevator

E
Tri-Level Station
6.88

G
4.29
over 120 pieces

"Wagons Ho!" Into Fort Cheyenne

Hit the Beach with U.S. Army attack force

Launch a full-scale invasion with soldiers, tanks, landing craft and other war gear.

A 5.77
183 Piece Set

American Airlines Astro Jet Port

hear actual airport noises!

launch BOMARC missile

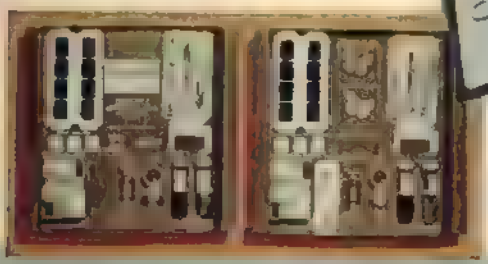
B 5.77
134 Piece Set

You operate U.S.A.F. Space Control Center

C 3.77
Set

A 16.44

D 14.44



B 6.99

C 6.99

E 7.44

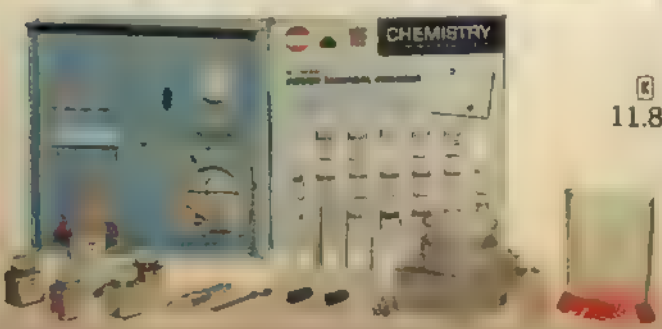
GILBERT

educational sets to inspire and instruct the young

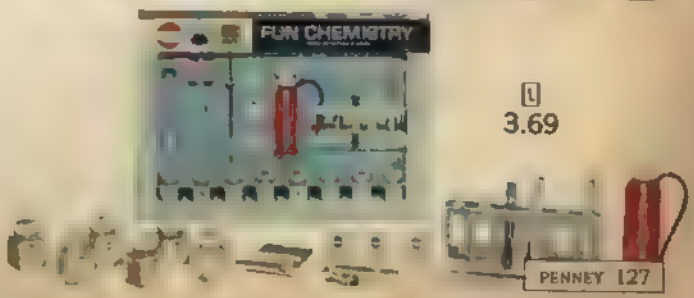
G 19.88

H 16.88

J 6.99



K 11.88



L 3.69

Kenner's Build-A-Home and Subdivision Set

A

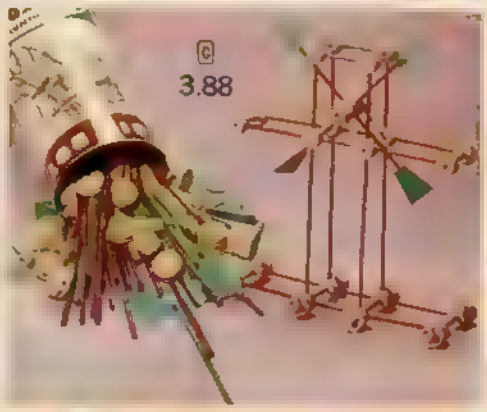
7.77

H

3.69

B

6.99



C

3.88

J

6.99

D

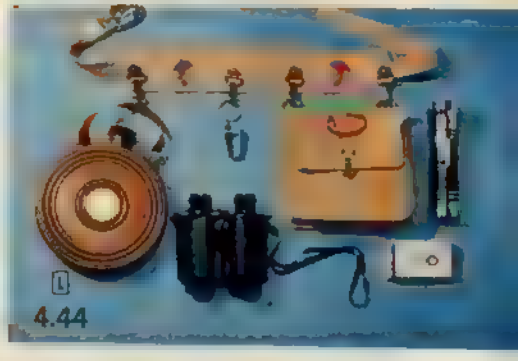
2.99

E

3.88

K

3.77



L

4.44

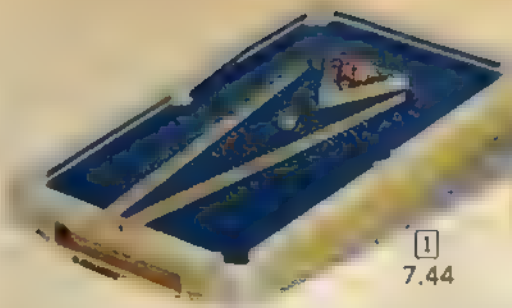
Build one of these giant Walt Disney Tomorrowland Space Carnival toys with this set

G

13.44

M

4.29



1
7.44

2
3.99

3
4.66

1 DELUXE TABLE-TOP MODEL POOL TABLE. Exact scale model of regulation table. Automatic ball return. Steel frame, hardboard base cloth surface. Two 24-in. wooden cue sticks. Cue ball plus 15 numbered balls—1 5/16 in. diameter 30½ x 17¾ x 6½ in. high.
X 923-9336 A—Shpg. wt. 9 lbs.* 7.44

2 GOTHAM POOL TABLE. An economical way to have fun! Automatic ball return. Steel frame, hardboard base, cloth surface. Two 21-in. wooden cue sticks. Cue ball plus 15 numbered balls—¾-in. diameter. Measures 25 1/16 x 15⅛ x 3¾ in. high.
X 923-2513 A—Shpg. wt. 5 lbs. 8 oz. 3.99

3 MATTEL'S MAGNATEL. 10 exciting games in one. Plastic playing board with side, corner pockets, plus 9 hidden magnetized spots. Includes 2 spring-loaded cues, 10 non-magnet numbered discs, cue disc, rack. Measures 26½ x 16¼ x 1⅛ in. high.
X 923 1986 A—Shpg. wt. 4 lbs. 4.66

4
4.44

5
3.88

Play by yourself—and with others
Try for a perfect game!

6
11.88

4 GOTHAM ALL-STAR BOWLING. Roll strikes, spares, and splits! Automatic, flip-and on steel pin-setter and automatic ball return. High-impact styrene plastic pins. Includes two 2½-in diam. balls, rules. 16 9/16 x 16 9/16 x 9 in. high.
X 923-1929 A—Shpg. wt. 4 lbs. 8 oz. 4.44

5 "SKEE BALL" GAME. Shoot the spring-action-propelled ball through the air to rack up points. Game features automatic score keeper. Heavy lithographed steel construction. Measures 28¾ x 11 x 16½ in. high.
X 923-9344 A—Shipping weight 6 lbs. 3.88

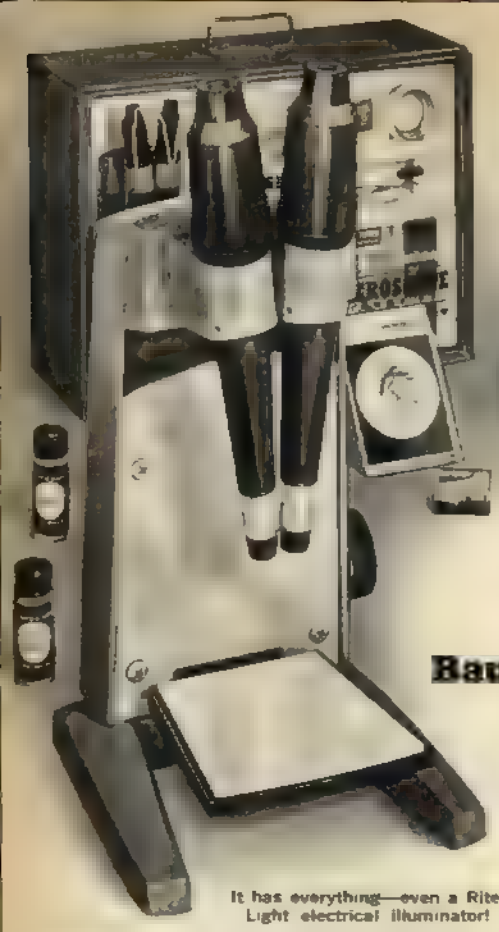
6 "BOWL-A-MATIC" BOWLING GAME. Automatic mechanical-action bowling. You control bowler and ball by levers. Automatic pin-setter clears alley, replaces pins left standing. Alley over 4 ft. long High-impact plastic
X 923-2232 A—Shpg. wt. 8 lbs.* 11.88

NHL power-play hockey

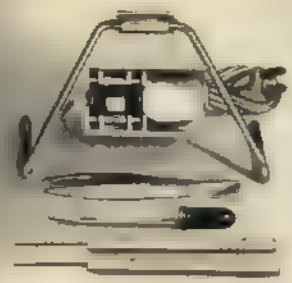
Over 3 ft. long—all players actually move on rink. Light flashes when goal is scored.

SKATE, SHOOT, PASS, AND SCORE for your favorite NHL team. [illegible] advantage [illegible] Each side has [illegible] pass [illegible] You control [illegible] visually. Puck [illegible] spring [illegible] move [illegible] out side to side with [illegible] sturdy [illegible] Scoring light [illegible] D batteries (not included) [illegible] on page 269) Measures 39 x 15 x 4 in. high.
X 923 9328 A—Shpg. wt. 13 lbs.* 8.88

* Semi-mailable—see page 284.



SET INCLUDES
- Stereo microscope
- Experiment card file
- Specimens, slides



NOW! See it in lifelike stereo with this

Bausch & Lomb Microscope Outfit

79.88

It has everything—even a Rite-Light electrical illuminator!

STEREO MICROSCOPE SET. The ultimate in home micro-science labs! Precision-designed by Bausch & Lomb, a world leader in the manufacture of fine optical products. Features 3-D stereo microscope, constructed throughout to function trouble-free under constant use. 15x stereo scope gives natural three-dimensional viewing of rocks, coins, stamps, fibers, biological, and botanical specimens. Achromatic ground-and-polished glass lenses in metal tube. Metal stand, large melamine plastic focusing stage. Measures 11 5/16 in. high. Set includes laboratory equipment, experiment card file for recording observations, dissecting needles, forceps, microtome blade, slides, test tubes, specimens of fibers, insects, marine life, rocks. In maple case with styrene plastic compartments, clear front-sliding window. Not mailable—pay shipping charges on delivery. No down payment—see page 283 for Credit Command

X 918-7683 A—Shipping weight 8 lbs. 79.88

Stereo microscope only. Not mailable—pay shipping on delivery.

X 918-7675 A—Wt. 7 lbs. 4 oz. 59.88

BAUSCH & LOMB MICROSCOPE SET. Complete micro-science laboratory approved by educators for school and home use. Set includes experiment card file, instruction manual, slides, specimens, tools for dissecting and specimen preparation. 100x microscope designed by experienced engineers and made to rigid specifications. Achromatic ground-and-polished glass optics for high-image quality. Includes Micro-Lite electrical illuminator. In functional styrene package. Buy it with Credit Command—see page 283 for more complete information.

X 918-7667 A—Shipping weight 2 lbs. 27.87

View-Master® reel sets

[1] **STEREO REEL PACKS.** (See opposite page.) Each pack contains 3 full-color stereo reels (total of 21 scenes). *State title number and name.* We pay postage.

X 918-6073 B—One title (3-reel pack—21 scenes) ..1.25

SIX RECENT RELEASES

*74—Bonanza
*75—Madame Toussaud's Waxworks
*77—Mary Poppins
*†78—Pebbles and Bamm Bamm
*80—TV shows at Hollywood studios
*84—Beverly Hillbillies

Beginner's Bookshelf
*32—Mother Goose Rhymes

Fairy Tales
*17—Snow White
*18—Cinderella
*21—Wizard of Oz
*23—Little Red Riding Hood
*25—Alice in Wonderland
*33—Peter Pan
*68—Goldilocks and the Three Bears
*85—Jack and the Beanstalk
*86—Littlest Angel
*87—Rudolph the Red-Nosed Reindeer

Christmas Stories
*22—Christmas Story
*24—Night Before Christmas
*35—Birth of Jesus

Cartoons
*†02—Huckleberry Hound/Yogi Bear
*†03—The Flintstones
*05—Casper the Friendly Ghost
*06—Bullwinkle
*†07—Topcat
*08—Bugs Bunny
*†15—Popeye
*†16—Quick-Draw Mcgraw
*29—Woody Woodpecker
*30—Tom and Jerry
*†31—Mighty Mouse
*67—Sword in Stone
*70—Beetle Bailey
*71—Deputy Dawg
*72—Cartoon Carnival
*79—Space Mouse

Disneyland
41—Fantasyland
42—Adventureland
43—Tomorrowland
44—Frontierland
92—Main Street

Disney Stories
*04—101 Dalmatians
*09—Lady and the Tramp
*12—Bambi
*13—Donald Duck
*19—Sleeping Beauty
*26—Mickey Mouse

Adventure Stories
*†10—Lassie and Timmy
*†88—Roy Rogers
*90—20,000 Leagues Under the Sea

Educational
*34—Wonders of the Deep
*37—Children's Zoo
*38—Wild Animals of the World
*76—Man on the Moon
*83—World's Fair of Yesteryear
*91—Wild Animals of Africa

U. S. Travel
*45—Grand Canyon
*46—Yellowstone National Park
*48—Washington, D. C.
*49—Niagara Falls
*50—Hawaii
*61—United Nations
*81—White House

* Includes story folder
† For use with stereo viewer only.

Economy-priced telescopes

[1] **60x 60mm VARIABLE POWER TELESCOPE.** Terrestrial type—use for astronomical viewing, too. 60mm objective lens—4-power eyepiece, 15, 30, 45, and 60x. All lenses coated, color-corrected. Built-in sunshade. 57-in. hardwood tripod, chain. Metal. White baked-enamel finish. From Japan.

X 918-6875 A—Shipping weight 10 lbs. 18.84

[2] **50x 40mm VARIABLE POWER TELESCOPE.** Terrestrial type 40mm objective lens; eyepiece can be set for 25, 30, 35, 40, 45, or 50x. Metal. Pinion gear with knobs. Metal table tripod, metal-capped legs. White baked-enamel finish. From Japan

X 918-6883 A—Shipping weight 3 lbs. 8.88

[3] **25x 30mm HAND TELESCOPE.** Convenient, compact. Ideal for camping, hunting, vacationing. Extends from 5 to 14½ in. Coated, color-corrected lenses for real viewing clarity. Leather case, lens caps. From Japan.

X 918-6891 A—Shipping weight 1 lb. 8 oz. 3.97

Electrical items use 110-120 volts, AC. UL listed.

SAVE THIS CATALOG—order toys till Sept. 20, 1965.

when it wears its holiday-best

A 20 ASSORTED ORNAMENTS. Break-resistant plastic. Set includes: four 2-in. bells; two 2-in. filigree bells; six 2-in. faceted balls; four pendants, four 2½-in. smooth balls. In assorted holiday colors.
X 929-0743 A—13 oz. . . .Set 1.66

B 16-PC GLITTER ASSORTMENT Plastic ornaments dusted with glistening crystals. Three 3-in. balls, three 3-in. bells, six 2½-in. balls, four 2¼ in. bells. Colors: 25 green; 35 blue; 03 red; 84 gold. *State color number-and-name*
X 929-0965 C—1 lb.....Set 1.44

C TEARDROP ORNAMENTS. Set of 12. Fluted surfaces. Snap-it feature lets you create interesting effects. Break-resistant plastic. 3¼ in. long. Assorted colors
X 929-0727 A—13 oz.....Set 2.44

D SATIN-SHEEN KISSING-BELL ORNAMENTS. Set of 12. Shimmering ornaments trimmed with 3-leaf holly sprig. Molded dylite and rayon yarn. Each bell has gold color glass "ringer" 3½-in. diam. Colors: 03 red; 36 royal blue; 84 gold. *State color number-name.*
X 929-0826 C—10 oz.....Set 3.29

E "ANGEL HAIR" TEARDROP ORNAMENTS Set of 12. Gold-colored St. Peter's net surrounds gossamer angel hair. Break-resistant plastic. Measure 8 in. long
X 929-1238 A—14 oz.....Set 2.44

G APPLE ORNAMENTS. Set of 12. Decorate tree, table, or mantel. Red apples of break-resistant plated plastic. Measure 3 in. long
X 929-1220 A—12 oz.....Set 2.77

H ANTIQUE-MIRROR BALL ORNAMENTS. Set of 12. Plated plastic balls give a crystal-like sparkle to any holiday decor. 2⅜-in. diam.
Colors: 03 red; 35 blue; 84 gold. *State color number-and-name.*
X 929-1212 C—1 lb. 8 oz..Set 1.88

J MISTLETOE BALL CLUSTER. Plastic mistletoe decorates stem, surrounds a bright cluster of shimmering, faceted gold-color ornaments. Measure 7 in. long.
X 929-1246 A—12 oz.....88c

K SWEDISH ANGEL CHIMES Heat from candles causes Herald Angels to whirl while their tiny wands strike bells, playing a tinkling tune. Solid brass. 12 in. high. With 4 candles. From Sweden
X 929-0701 A—7 oz. Set 99c

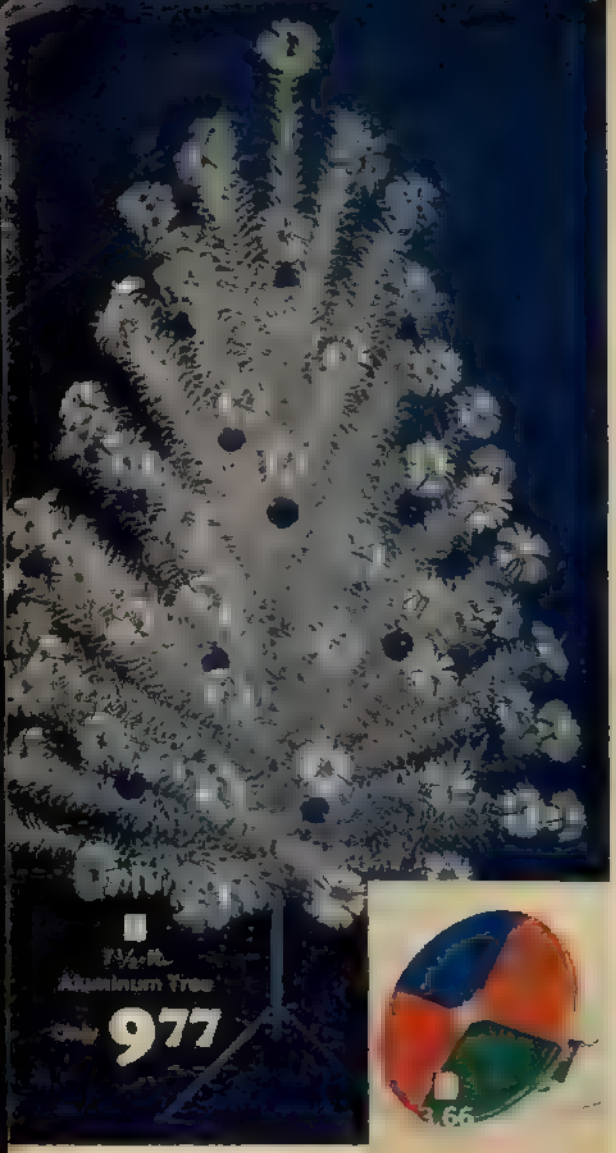
Angel Chime Candles. Each box contains 12 candles
X 929-0719 A—11 oz.....Box 25c

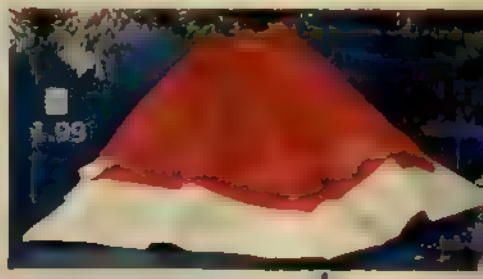
L REVOLVING MUSICAL HYMN ANGEL. Made of lovely pure white porcelain, edged and decorated with 14K-gold plating. Angel revolves to gentle strains of "Silent Night." 7 in. high. Imported
X 929-0776 A—2 lbs. 4 oz.... 3.99

Buy with Credit Command—
See page 283

trim your home with

festive decorations





D 4.99

Christmas magic begins with a modern 7-ft. tree, a colorful old-fashioned Santa suit . . .

A 7 FT. BRIGHT ALUMINUM TREE. Adorned with brilliant pompons to gaily reflect every color in the room. All 118 fluffy branches insert quickly and easily into a two-piece trunk to move again for a fast "takedown." (Balls are not included.) With separate storage sleeves for each branch, plus slim storage box. Just charge it—see page 283 for Credit Command.

X 929-0123 A—7 ft., 118 branches, 11 lbs. **9.77
X 929-0131 A—4 ft., 55 branches, 5 lbs. . . 5.99

B SANTA SUIT. Full-cut coat, trousers, and hat of colorfast, flame-retardant red cotton nap duvetyn, trimmed with white duvetyn. White nylon whisker, moustache, eyebrow set, nylon hair sewn to back of hat. White-trimmed boot tops, black belt. Large size only—fits most Santas, even with pillow padding.

X 929-0271 A—Shpg. wt. 2 lbs. 12 oz. 7.88

Deluxe Santa Suit. Same as above, but with fur white rayon cuffs and hat trim of white rayon plush.

X 929-0289 A—Shpg. wt. 3 lbs. 8 oz. 11.98

C REVOLVING COLOR WHEEL SPOTLIGHT. Will glamorize any tree. Full 12-in. plastic color wheel with 4-section prismatic lens patches throw alternately amber, green, red and clear light. Adjustable bulb base. Includes 150-watt spotlight for a more intense play of light and color. Operates on 110-120 volts AC. UL listed.

X 929-1089 A—Shpg. wt. [illegible] lbs. 4 oz. 3.66

. . . a bath of Christmas colors!

D DELUXE REVOLVING COLOR-WHEEL SPOTLIGHT. 12-in. four-color plastic wheel—amber, red, green, clear. 150-watt spotlight included. Adjustable glitter flocked white base. 110-120 volts AC. UL listed.

X 929-0263 A—Wt. 2 lbs. 4 oz. 4.99

E MAGNIFICENT 7½-FT. BLUE SPRUCE. Variegated color gives each needle a tint of blue. Thick vinyl material, [illegible] are the most strict weather-resistant, fade- or dry-rot. Removable main limbs have plump branches. Easy to assemble and store. Metal stand.

X 929-1113 A—7½-ft. 180 branches, 22 lbs. * 19.99
X 929-1097 A—6½-ft. 130 branches, 14 lbs. * * 14.99
X 929-1121 A—4 ft. 55 branches, 8 lbs. . . 6.99

G LUXURIOUS TREE SKIRT. Machine washable, colorfast acrylic pile with acetate plush backing. Christmas red, pure white edge. 34-in. diam., hexagonal "snowflake" shape. Slit to center opening.

X 929-0305 A—Shpg. wt. 7 lbs. . . 1.99

. . . snowflakes sprinkled on window panes and branches!

H FLOK KIT. Dress your tree, decorate mirrors and panes with frosted or white "snow." This fire-retardant preserves needles 30 days or more. Apply with aerosol-type vacuum cleaner. Comes with spray gun, polyethylene jar, 1-lb. bag of Flok, coloring tablet, instructions. See below for Snow Flok requirements.

X 929-0107 A—Wt. 2 lbs. 2 oz. . . 2.99

Refill. 1½-lb. bag with color tablets.

X 929-0115 A—Wt. 1 lb. 12 oz. . 2.22

TREE HEIGHT	Pounds of Sno-Flok needed for desired coverage (see coverage classifications below)			
	Heavy	Med. Heavy	Medium	Light
4 ft.	2	1½	1	½
5 ft.	2½	2	1½	
6 ft.	3½	3	2½	
7 ft.	4½	3½	3	
8 ft.	5½	4½	3½	

* Not mailable—pay shipping on delivery. * * Semi-mailable—see page 284

Penneys own 11-piece platoon leader set

comes with 2 guns!

Here's everything you need to head your own combat group

4.44

PLATOON LEADER SET. You're well equipped when it's battle-action time with an array of attack, defense, communications, and survival equipment. "Jungle-camouflaged" burp gun has pull-back lever for rapid-fire action — hold back trigger for close fighting. Set also includes authentic looking, cap-firing 45 pistol, camouflaged poncho, mess kit, grenades, belt and holster, knife and sheath, canteen, walkie-talkie, and fatigue hat. All pieces durable plastic. Caps not incl.

X 923-6316 A—Shpg. wt. 3 lbs. 8 oz. 4.44

Pistols on these pages not sold to residents of New York City

Attack and defend with full fire power!

[1] **LONG RANGE BAZOOKA** A heavy duty weapon that lets you "blast" the enemy out of their positions or knock out "tanks." Sight the enemy pillbox, get within 30 feet, load rocket into firing chamber, adjust sight for right or left hand triggering and FIRE. Score a hit and pillbox "explodes." All pieces made of durable plastic. Set includes three harmless rockets, pillbox and 39-in. bazooka.

X 923-1291 A—Shpg. wt. 3 lbs. 12 oz. . . . 3.99

[2] **MONKEY GUN** You're a triple threat with this 3-in-1 jungle gun that helps you root out "enemy" snipers. For ease of handling you can use gun as a pistol. To beef it up, add the barrel extension, and it's a rapid-fire tommy gun. See an enemy stronghold? To clean it out, load a rifle grenade and lob it into enemy chest. Pistol-tommy gun and rifle grenade have motorized "tat-tat-tat" sound effect. Gun with extension measures 24½ in. long. Overall camouflage markings. Two harmless grenades (incl.). All pieces plastic. Uses 2 "D" batteries (not included—order on page 269).

X 923-2760 A—Shipping weight 3 lbs. . . . 3.88

[3] **MONKEY HELMET** The right helmet for any tough fighting. Rugged plastic construction gives you protection where you need it most. Detailed helmet has movable visor with tinted plastic lens, adjustable chin strap, mock radio antenna. 1 size fits all.

X 923-2778 A—Shpg. wt. 1 lb. 4 oz. . . . 1.99

Battle jacket and Okinawa gun set get you into action fast!

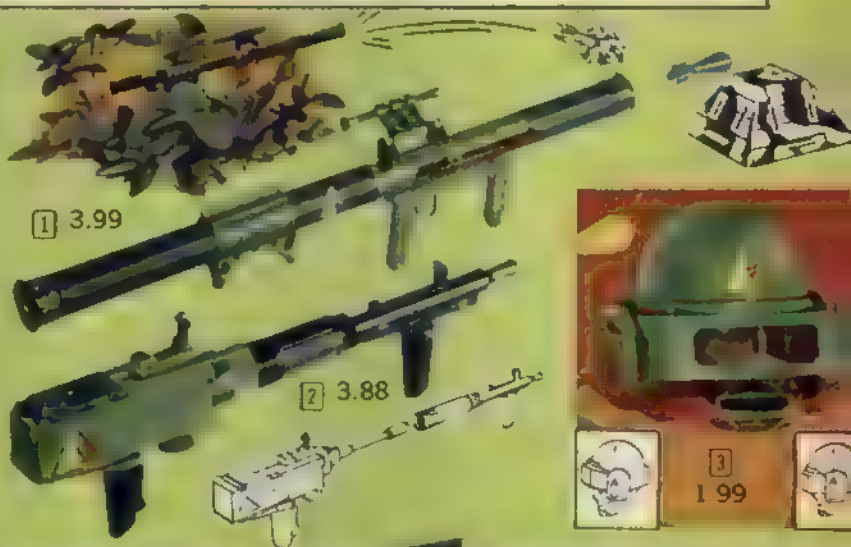
[4] **OKINAWA GUN AND BANDOLIER SET** Firepower and portability combined in one gun. Slip on the bandolier and a supply of ammunition is right at your finger tips. Five shells that the gun really fires. Shoot standing up, or set up gun on biped. Load magazine with shells, aim and FIRE! All pieces made of rugged plastic. Not sold to residents of Del. or Mass.

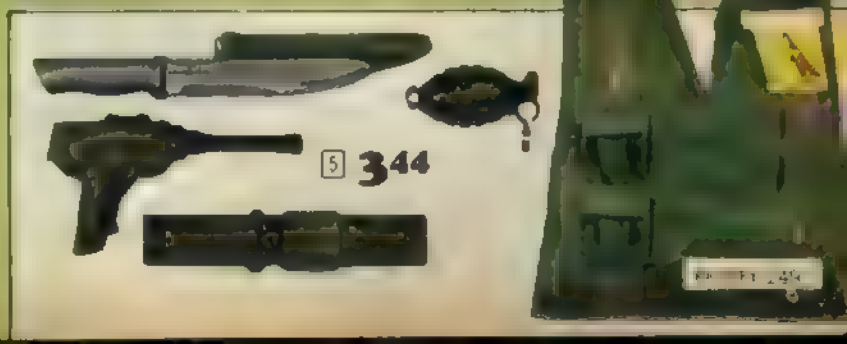
X 923-6423 A—Shpg. wt. 4 lbs. 12 oz. . . . 3.44

[5] **BATTLE JACKET SET** Equips you with everything you'll need for hand-to-hand combat. Pull on the jacket and it's easy to reach the pistol, "exploding" Pineapple Grenade, and the knife and sheath that fit on the belt. Jacket made of Sanforized® O.D. cotton twill with place for name and rank. Adjusts to fit any chest. Weapons made of plastic.

X 923-8916 A—Shpg. wt. 1 lb. 8 oz. . . . 3.44

Use Credit Command—see page 283

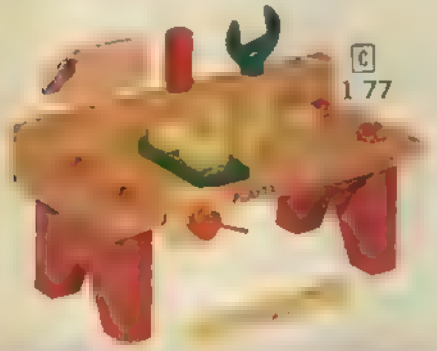




Matt Dillon
Gunsmoke
fast-draw holster set
here's an authentically detailed replica of the pistol Matt Dillon uses to keep peace in Dodge City
3.66
GUNSMOKE DOUBLE HOLSTER SET will see a lot of fast drawin', fast shootin' action among junior Matt Dillons. Two tough Ranger repeating pistols fire 50-shot roll caps. Handsome scroll design on die-cast metal frames and barrels. Simulated horn grips of sturdy plastic. Holsters are made of beautifully embossed top-grain leather—with Gunsmoke name on belt, and Matt Dillon's name on the cross-straps. Leather leg-ties for smooth, fast draw. Leather belt has stud adjustment, embossed metal buckle. Not sold to residents of New York City
X 923-8924 A—Shipping weight 2 lbs. 8 oz. 3.66
Buy all the toy guns you want with Credit Command—see page 283
The Cartwrights
A
3.66
B
2.88
C
2.88
D
2.97
Package of Shootin' Shells
E
3.88
G
3.88
H
5.77
25C PENNEY

Playskool

Made by grownups who like kids . . .
these play 'n' learn toys
train little hands, teach color and
form—best of all, they're fun!



C
1.77

A

3.77

Make-believe second hand revolves as music box plays

3.99

Revolving color "TV" screen makes pretending so easy

B

E
2.88

G
2.77

So tidy! Holds 18 blocks

3.99

H

Handle adjusts easily to any desired height

J 3.77

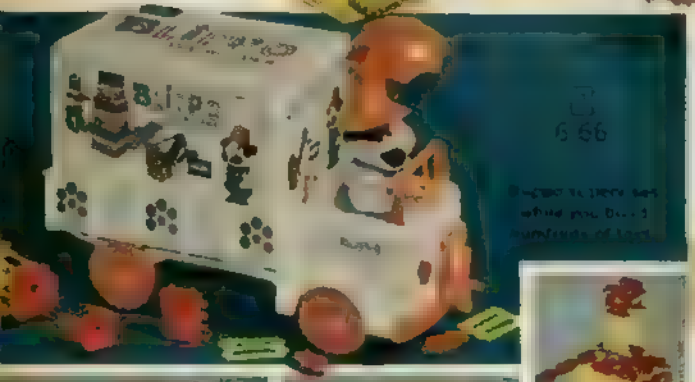
Poppety sounds and push action make this a favorite for little boys and little girls

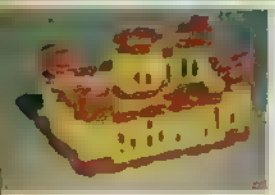
3.99

K

Join Captain Kangaroo and his gang in this roomy **fold-away clubhouse**
Use it indoors or out

1
3.77





THEY TALK TO YOU!

MINNIE MOUSE

MICKEY MOUSE

DONALD DUCK

JIMINY CRICKET

LUDWIG VON DRAKE

"RAGGEDY ANN & ANDY" DOLLS

have moved to their

NEW EXCLUSIVE HOME

at knickerbocker

Floppy, button-eyed darlings

Stay crisp looking with removable clothing for washing. Cotton stuffed fabric bodies, yarn hair. Cheerful faces painted on.

Andy	Ann	Size	Shpg. wt.	Price
79 [illegible]	79 U 3585C	[illegible]	[illegible]	$6.99
49 [illegible]	49 [illegible] 3583	20 inch	1 lb.	[illegible]
49 U 3592	49 U 3580	15 inch	12 oz.	2.99

1 **Musical Suzy stretches . . squirms when wound.** Swiss music box. Rayon plush
49 U 3626—11 in. long. Shpg. wt. 1 lb. 2 oz. $2.97

2 **Musical Sleepyhead.** Gentle tune from Swiss music box lulls baby to sleep. Painted face, yarn hair. Rayon plush body. Foam-plastic and cotton filled. 14 inches long.
49 U 3504—Shipping weight 1 pound $3.99

Sleepyhead only (without music box).
49 U 3527—Shipping weight 14 ounces 2.49

3 **Cuddly Wuddly doll.** Wears bonnet, apron dress in assorted prints. Yarn hair, painted face. Cotton filled. 14 in. long
49U3501-Shpg. wt. 12 oz. $1.49

4 **Braided rag doll.** Bright yarn hair accents painted face, eyes. Wears gingham, ruffles. Cotton filled. About 18 in. long
49 U 3635 Shpg. wt. 1 lb. $2.99

Dancing Dolls

We're life-size and actually walk and dance with you

Attach bands on feet to your shoes . . . floppy bodies move with you. Lightweight fabric bodies cotton stuffed. Colorful faces, yarn hair. About 40 inches tall.

5 **Dancing Girl.** Wt. 3 lbs. 8 oz.
49 U 3530 . $3.29

6 **Dancing Boy.** Wt. 4 lbs. 8 oz.
49 U 3637 . . $5.99

Spank Me..I cry

1 $5.99

WAA-A

1 When this little doll misbehaves, just turn her over, spank where it says "here" she'll cry "Waa a" 19 inches tall with vinyl head, body, arms and legs. Whispy rooted hair. Go-to-sleep eyes. Wears 2 piece lace trimmed playsuit, diaper, bootees.

Shipping weight 2 pounds 8 ounces.
49 U 3007 $5.99

Baby Cupcake . . thinks she's pretty cute . . *and she is*

2 All playful lovableness! Baby Cupcake is 12 in. tall . . all vinyl, fully jointed . . and a "drink and wet" baby. Her hair is rooted, her eyes move. Dressed in pretty lace-trimmed pink panties, she holds her powder puff in one hand, her mirror in the other. Wears necklace, ribbon bow in hair; has her own drinking bottle.
49 U 3060—Shipping weight 1 lb. 8 oz. $3.99

Choose her wardrobe from 4 adorable outfits

3 **Sundress** in smart checks, matching panties.
49 U 3061—Shipping weight 2 oz. 99c

4 **Hat and Coat Set** gaily trimmed.
49 U 3064—Shipping weight 4 oz. $1.79

5 **Printed Bathrobe** of cotton flannel.
49 U 3063—Shipping weight 2 oz. 99c

6 **Flannel Pajamas** with drop seat
49 U 3062—Shipping weight 2 oz. 99c

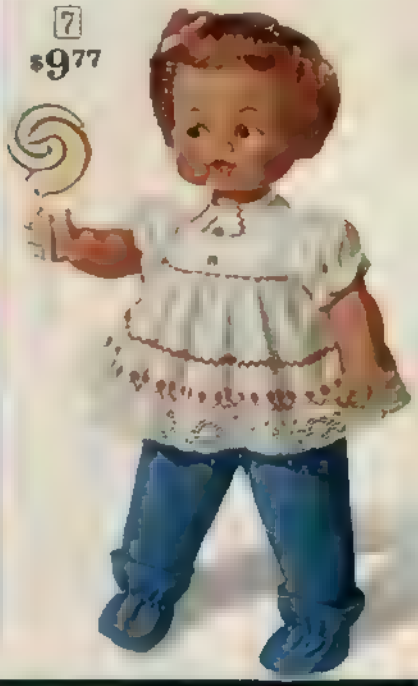
2 $3.99

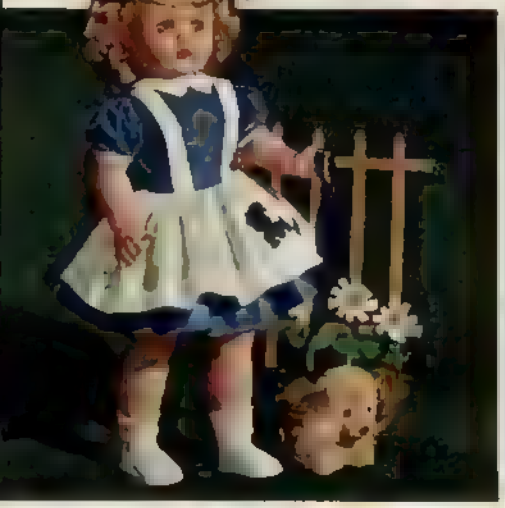
Lolli-Pop Girl

7 Exclusive with Sears . . lovely lass waits gleefully to share her lolli-pop with some little girl. All vinyl. Fully jointed, molded plastic body with moving arms, legs and head. Rooted Saran hair. Dressed in flared top, long pants, matching slipper-socks. 18 inches tall.

Shipping weight 2 pounds
49 U 3416 $9.77

7 $9.77





Dolly has her own Dog

$5.99

Demure little girl, 21 in. tall . . jointed plastic. Sleeping eyes . . rooted hair. Dress with appliqued apron. Holds plastic leash of "fuzzy" dog.
49 U 3498—Shipping weight 2 lbs. 8 oz. $5.99

Baby Dollikins sits, stands, kneels

$7.77

She loves to pose. With 11 flexible joints she takes all natural baby positions. All vinyl with rooted pixie hair and go-to-sleep eyes . . an adorable playmate for a little mother. Also drinks and wets. Attractively dressed in coverall, socks and shoes. 21 inches tall.
49 U 3065—Shipping weight 2 lbs. 12 oz. $7.77

New born Baby Peep coos, cries

$5.99

Hold her gently . . she's so helpless. Completely washable to stay "first day" fresh. Hug her, she coos. Pinch her arms, she cries. All soft vinyl, cotton and foam filled. Has kimona and receiving blanket. 18 inches tall.
49 U 3066—Shpg. wt. 3 lbs. 2 oz. $5.99

I'm Chatty Cathy

I can say 18 different phrases. Just pull the "Chatty-Ring" and I'll talk to you

MATTEL

1 $9.97

Penny plays school . . says 11 instructive phrases

$8.99 without batteries

She encourages pre-schoolers to learn by saying "What time is it?", "Count to 10", "Say your ABC's", plus 8 other sentences. Just push a button to hear her "hi-fi" voice . . order 1 "D" battery below. 19 in. tall, jointed vinyl, with go-to-sleep eyes, rooted hair. With costume, eyeglasses and diploma.

49 U 3404—Wt. 2 lbs. 10 oz., $8.99

"D" Battery. Shpg. wt. each 4 oz.
49 U 4660....Each 16c; 4 for 60c

Little Miss Echo repeats all you say to her

$22.88 cash; with 2 batteries; NO MONEY DOWN

Teach her songs, talk with her. Concealed magnetic tape recorder plays back 25 seconds of conversation. Erases when you record again. Order one 9-volt and 2 "D" batteries below. 30 inches tall. Plastic; jointed arms, legs, head. Rooted saran hair.

79 U 3665CM—Wt. 8 lbs., $22.88

9-volt Battery. Shpg. wt. 4 oz.
79 U 6417M .....Each 45c

"D" Battery. Shpg. wt. each 4 oz.
79 U 4660....Each 16c; 4 for 60c

Chatty Cathy dressed in red velveteen bodice, lacy overskirt

1 She is more talkative, but still the same lovable doll playmate. 20 inches tall, with movable arms, legs; rooted Saran hair in pony tails. Shpg. wt. 3 lbs. 4 oz.
49U3560-White Chatty Cathy $9.97 49U3561-Colored Chatty Cathy $9.97

Extra Outfits and Accessories for Chatty Cathy

2 **Sunday Visit Outfit.** Nylon sheer ruffled dress, panties. Shoes, socks
49 U 3569—Shpg. wt. 8 oz.....$2.97

3 **Playtime Outfit.** Cotton denim shorts, shirt. Striped jacket. Sandals, hat
49 U 3573—Shpg. wt. 8 oz. . $2.29

4 **Sunny Day Set.** Capri pants and appliqued blouse. Hat, sandals.
49 U 3571—Shpg. wt. 8 oz..... .$1.99

5 **Party Coat.** Velveteen with fuzzy collar and hat. Shoes, socks not incl.
49 U 3572—Shpg. wt. 12 oz..... $2.57

6 **Chifferobe.** 4 drawers, shoerack, sliding clothes rack, 6 hangers. Durable plastic, 14x6x14 inches high
49 U 9278—Shpg. wt. 3 lbs. 8 oz. $5.67

7 **Pencil Post Bed.** Bedspread, canopy cover, pillow. 23x12x20 inches high. Durable plastic. Easy to assemble.
79 U 9277C—Shpg. wt. 4 lbs. ...$5.67

8 **Sleepytime Set.** Gets her ready for naptime. Flannel pajamas, matching night cap, fur-like scuffs.
49 U 3570—Shpg. wt. 12 oz.... .$2.57

Doll not included with any outfit 2 through 8

2 $2.97

3 $2.29

4 $1.99 5 $2.57

6 $5.67 7 $5.67 8 $2.57

Red Velveteen frosted with white

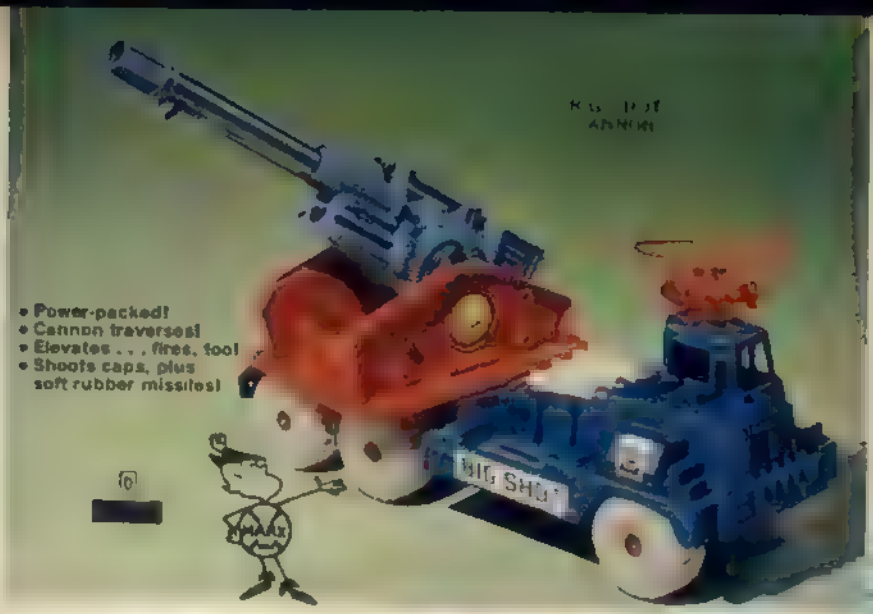
1 **Here's "Suzie Sunshine"** . . a cheery, freckled Miss dressed for any outing . . carries her very own fleecy muff. Cotton velveteen bye-bye coat edged with braid, hat. White piqué dress, panties. Suede-like shoes, knit socks. Rooted hair. Washable plastic molded body, legs, pliable vinyl arms, head. 18 inches high.
49 U 3551 —Shipping weight 2 lbs. 6 oz. $7.98

2 **Meet "Gumdrop"** . . merry 15 inch pane with mischief in her eyes. Button-bright cotton velveteen jumper over polished cotton blouse, panty. Suede-like shoes, knit socks. She stands and sits alone, has eyes that sleep. Life-like washable vinyl, rooted platinum hair.
49 U 3553 —Shipping weight 1 lb. 12 oz. $5.98

3 **This is "Twinkie"** . . 15-inch baby with cute baby waves. Drinks, wets . . cries when tummy is pressed. Sits up, turns her head too. Lace trims cotton velveteen dress. White cotton romper panty. Personalized ID bracelet. Platinum rooted hair, vinyl body. Bottle included.
49 U 3076 —Shipping weight 2 lbs. 2 oz. $6.98

4 **Call me "Mary Jane."** Winsome 13-inch toddler all ready for a party . . dainty organdy dress bodiced with red cotton velveteen; taffeta half slip, panties. Red suede-like shoes, knit socks. Rooted hair, molded plastic body, legs, pliable vinyl head, arms. Washable.
49 U 3556—Shipping weight 1 pound 4 oz. $4.98

5 **This "Twinkie" has her own nappie pillow.** She cries, drinks and wets; head turns. Dotted swiss dress has cotton velveteen bodice, bow belt. Personalized ID bracelet. Taffeta panties. Satin ribbon tie slippers, knit socks. All washable vinyl; rooted hair. 15 in. high.
49 U 3075 —Shipping weight 2 lbs. 10 oz. $7.98

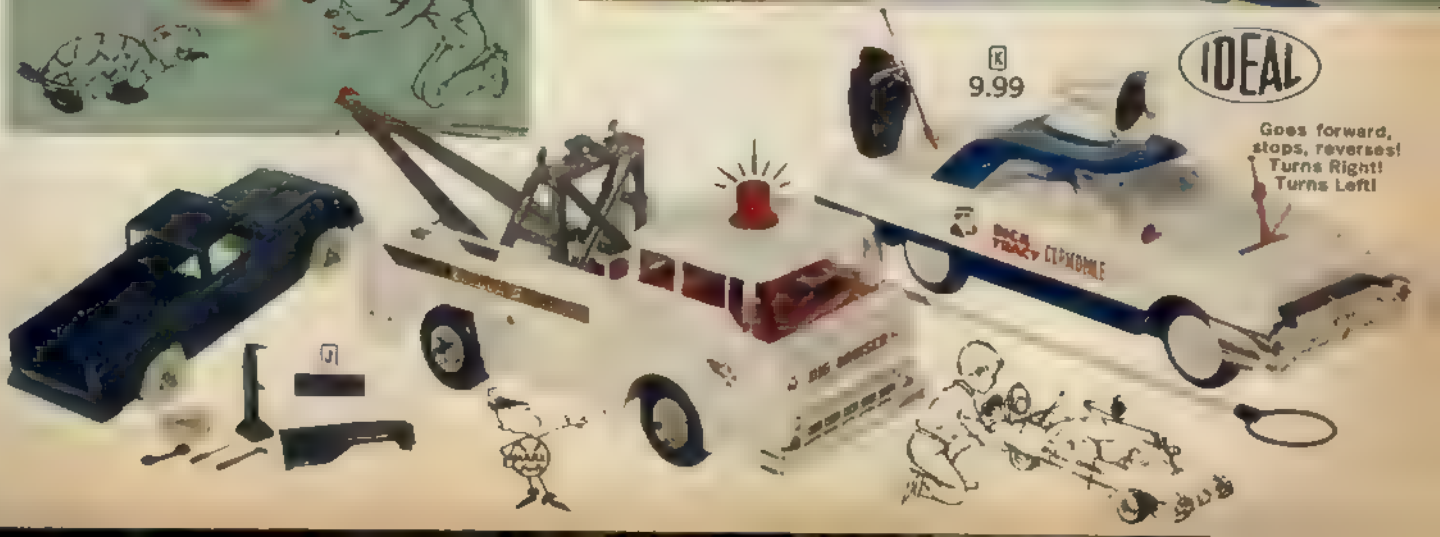

• Power-packed!
• Cannon traverses!
• Elevates . . . fires, too!
• Shoots caps, plus soft rubber missiles!
BIG SHOT
D

MIGHTY MATILDA
BATTERY-POWERED OPERATING CONTROL PANEL
• Alarm bell rings!
• Elevators lift planes!
• Planes zoom off!
• Missiles blast off!
• Radar antenna turns!

REMCO
Complete with 100-man crew, 12 pursuit planes, 9 bombers, 4 helicopters, 1 tow-truck, 4 rockets
E
7.88
REMCO'S new nuclear aircraft carrier—ready for realistic action. Moves along on hidden wheels.

REMCO
It's motorized! Flick a switch and it moves with real sea-going motion!
H
8.88
OARS MOVE!

IDEAL
Tu Tu really plays ball with you!
G
2.88


K
9.99
IDEAL
Goes forward, stops, reverses! Turns Right! Turns Left!
J

A 5.88

KELLY'S AUTOMATIC CAR WASH

BOP A BEAR

B

GRRRRRRR

C 5.49

D 4.44

BATTERY OPERATED . . . REALISTIC ACTION

E 3.66

WHOOOOOO WHOOOOOO

CLICKETY CLACK

G 3.29

PUT PUT

RRRRRRRRRRR

CLANG CLANG

H 3.44

J 2.19

Be a One-Man Fighting Force

G 4.44

E 3.27 Set

Blend into the Underbrush with Mattels Guerilla set. Be a combat-ready JR. COMMANDO 3.27

H 2.99

J 3.88

K 3.88

N 1.44

M 1.99

L 3.44

Snap-on barrel fits easily onto pistol to make tommy gun

tinted visor

GENUINE SHOOTIN' SHELL MATTEL
big excitement in
A Shootin' Shell Winchester® frontier set 3.79
Paladin
Paladin
B 3.49
C 2.88
D 3.49
F 3.49
GENUINE SHOOTIN' SHELL MATTEL
"Shootin' Shell" double gun and holster set
G 5.88
H 2.19
SAVE THIS CATALOG -use it now and the year 'round. Toys will be available until September 21, 1964.

REMCO MONKEY DIVISION for Jungle Warfare

$3.44

Monkey Gun: it's 3 assault weapons in 1

Pack it as a pistol . slap on barrel . it's a rifle . . . gun. Pull trigger . . fire long burst. Also shoots 2 soft-tip grenades. Plastic. Order 2 "D" batteries.

49 U 2634 Shipping weight 3 pounds. $3.44
49 U 4660—"D" Battery. Shipping weight each 4 oz. . Each 16c; 4 for 60c

2-way Wrist Radios

$3.59

Jungle fighters can . . . "hand on rear" . . . Dazzer plus . . . transmission. Order 2 "C" batteries below. Includes 25 feet of wire. .

49 U 1955—Shpg. wt. 1 lb. $3.59
49 U 4665 "C" Battery. Shpg. wt. each 2 oz. . . . . Each 16c; 4 for 60c

Helmet with movable visor

$1.97

Play . . . up "keep cool" your attack . . . Our . . . fighters as . . . like it. Plastic with . . . strap. 1 size fits all.

49 U 2635—Wt. 1 lb. 4 oz . . . $1.97

6-piece set

$4.99

Jungle Combat Patrol Outfit

Quick firing Bazooka lobs soft-tip rockets a full 20 feet. There's a 2-way electronic Walkie-Talkie set with 25 feet of wire. Plus a regulation-type helmet with camouflage . . plus mess kit and canteen for carrying water.

Move out like a crack jungle veteran. Keep in contact from hidden positions with your Walkie-Talkie . . no antenna needed. Set includes 2 plastic phones, secret message pads and . . . wire. Plastic mess kit and canteen strap on your belt. Helmet and camouflage leaves are plastic. Flexible . . . long . . . one size fits all. Bazooka 36 inches long. Comes with 2 rockets of soft polyethylene.

79 U 2683C—Shipping weight 4 pounds. . . . . Set $4.99

$3.22

Jungle Mortar with pillbox target

Knock out the enemy . . . Gauge elevation and firing distance of shells. 60 mm mortar is 19 in. long. 4 soft tip plastic shells.

49 U 2685 Shipping weight 1 lbs. $3.22

$3.87

"Long Range" Bazooka lobs shells 30 feet

Target . . . pillbox. Keep it . . . as your 39 in. bazooka shoots plastic rockets through the air. Adjustable telescope sight. With 4 rockets, pillbox.

79 U 2606C Shipping weight 4 pounds. $3.87

$1.37

"Short Range" Bazooka

Blast away with soft polyethylene plastic ammo. Shorter range of 20 feet for surprise jungle raids. 36 inches long. Has 2 rockets.

79 U 2631C Shipping weight 2 lbs. . $1.37

$2.39

Mattel Guerrilla Gun

Attack . . . with barrel smoking, fires 50 times in bursts or single shots . . sounds real with or without roll caps (not incl.). Bolt action. Plastic, metal. 25 in. long.

79 U 2675C Shipping weight 2 lbs. $2.39

Mattel Guerrilla Poncho Gun Set $3.66

G.I. (Guerrilla Issue) set includes camouflaged 50-shot machine gun that fires bursts or single shots . . 25 in. long. Sounds super realistic whether you . . . pull the trigger or use roll caps (not incl.). Bolt action; plastic and metal. Plus: camouflaged poncho, flexible knife with scabbard, and "Special Operations" beret with insignia.

79 U 2676C Shipping weight 2 lbs. $3.66

Friction-powered Highway and Airline Set

43 pieces **$7.27** All-steel Carriers

Diversified fleet for fun-filled play. Colorfully decorated metal plastic accessories. From Japan 4½ to 14 in. long. Includes surrey jeep, 2 vans with [illegible] open, car with [illegible] and boat, helicopter [illegible] carrier with [illegible] and 4 [illegible] cars, [illegible] truck with cab and 6 cases, jet plane, 3 cars, 18 road signs.

49 U 5799 Shpg. wt. 5 lbs. 8 oz. $7.27

Tootsietoys

77c each

Die-cast metal and plastic. About 4 to 9 in. long

(1)	49 U 5515	Carrier, 3 boats. Wt. 5 oz.	77c
(2)	49 U 5514	Carrier, 2 [illegible] Wt. 7 oz.	77c
(3)	49 U 5516	Fire Truck [illegible] Wt. 7 oz.	77c
(4)	49 U 5510	Moving Van. Wt. 8 oz.	77c
(5)	49 U 5511	Concrete Mixer. Wt. 8 oz.	77c
(6)	49 U 5519	Mobil Oil Tanker. Wt. 8 oz.	77c
(7)	49 U 5520	Tractor, Harrow. Wt. 8 oz.	77c
(8)	49 U 5518	Bulldozer. Shpg. wt. 5 oz.	77c

25-piece Combat Set

Ready for a big battle. Junior sized. Jeeps, tanks, trucks, machine guns, cannon, soldiers . . just like in the army. A wealth of playtime fun for a child. Pieces are made of rugged, rubber-like vinyl. Set includes 2 tanks with movable turrets, 5 in. long; 2 reconnaissance cars with machine gun mountings, 6 in. long; 2 jeeps each pulling 1 cannon, 8 in. long; 1 truck; 16 soldiers; American flag.

49 U 5575—Shpg. wt. 2 lbs. Set $1.92

23-piece Road Construction Set

Includes all the equipment needed to get make-believe roads ready for heavy traffic. Set made of rubber like vinyl.

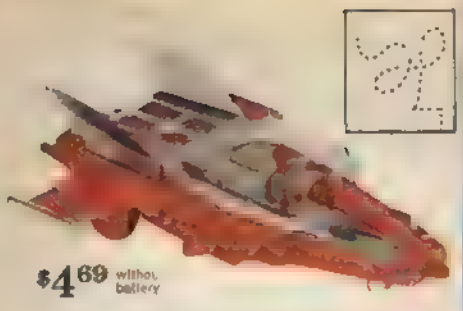
Includes city light truck with movable boom; bulldozer with moving track and blade; road roller with tamper; 2 dump trucks; crane shovel, roadscraper, earth mover . . each 7 to 11 inches long. Plus attachments, road signs and 4 workers.

49 U 5488 Shpg. wt. 3 lbs. . . . . Set $3.92

15-piece Sportsman Vacation Set

Whiz down the road with five 5½ in. cars with rear hatches; 5 trailers (house, horse, boat, racer, U-Haul); horse, 2 boats, racer, pick-up truck with camper top. Metal and plastic.

49 U 5495—Shpg. wt. 2 lbs. 3 oz. . . Set $3.99



$4.69 without battery

Battery-drive Supercar travels along 8 mystery-action courses

Does dipsy doodles, zigzags, ground loop the loops, figure 8's, Virginia reel, stop and go circles, even runs straight. 11-inch plastic car goes its wild way by inserting one of the magic cams. Order 1 "D" battery below at right.
49 U 5795—Shipping wt. 1 lb. 8 oz. . . . $4.69

97c without batteries

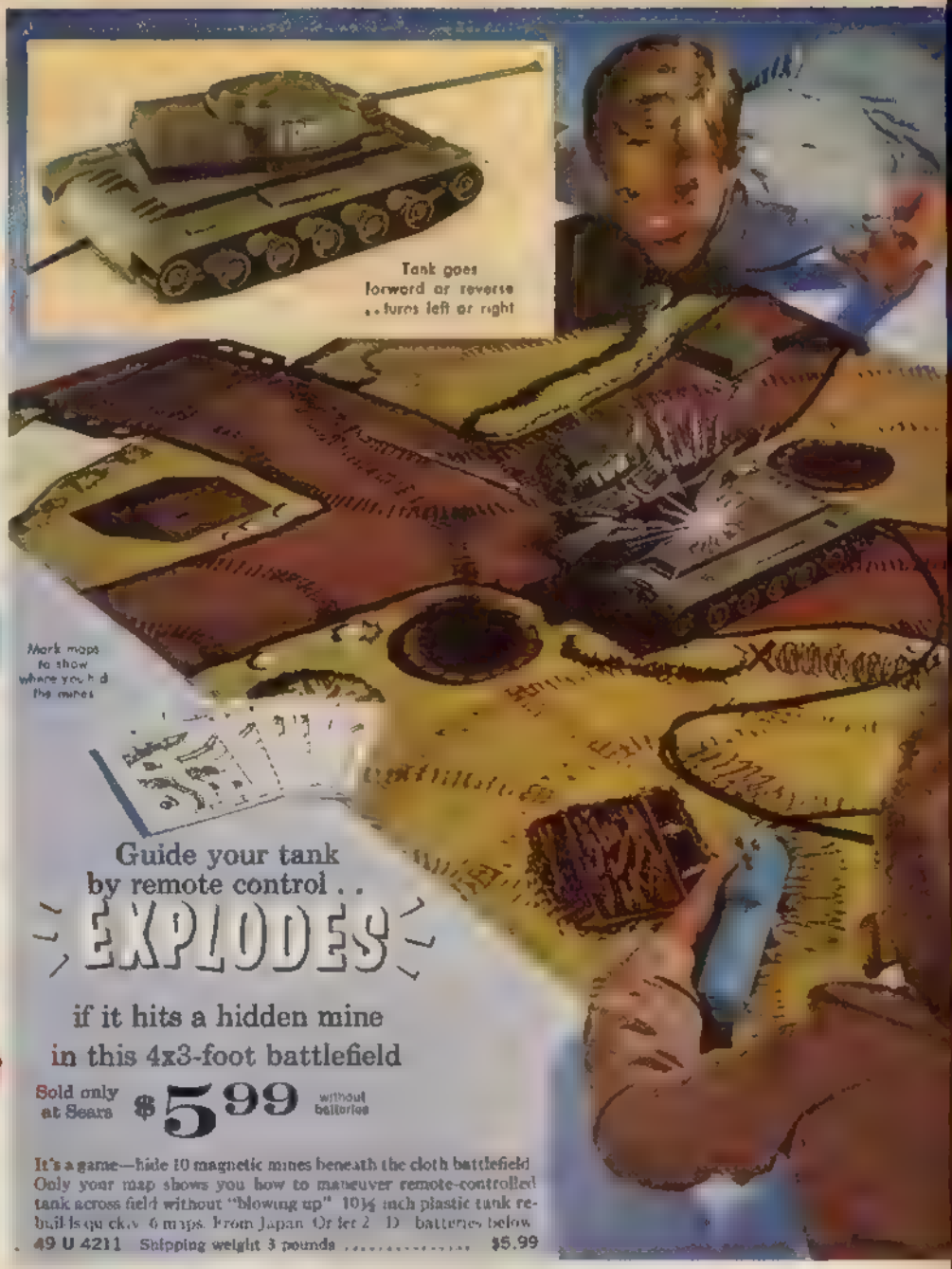
Siren Police Car flashes light

Goes forward and reverse by remote control. 7½ in. enameled steel, chrome-color trim. Japan. Order 2 "D" batteries below at right.
49 U 4218—Shipping wt. 6 oz. 97c

$3.89 without batteries

Roof of T-bird slides into trunk

Runs, steers by remote control. 9½ in. steel. Japan. Order 2 "D" batteries below right.
49 U 4266—Shpg. wt. 1 lb. 6 oz. . . $3.89



Guide your tank by remote control . . EXPLODES if it hits a hidden mine in this 4x3-foot battlefield

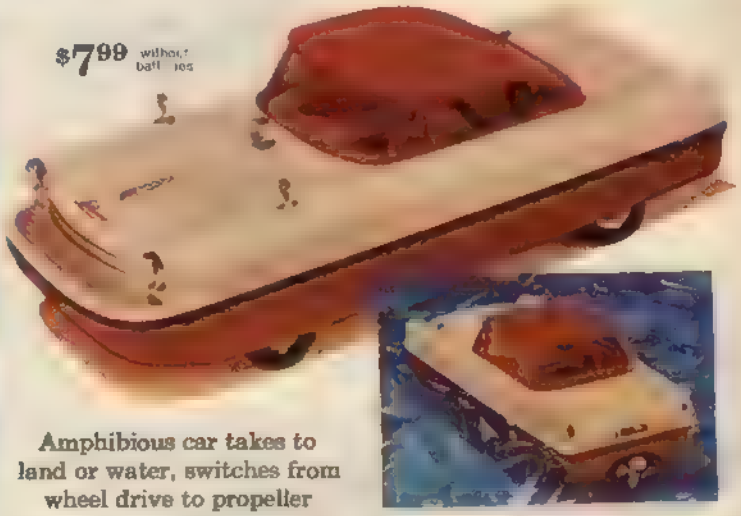
Sold only at Sears $5.99 without batteries

It's a game—hide 10 magnetic mines beneath the cloth battlefield. Only your map shows you how to maneuver remote-controlled tank across field without "blowing up". 10½ inch plastic tank rebuilds quickly. 6 maps. From Japan. Order 2 "D" batteries below.
49 U 4211—Shipping weight 3 pounds $5.99

$7.69 without batteries

Tractor goes forward or reverse, even steers, blade lifts and lowers—all by remote control

Does 9 exciting actions—just like the big Ford Industrial Tractor. 20 inch scale model has pistons that light up and sand operated earth scoop in back that picks up dirt, raises and dumps it. Heavy-gauge enameled steel. From Japan. Order 2 "D" batteries at right.
49 U 4251—Shipping weight 3 pounds 12 ounces. $7.69



$7.99 without batteries

Amphibious car takes to land or water, switches from wheel drive to propeller

Speeds along on the ground in a circle or straightaway. Push lever and watch it knife through water like a sport cruiser. Propeller shifts left or right to change course. Metal and plastic body is watertight. 11 inches long. From West Germany. Order 2 "D" batteries at right.
49 U 5837—Shipping weight 1 pound 4 ounces . . . $7.99

"D" Battery. Shipping wt. each 4 oz.
49 U 4660
Each 16c 4 for 60c

$1.97

Roy Rogers Hauler-and-Trailer. 15 in. steel trailer with two ramps, 3-dimensional plastic figures of Roy, Dale Evans, their horses, Pat Brady, his jeep Nellybelle and dog Bullet
49 U 5557—Shpg. wt. 1 lb. 10 oz. $1.97

$1.92

Structo Fire Rescue Truck. Two ladders unhook for instant rescue action. Carefully modeled after a real fire engine, this toy has seat, steering wheel, windshield and gleaming, white sidewall tires. Steel. About 12 in. long.
49 U 5403—Shpg. wt. 3 lbs. 4 oz. $1.92

$3.59

Tonka Jeep Pumper. Hose pulls out of tank, sprays water when pumper is connected to garden hose. Ladder. Trailer hitch and 2 hand "extinguishers." Rubber tires. Steel. About 10 in. long.
49 U 5412—Shpg. wt. 3 lbs. . . . $3.59

$2.95

It's a 12-dog Kennel Truck or a Pick-up with drop tailgate

Transparent plastic lift-off kennel has movable top and sides. 12 "houses" for plastic dogs: collie, boxer, bulldog, springer, Scotty, greyhound, Eskimo husky, dachshund, terrier, retriever, poodle and police dog. Steel Ford truck has trailer hitch, windshield, windows, whitewall tires. 11 in. long. By NyLint.
49 U 5407—Shipping wt. 2 lbs. 9 oz. . . $2.95

$1.99

Tonka Pick-up Truck. Heavy-gauge steel body with carefully detailed features. Tail-gate opens and closes for ease in loading. Genuine rubber white sidewall tires with shiny chromed wheel discs. About 13 in. long.
49 U 5430—Shipping weight 3 lbs. . . . $1.99

$2.57

Tonka Jeep Surrey with a sporty cloth fringe on top. Gaily striped top and seats. Detachable spare tire. White sidewall rubber tires, shiny chromed wheel discs. Heavy gauge steel body. About 10 in. long.
49 U 5435—Shpg. wt. 2 lbs. 7 oz. $2.57

10-wheel Horse Van

$4.92

Buddy L's "highway stable" has spring-suspension front wheels, with three stalls for the plastic thoroughbred stallion, mare and colt. Van has bubble top window, sliding side windows, door ramps. 18-inch body of steel and plastic. Shipping wt. 5 lbs. 4 oz.
49 U 5452 . . $4.92

HOOK AND LADDER
about 3 feet long . . ladder raises 5 feet

PUMPER *about 22 in. long . . with hose that squirts water*

Enameled Steel Fire Truck Set $12.88

Be the official fireman on your block with these complete fire trucks. Exciting working parts add to the fun.

Pumper-Fire Truck (at left) actually sprays water. Just hook hydrant to garden hose and turn valve. Has hook-on ladder, cab with dummy searchlight and hydrant.

Hook and Ladder (above) has main ladder on full swivel . . raises by mechanical hydraulic action. 2 other ladders crank up 5 feet. Also a removable tillerman's seat.
79 U 5437L—Shipping weight 17 pounds. . . . . Set $12.88

48 Pc. "Cornflower set"

[1] 3.88

Fiesta Ware®—sized for Rite-Hite kitchen

[2] 2.66

[1] **"CORNFLOWER SET"**—inspired by the Corning Ware design. Polystyrene plastic. 4 each: cake plates, cups, saucers, knives, forks, spoons. 2 each: saucepans, skillets with covers and detachable handles; cradles, trivets. Plus roaster, grill, holder, platter; percolator, teapot, covers.

X 921-4982 A—Shipping weight 2 lbs. 4 oz. 3.88

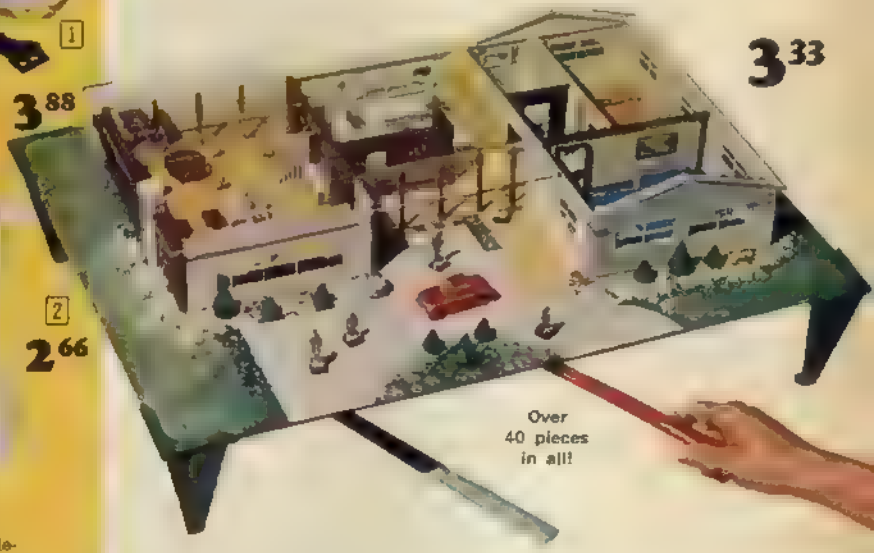
[2] **DELUXE FIESTA WARE SET.** It's such fun to pretend to cook with this large-size steel cookware set. Attractively decorated white finish. 11 pcs. include skillet, saucepans, Dutch oven, lids, and plastic utensils with rack. Sized for play kitchen below. (Not for use on real stove.)

X 921-4818 A—Shipping weight 2 lbs. 4 oz. 2.66

MAGNETIC DOLL HOUSE

Here's a houseful of "little people" who will do exactly what you want them to do! Put Mom in the kitchen, let Dad tinker with the family car while Junior and Sis play. Do all this, and more, with a wave of your "magic wand"!

3.33



Move the family, furniture, car . . .
you give the orders in this make-believe home

MAGNETIC DOLL HOUSE. Magnets are the secret—use the "magic" wands to control the movements of plastic figures and car. Two wands allow simultaneous action. Modern 5-room house even has fireplace, pictures on the wall, plastic windows. Removable clear plastic roof lets you see everything. Plastic house mounted on 20 x 26-in. cardboard base with plastic legs.

X 921-4826 A—5 lbs. 8 oz. .. 3.33

RITE-HITE PLAY KITCHEN . . . perfect little-girl size

[3] to [6] **KITCHEN ENSEMBLE.** Units are super-strong with modern styling. Steel doors. Perfect finish with [illegible] detailing. Shipped flat. Easy to assemble.

3 Cabinet. With [illegible] shelf. Smooth plastic [illegible] top. 8 x 17 x 30 in. high. 18 lbs. [illegible]

X 921-1210 A 9.99

4 Sink. Plastic basin. Bowl [illegible] washer [illegible] top. [illegible] 18 x 17 x 23¾ in. high. [illegible] 4 lbs.

X 921-1102 A 7.66

[5] Stove. Simulated [illegible] knobs. [illegible] 18 x 17 x 23¾ in. high. 14 lbs.

X 921-1186 A 7.66

[6] Refrigerator. Double [illegible] door. [illegible] 18 x 17 x 23¾ in. high. 15 lbs.

X 921-1134 A 9.33

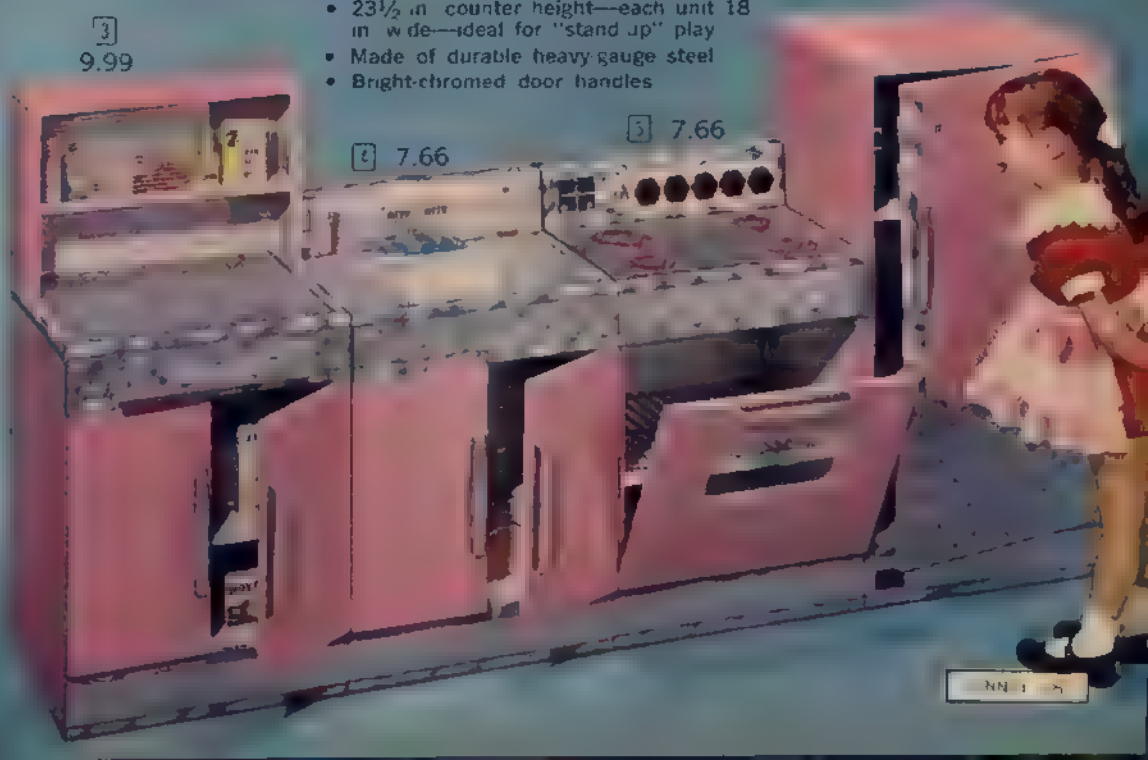
- 23½ in. counter height—each unit 18 in. wide—ideal for "stand up" play
- Made of durable heavy gauge steel
- Bright-chromed door handles

[3] 9.99

[4] 7.66

[5] 7.66

[6] 9.33



re-do this **3-ROOM APARTMENT** over and over again! create rooms and furniture to suit your taste. All plastic parts snap together easily!

Interchangeable parts help bring out the interior decorator in you

227 PC. INTERIOR DECORATING SET Living room, bedroom, kitchen all architecturally scaled, all in House & Garden coordinated colors. Includes family of four dolls, interlocking partitions, changeable wall panels, chairs, tables, cabinets, beds, fireplace, stairs, drapes, rug. Just charge it!
X 921-4891 A—Wt. 3 lbs. 6 oz. . 7.99

160 pc. Studio Apt. Set (not shown). With living-bedroom combination and kitchenette corner. Family of 4 dolls.
X 921-4909 A—Wt. 2 lbs. 1 oz. . 5.99

93 pc. Living Room Set (not shown). With fireplace, stairs, rug, wall partitions, changeable panels, accessories.
X 921-4917 A—Wt. 1 lb. 12 oz. . 3.99

IDEAL Petite Princess
FANTASY FURNITURE

1 to 5 **PETITE PRINCESS FANTASY FURNITURE** Little Miss Decorator's dream come true! The most luxurious play furniture ever designed to fit small doll houses. Each piece is handcrafted of the finest styrene, brass pins, polished glass mirrors. And what added touches: antique gold-tone finishes and drawers that actually open and close. Pieces can be used in room to room or in innumerable arrangements, all colors chosen to blend and work together. Imported from Japan.

[1] Music-Room Furniture. A salon of distinction! Includes piano, bench, metronome; 2 velvet-backed chairs; fireplace, accessories; pedestal table, planter with foliage; coffee table set with brass pot, creamer, 2 bowls, and vase with flowers.
X 921-4925 A—Wt. 1 lb. 8 oz. . . 8.88

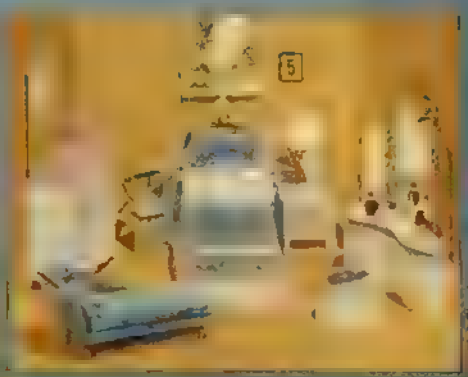
[2] Living Room Furniture. Designed to bring out the formal hostess in every little girl. With sofa, chair with ottoman, tier table with lamp, fruit bowl; table with ash tray, and lighter, picture frame, and statue; console table, drum table, heirloom table with lamp, books, bookends.
X 921-4933 A—Wt. 1 lb. 3 oz. . . 9.66

[3] Fantasy Room. Use with [1], [2], [4], or [5]. Three walls, floor in sturdy cardboard, stage-like frame. Realistically lithographed full-length drapery, windows, moldings. 11½ x 29½ in. Yellow.
X 921-5005 A—Wt. 1 lb. 1 oz. 89c

[4] Dining Room Furniture. To entertain the most important dignitaries in her world of make-believe, here's something that's appropriate: [illegible] table, painting, 4 velvet-backed upholstered dining chairs. Treasure Trove [illegible] and other clock, folding screen, rolling tea cart with wine decanter, [illegible] Page 1.
X 921-4941 A—Wt. 1 lb. 8 oz. . . 9.44

[5] Bedroom Furniture. Everything a royal princess would want in her boudoir! Includes bed with bolster, coverlet with skirt, two pillows, dressing table, chair, mirror, table with lamp, picture, chest, framed painting, chaise longue, bolster, telephone, and [illegible] Like it? You can charge it—see page 283.
X 921-4958 A—Wt. 1 lb. 9.88

Buy toys with Credit Command —see page 283.



SHINY BRITE
all new for '64
GLASS CHRISTMAS TREE ORNAMENTS
MAX ECKARDT AND SONS
1107 BROADWAY 10th FLOOR NEW YORK CITY

We're New AND We Talk

WHAT'S UP DOC?

MY NAME IS MR. ED

Your Choice $4.97

6 7

Your Choice $2.44

8 9

Your Choice $3.29

10 11 12

13 My Mouth Moves $6.64

14 15 16 17 18

Billygoons Sleeve Puppets 2 for $1.89

Disneyland Hand Puppets Each 89c Set of 4 $3.33

$7.44 19

$16.77 20

Be A Ventriloquist

Lucky for both . . Tammy's clothes fit her Mom, too

1 **Puddle Jumper.** Prepares for rain in print chesterfield coat . . boots, umbrella
49 U 3890 Shipping wt. 4 oz $2.18

2 **Pizza Party.** Harlequin top . leotards.
49 U 3891 Shipping wt. 4 oz.. .$1.99

3 **Tee Time.** Golfs in smart dress . . sun hat Sneakers. Bag holds clubs and balls
49 U 3892—Shipping wt. 4 oz..... $2.18

4 **Beau and Arrow.** Hits the target in hooded shirt . . dungarees. Bow, arrows
49 U 3766 -Shipping wt. 4 oz $2 18

5 **Tennis the Menace.** Jamaica set. Racket.
49 U 3765—Shipping wt. 4 oz ..$2.18

6 **Sweater Girl.** Cardigan, sheath skirt
49 U 3893—Shipping wt. 4 oz... $2.59

7 **Cheerleader.** Bulky top, flared skirt.
49 U 3894—Shipping wt. 4 oz.. .$2.37

8 **Cutie Co-ed.** Strolls in jumper . . sweater Leotards, play transistor radio
49 U 3767—Shipping wt. 5 oz..... $2.59

9 **Underwear Outfit.** Feels so girlish in sheer petticoat . . panties, bra Brush set
49 U 3895 –Shipping wt. 3 oz $1.76

10 **Knit Knack.** Scoop neck dress. Beret
49 U 3896—Shipping wt. 3 oz .$1.76

11 **Ring-a-Ding.** Slacks, blouse. T V, phone
49 U 3897 Shipping wt. 4 oz.. $2 99

12 **Formal Wear.** Big date in wrap, heels
49 U 3898 Shipping wt. 5 oz.. $2.99

13 **Model Miss.** Matching coat, hat. Hatbox.
49 U 3899 Shipping wt. 6 oz $3.49

14 **Snow Bunny.** Ski outfit. Boots, skis, poles.
49 U 3901 —Shipping wt. 7 oz . $3.89

15 **Figure Eight.** Skates in warm pants sweater Scarf, pompon hat. Skates.
49 U 3902 Shipping wt. 6 oz $4 19

Doll not included with any outfit

Mix and match Accessories for Tammy and her Mother

Selected to help you combine them or to accent other outfits. Hangers included

16 **Sheath Skirt.**
49 U 3904—Shipping wt. 1 oz. ..77c

17 **Blouse.**
49 U 3905—Shipping wt. 1 oz . . .95c

18 **Slacks.**
49 U 3906—Shipping wt. 1 oz .. 77c

19 **Sweater.**
49 U 3907—Shipping wt. 2 oz 99c

20 **Striped Blouse.**
49 U 3908—Shipping wt. 1 oz. . ..95c

21 **Flared Skirt.**
49 U 3909—Shipping wt. 1 oz. .. 95c

22 **Dog with chain, shoes, pocketbook.**
49 U 3910 Shipping wt. 1 oz.... 77c

23 **Curlers, spray net, brush, comb, mirror.**
49 U 3911—Shipping wt. 1 oz ...77c

24 **Radio, case, purse, glasses, newspaper**
49 U 3914 – Shipping wt. 1 oz. ...77c

25 **Camera, travel case, airline ticket.**
49 U 3913 –Shipping wt. 2 oz.....77c

26 **Typewriter, phone, directory.**
49 U 3912 –Shipping wt. 1 oz 77c

Here's Tammy

the teenager voted most likely to succeed

Meet my family on next page

Walking Her Pet

Outfit only **$1.74**

Tammy makes her way down the walk and up the fashion ladder in leather-look vinyl skirt . . plaid top. Matching bag, shoes. Dog on leash. Doll not included.

Shpg. wt 4 oz
49 U 3903 ..... $1.74

Basic Doll

$1.97

Tammy, the fashion doll created in the image of today's teenager. 12 in tall Rooted hair Moveable joints Plastic. No choice of hair color.
49U3761–Wt. 8 oz $1.97

This is Tammy's Delightful

Tammy on preceding page

Dad $2.79

Basic Dad doll. Stands 13 in. tall. Dressed in slacks, sport shirt and shoes. Plastic.
49 U 3926 - Wt. 8 oz. $2.79

Mom $2.69

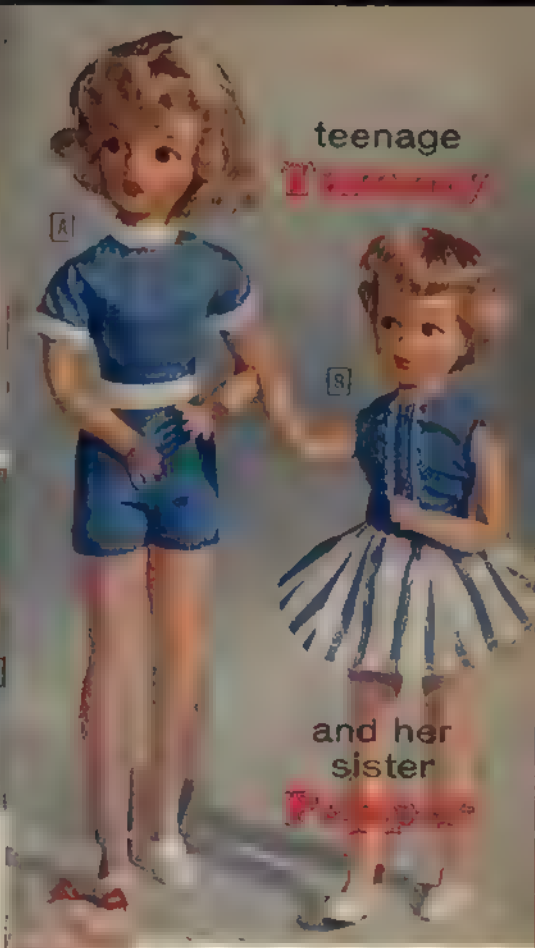
Basic Mom doll. Stands 12 in. tall. Dressed in cotton shift dress and shoes. Plastic.
49 U 3928—Wt. 9 oz. $2.69

Sister
Pepper $1.89

Basic Pepper doll. Stands 9 in. tall. Dressed in playsuit, [illegible] shoes. Plastic.
49 U 3930 Wt. 6 oz. $1.89

Brother
Ted $2.38

Basic Ted doll. Stands 13 in. tall, like Dad. Wears shorts, shirt and shoes. Plastic.
49 U 3921 Wt. 7 oz. $2.38



1 to 6 OUTFITS THAT TAMMY WILL LOVE TO WEAR

[1] **Nurse's Aid** Striped jumper, blouse, cap, and shoes
X 921-3356 A—Shipping weight 4 oz .....Outfit only, 1.94

[2] **Cheerleader.** Bulky sweater, flared skirt. Cap, shoes.
X 921 3349 A—Shipping weight 6 oz.....Outfit only, 2.39

[3] **Ring-a-Ding** Pants, overblouse, wedgies. Phone, fruit
X 921-1442 A—Shipping weight 8 oz.....Outfit only, 2.64

[4] **Model Miss.** Felt coat, hat Shoes, bag, bracelet, hatbox
X 921-3323 A—Shipping weight 6 oz.....Outfit only 3.43

[5] **Fraternity Hop.** Dress, stole. Flowers, bag, pumps
X 921-3315 A—Shipping weight 4 oz.....Outfit only, 2.39

[6] **Sleepytime** Brief pajamas. Slippers, comb, curlers
X 921-1046 A—Shipping weight 3 oz.....Outfit only, 1.59

7 to 13 FASHION-RIGHT OUTFITS FOR PEPPER.

[7] **Pajama Set.** Cotton flannel pajamas, pompon trim.
X 921-0964 A—Shipping weight 2 oz.....Outfit only, 97c

[8] **Coat and Hat** Smart braid-trim coat, pile collar, hat.
X 921-0972 A—Shipping weight 2 oz.....Outfit only, 1.59

[9] **Birthday Party.** Dress, headband. Phonograph, records
X 921 3364 A—Shipping weight 4 oz.....Outfit only, 1.94

[10] **Snowflake.** Ski pants, hooded parka, plus pile mittens
X 921-3372 A—Shipping weight 4 oz.....Outfit only, 2.84

[11] **Flower Girl.** Long gown, headpiece, gloves, basket
X 921-3380 A—Shipping weight 4 oz .....Outfit only, 2.39

[12] **Teacher's Pet.** Dress, scarf. Bag, shoes, bulletin board
X 921-3398 A—Shipping weight 4 oz.....Outfit only, 1.24

[13] **Slack Set.** Cotton flannel slacks, knit cardigan
X 921-0980 A—Shipping weight 2 oz.....Outfit only, 1.24

A TAMMY® DOLL. Typical teenager, from the top of her fluffy hair to her high-style wardrobe (order smart outfits at left). Jointed plastic body 12 in. tall Wears playsuit
X 921-0915 A—11 oz..... 1.92

B PEPPER DOLL. Rarin' to go anywhere in the cutest wardrobe a pre-teen ever owned (order outfits at left). Jointed plastic body, 9 in. tall. Wears playsuit
X 921-1053 A—8 oz..... 1.87

C POS'N TAMMY® Similar to [A] but more fun—arms, legs bend can be posed in lifelike positions Wears leotard, tights
X 921-3299 A—14 oz..... 3.74

D POS'N PEPPER. Like [B], but arms legs bend; doll can be posed in lifelike positions. Wears striped play dress.
X 921 3307 A—10 oz..... 2.77

Where Tammy and Pepper entertain

TAMMY'S PLAY HOUSE. A little girl's dream—and no wonder Has table tennis, shuffle-board court, soda fountain, TV set, juke box—even a patio with barbecue Doll not included.
X 921-1418 A—Shipping weight 8 lbs 11 oz 4.79

Tote 'n' Store Cases for Tammy and Pepper on the move

TAMMY PHONE CASE Space for 2 dolls and their clothes—2 phone booths too With "Princess" phones. Green plastic.*
X 921 3406 A—1 lb. 11 oz 2.99

FASHION TRUNK Room for a fashion doll up to 12½ in. tall, plus room for accessories, clothes. With hangers *
X 921-0907 A—1 lb. 4 oz..... 2.87

Outfits for Tammy and Pepper are imported from Japan. * Dolls and costumes shown not included

you'll never want to put "My Baby" down . . . she cries wistfully when you do

A cuddly charmer, dressed up in her Sunday best . . . ready to be loved

[A] **CUDDLE-SOFT "MY BABY"** An adorable chubby baby just longing to be cuddled. Soft muslin body, 18 in. tall, is filled with lightweight kapok. Soft vinyl plastic arms, legs and head are so realistic, have lifelike details. Beautiful wide eyes will go to sleep when baby naps. Rooted soft blond hair of fine saran can be combed. Baby "cries" if turned over. Dressed in a crisp organdy dress with taffeta slip and panties, hand-crocheted cap, sweater, and bootees.

X 921-3554 A—Wt. 2 lbs. 1 oz. . . . 7.88

"My Baby" is ready for a party in a pretty new dress and perky bow

[B] **"MY BABY" IN PARTY DRESS.** Such an endearing baby—she's all dressed up for a tea party, from the ribbon bow in her hair to the soles of her new party slippers. Cuddly muslin body is filled with kapok, is 18 in. tall. Vinyl arms, legs and head have a lifelike feel. Bright moving eyes have fringed lashes, rooted saran hair can be shampooed and combed. "Cries" like a real baby if "mommy" turns her over. Crisp organdy dress has embroidered yoke, lace trim. Lace trimmed panties and slip. Shoes and socks.

X 921-3562 A—Wt. 2 lbs. 1 oz. . . . 7.88

"My Baby"
is ready for a party

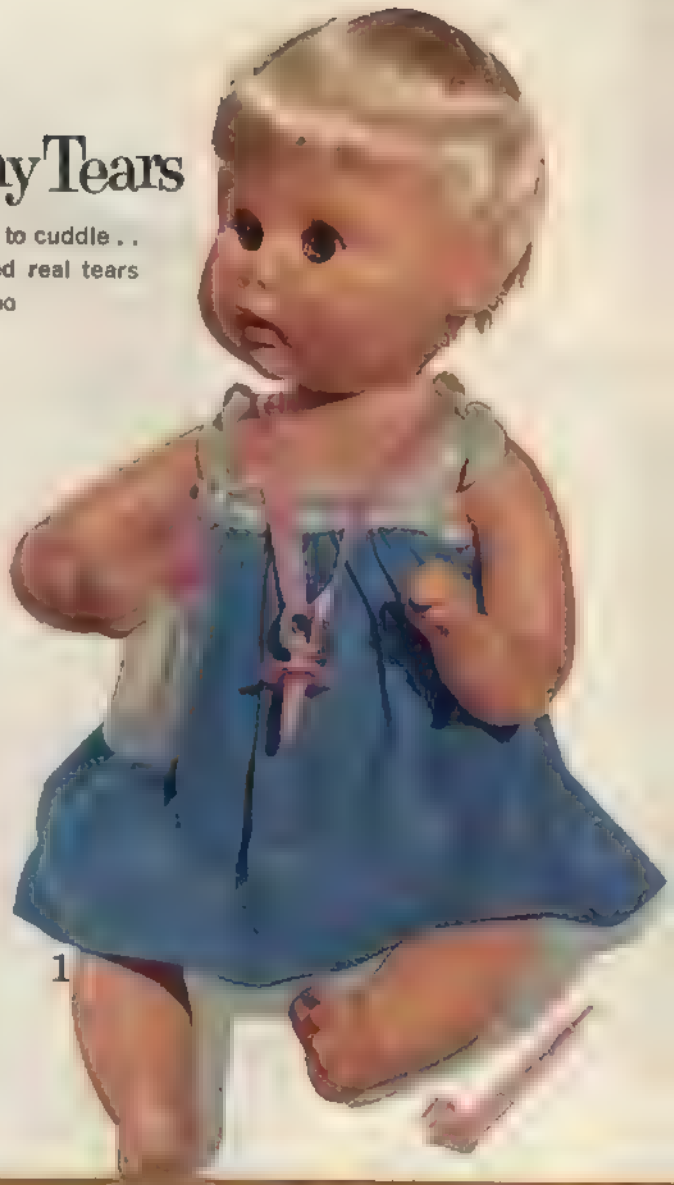
Baby Precious
says "Mama" when you hold her

[C] **BABY PRECIOUS.** Winsome toddler has an unusually lifelike appearance. Her baby-fine blond saran hair is fully rooted. Her beautiful eyes go to sleep when it's naptime. Her soft lifelike arms and legs are vinyl plastic. Have a precious real baby feel. Her best organdy dress and not yet are fine trimmed. Wearing slipper, shoes, and socks.

X 921-3570 A [illegible] . . . 4.99
X 921-3588 A [illegible] . . . 6.99

Teeny Tiny Tears

I'm so small, so soft to cuddle . . I drink and wet, shed real tears and blow bubbles, too



New 12-inch Baby

$4.29

1 My little Mommy can hold me with ease . . my dainty size is just right to bathe and shampoo . . my petal-soft vinyl skin and soft, rooted Saran hair thrive on water. She can hold my bubble pipe, my bottle, give me my pacifier . . my play things add hours more fun.

Put me down after feeding, I cry tears and wet, just like a real baby. My dress is a pretty pastel, with frosty white trim. *Order more fun time clothes at left.*

Shpg. wt. 1 lb. 4 oz.
49 U 3013.....$4.29

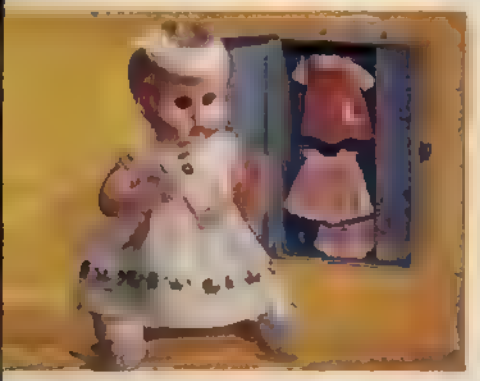
Extra Outfits for Teeny and other 12-inch Dolls

2 Sunday Best. Adorable big-brimmed bonnet to frame dolly's face. Matching cotton dress in sleeveless style with peter pan collar . . trimmed with perky white lace. Bootees, rattle.
49 U 3081—Shipping weight 4 oz. . .Set $2.97

3 Playtime. Perfect for good times with Mommy. Gay cotton corduroy overalls with bibtop; long sleeved shirt of floral-print knit cotton, ribbon tie knit bootees. Rattle included.
49 U 3078—Shipping weight 4 oz....Set $2.97

4 Travel Time. 3-piece set of pretty knit . . just right for outings and buggy rides. 3-button classic cardigan sweater, full-length leggings, ribbon tie bonnet. White.
49 U3077—Shipping weight 4 oz....Set $2.97

Dolls not included with outfits above.



Teeny and her Storage Trunk of Clothes and Toys

Just like doll above . . here completely outfitted; wearing white ruffled dress, diaper, knit bootees. Other fashions are lace trimmed "baby doll" pajamas, appliqued jumper over white knit shirt. Bottle, bubble pipe, pacifier included. Pastel carrying case goes visiting with Mommy. About 3x9x13 in. high.
Shpg. wt. 2 lbs. 8 oz.
49 U 3016.....$7.99

5 Drink and-Wet Doll. [illegible] with [illegible] sleeping eyes. Molded plastic body, jointed arms, legs. Washable. Lace trims bibtop [illegible] Pastels, [illegible] Bottle [illegible]
49 U 3083 $2.98

6 12-Inch Baby drinks wets. Wears appliqued dress with leotards. Ward-ube trunk holds [illegible] coat, dress-up dress. Fully jointed, full-bag rooted hair. Sleeping eyes. Bottle incl. Shpg. wt. 2 lbs. 4 oz.
49 U 3027 $3.99

7 16-in Betsy Wetsy. Famous toddler can drink, wet. Molded plastic body, skin-like vinyl head, arms, takes to water with ease. Perky pipe outfit has matching bonnet. Vinyl shoes. Bottle. Shpg. wt. 2 lbs.
49 U 3051 $6.99

Tiny Tears is 16 inches tall

Chubby and lovable toyland celebrity cries real tears, blows bubbles, drinks and wets. Body, jointed arms and legs, head all velvet-soft vinyl . . washable as can be. Baby-fine rooted hair.

8 With Bather-Feeder. Tiny's sheer pajama is pretty pastel. She loves bathtime . . her plastic bather floats, doubles as feeding stand too. Bottle, bubble pipe, soap, sponge, pacifier incl.
49 U 3017—Shpg. wt. 2 lbs. 8 oz. .$7.99

9 With Playpen. 2-pc. bunny-hood pajama and bootees. 18-in. plastic pen. Bottle, bubble pipe, rattle, pacifier.
49U3082-Shpg.wt.5lbs.$9.99

Two colorfully dressed characters step out of a fairy tale into every boy's and girl's heart

HANSEL and GRETEL

$12.98 each

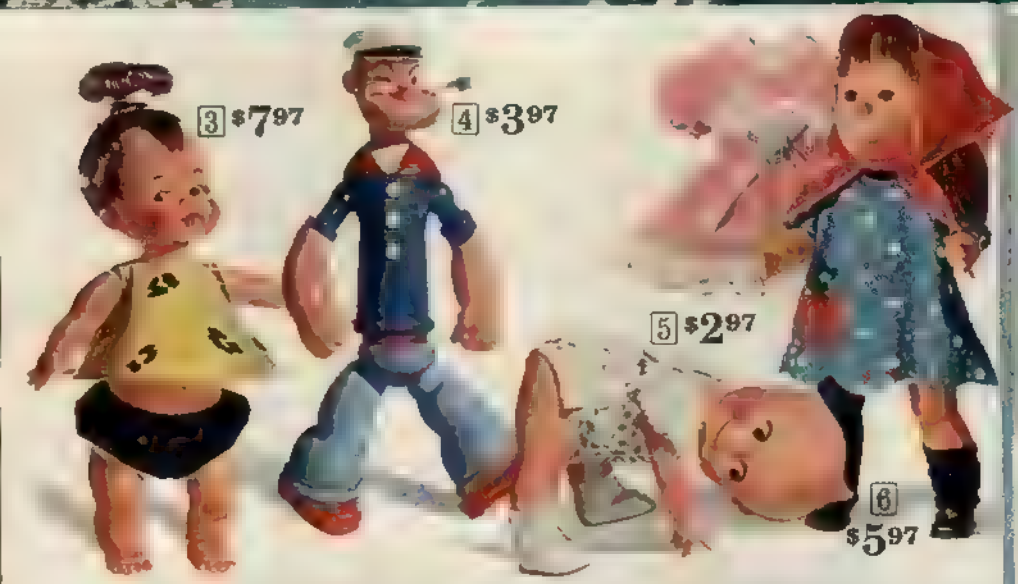
Imported from Germany . . Artfully designed by Europe's Master Craftsmen

Imagine caring for Hansel and Gretel from the famous, old tale. Lay them on their tummies and they call for "Mama." Put them on their back and their eyes close. When you stand them up, their eyes open to a beautiful, clear blue . . high-lighted by tiny, soft eyelashes.

Style their rooted blonde hair anyway you like . . each with a plastic brush. You can even give them a shampoo or bath. Both have hard plastic bodies, stand 16 inches tall. Arms, legs and head are fully jointed.

1 **Hansel** dressed in pants, shirt, jacket and straw hat. Shoes, socks.
49 U 3397—Shpg. wt. 2 lbs.... $12.98

2 **Gretel** in apron-print dress and hat.
49 U 3398—Shpg. wt. 2 lbs. $12.98



3 **Pebbles Flintstone** charms little ones with her pixie face and "peeking" tummy. Wears sleeveless-top, bikini panties. Pony tail tied with bone. Jointed legs, arms. Vinyl. 16 inches tall.
49 U 3620—Shipping weight 2 lbs. $7.97

4 **Popeye the Sailor** whistles through his pipe when pinched. Pose him many ways . . even flexes his muscles. Jointed vinyl. 13 inches tall.
49 U 3503—Shipping weight 1 lb. 3 oz.....$3.97

5 **Kewpie** sits, tilts her head, and moves her arms and legs . poses for you a hundred different ways. She coos too. Plastic. 13 in. tall.
49 U 3542—Shipping weight 1 lb. 2 oz. $2.97

6 **Poor Pitiful Pearl** changes from a drab ragamuffin to a cutie with an extra party dress and your loving care. Fully jointed vinyl body with long rooted hair. 18 inches tall.
49 U 3502—Shipping weight 2 lbs. 8 oz. $5.97

What will they say next? You never know with winsome, Mattel Talking Characters

$5.97 $4.97

7 **Casper the Ghost.** Talk to him. Pull the ring . . he says one of 11 different things like, "I'm a friendly ghost, I like you." White rayon plush, stuffed body; plastic head. 15 in. tall.
49 U 3604—Shipping weight 2 lbs. 1 oz. .$5.97

8 **Sister Belle.** Talks to you like your own sister. Says "Sing me a song; lets play house." Pull on the ring to hear one of 11 phrases. Wears removable pinafore, yarn hair. 17 in. tall.
49 U 3625—Shipping weight 2 lbs. 4 oz. .$4.97

New Teeny Tiny Tears

12 In. $4.44

LIFELIKE FAVORITES

(8) **Rosy-Cheeked Miss with Wardrobe and Trunk**—she cries real tears, drinks from her own bottle and wets—does almost everything a real baby does. Moving eyes, fully jointed vinyl body, rooted pure hair. Wears leotards, smock top. Wardrobe in trunk includes coat, bonnet, dress, 2-pc. pajamas, playsuit, flannel robe, socks, shoes, shirt, pants, diapers, hangers, safety pins, soap, sponge, clothes pins, bottle brush

48 T 4339—12-In. Doll. Wt. 2 lbs. **$6.77**

48 T 3870—16-In. Doll. Wt. 3 lbs. **7.88**

(9)-(14) **NEW Teeny Tiny Tears**—soft and cuddly baby who cries real tears, drinks, wets her diaper. She can blow soap bubbles with her own bubble pipe. Soft vinyl skin is completely tubbable—she loves to be bathed. Moving eyes. Pacifier, bottle included with (9), (10)

(9) **Here Is Teeny Tiny Tears** dressed in her cool sundress, diaper. Dress for her extra outfits (10)—(13). Abt. 12 in. tall

48 T 3908—Ship. wt. 1 lb. 4 oz. **$4.44**

(10) **Bath Time**—terry cloth belted robe, matching towel, soap, sponge

48 T 4323—Outfit. Ship. wt. 4 oz. **$2.39**

(11) **Travel Time**—knit leggings, sweater, matching bonnet

48 T 4324—Outfit. Ship. wt. 4 oz. **$2.39**

(12) **Playtime**—corduroy overalls, jersey shirt, bootees, rattle.

48 T 4325—Outfit. Ship. wt. 4 oz. **$2.79**

(13) **Sunday Best**—sleeveless dress, lace-trimmed bonnet, bootees, rattle

48 T 4326—Outfit. Ship. wt. 4 oz. **$2.79**

(14) **Teeny Tiny Tears and Wardrobe** in her own Traveling Trunk. Wears spanking clean lace-trimmed dress, diaper, bootees. Extras—2-pc. shorty pajamas, appliqued felt jumper dress, knit shirt. Doll about 12 in. tall.

48 T 3909—Ship. wt. 2 lbs. 4 oz. **$7.99**

(15) **Bareskin Baby Poses Comfy Cozy** on her own fleecy fur-like "bear skin" rug—her little bottom's up just like in baby's first photo. She's formed like a newborn—special ball jointed waist allows her to assume many natural baby positions. Wears knit shirt has moving eyes, fully jointed vinyl body, molded hair. Fluffy rug included. Doll—about 15 in. long

48 T 4309—Ship. wt. 2 lbs. 3 oz. **$3.77**

SAVE THIS CATALOG—Toys Available Until October 1, 1964

Outfit $2.39 | Outfit $2.39 | Outfit $2.79 | Outfit $2.79

(14) Teeny Tiny Tears, Wardrobe $7.99

CUDDLESOME CHARACTERS FOR PLAYTIME AND NAPTIME

1 **Almost Life Size—40-In.** Doll dances, walks with you—insert your toes through elastic on doll's feet. Cotton stuffed, painted features, yarn hair, percale dress, body. She can wear child's own dresses.
48 T 4056–Ship. wt. 3 lbs. 12 oz. **$3.29**

2 **Peggy Ponytail** makes a cuddly armful. Cotton stuffed, wears cotton dress, apron, has yarn hair, painted buckram face. Abt. 25 in.
48 T 4075–Ship. wt. 2 lbs. 6 oz. **$2.19**

3 **Tumbles, the Lovable, Zany Clown** his painted face will tickle your funny bone, he keeps on grinning when hugged and tugged. Cotton stuffed, wears clown suit. Abt. 21 in.
48 T 3995–Ship. wt. 2 lbs. 5 oz. **$4.44**

4 5 **Two of Childhood's Favorite Rag Dolls**—cuddly cotton stuffed bodies, yarn hair, twinkling shoe-button eyes, painted faces.

(4) **Raggedy Ann** wears dress, apron
48 T 4272—15 in. Wt. 1 lb. 12 oz. **$3.26**
48 T 4273—20 in. Ship. wt. 2 lbs. **4.19**
(5) **Raggedy Andy**—cap, shirt, pants.
48 T 4275—15 in. Wt. 1 lb. 12 oz. **$3.26**
48 T 4276—20 in. Ship. wt. 2 lbs. **4.19**

6 7 **Jack and Jill Went Up the Hill** and tumbled right on to this page. This famous nursery rhyme pair each carry their own make-believe felt pail, have downy-soft hair, cotton stuffed bodies. Their vinyl faces are painted with mischievous features.

(6) **Jack** wears his comical straw hat and felt overalls. About 18 in.
48 T 4313—Ship. wt. 2 lbs. **$3.99**

(7) **Jill** wears dress and apron, flowered bows in her hair. About 18 in.
48 T 4314—Ship. wt. 2 lbs. **$3.99**

8 **Animated Suzy Musical** moves in her sleep like a real infant as Swiss music box tucked in her tummy plays a soothing lullaby. Soft rayon plush. About 11½ in. Key wind.
48 T 6630—Ship. wt. 12 oz.

9 **This Saucy Miss is Floppie,** she loves to be loved. She's dressed for bedtime in flannel pajamas but she'll never close her eyes, she's such a naughty girl. Rooted hair, cotton stuffed body, vinyl head with painted eyes. About 16 in. long
48 T 4312—Ship. wt. 1 lb. 6 oz. . **$3.49**

The World of Tiny Thumbelina

So Soft . . . So Cuddly . . . So Life-Like

(7) **Welcome to the Make Believe Baby World of Tiny Thumbelina**—when wound she squirms, wiggles like a real baby. She's so soft and limber, has cuddly cloth body, vinyl arms, legs, tufted hair in Pixie bob, painted eyes. Wears organdy dress, bootees, pants, sap. Abt. 14 in. Outfits, accessories below.
48T4261—Ship. wt. 1 lb. 8 oz. **$6.99**

(8)-(11) Tiny Thumbelina's Outfits.

(8) **Creeper Set**—overalls and knit shirt, rattle, bootees, clothes pins. Ship. wt. 7 oz.
48 T 3838—Outfit. **$2.34**

(9) **Corduroy Pram Suit,** lace-trimmed bonnet and bootees, 2 hangers. Ship. wt. 7 oz.
48 T 3805—Outfit **$3.39**

(10) **Organdy and Lace Christening Dress,** bonnet and bootees. Ship. wt. 7 oz.
48 T 3808—Outfit **$3.39**

(11) **Flannel Pajamas,** hot water bottle stuffed toy. Wt. 7 oz.
48 T 3839—Outfit **$1.99**

(12) **Travel with Tiny Thumbelina**—she fits comfortably into smart carrying case—peeks through plastic window. Clothes rack, 3 plastic hangers, roomy accessory drawer. About 14 in.
48T4440—Ship. wt. 2 lbs. 10 oz. **$2.99**

(13) **All You Need to Care for Tiny Thumbelina**—measuring, sterilizer rack, handle feeding dish, spoon, 4 oil bottles, oil rack, handle, brush, comb, scissors, rule, 3 bottles, diaper, formula bags.
48 T 4498—Ship. wt. 1 lb. **$2.29**

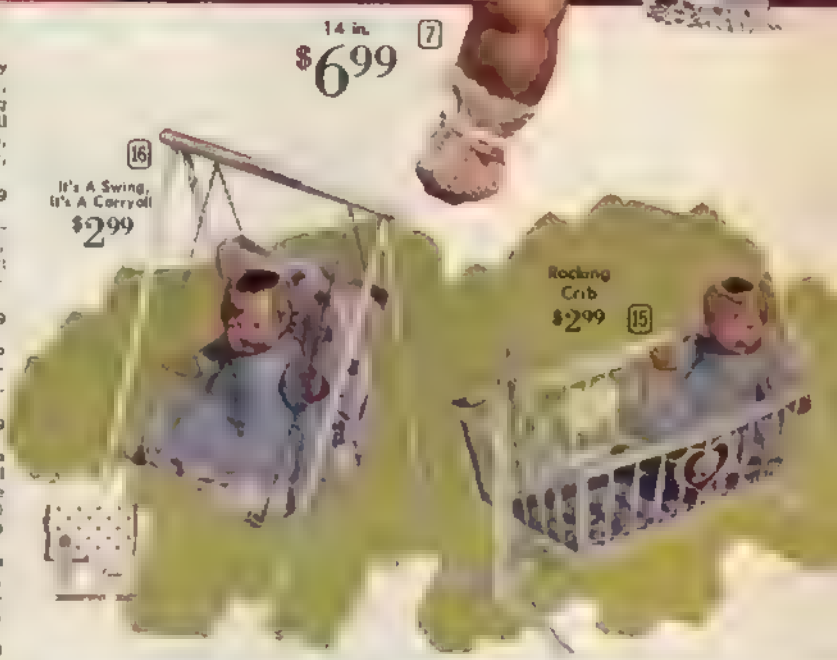
(14) **34-in-1—Bath Set**—2 oil bottles, cr[illegible] sponge, soap, **Playthings Set**—rattle, 2 heart rattles, pacifier. **Feeding Set**—funnel, 2 bottles. Wt. 8 oz.
48 T 4497—All 3 Sets **$1.59**

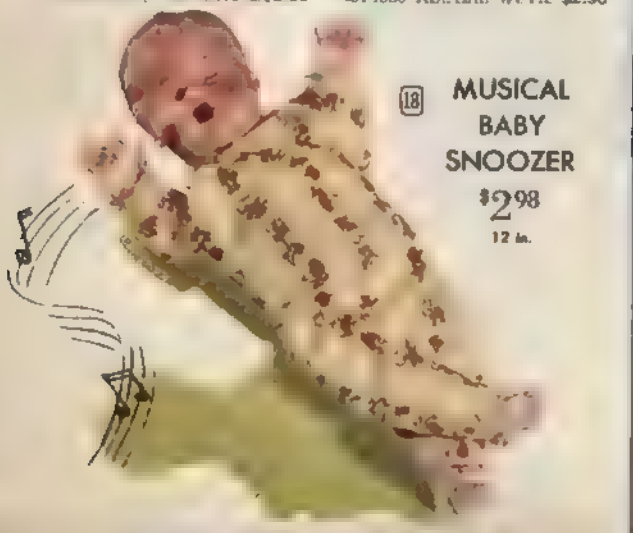
(15) **Rock Tiny Thumbelina to Sleep** in her own plastic rocking crib. Mattress, heart decor. Easy to assemble. (No doll)
48T4496—Ship. wt. 2 lbs. 6 oz. **$2.99**

(16) **Tiny Thumbelina's Tote 'n Swing**—plastic carryall easily attaches to wood frame and becomes swing. (No doll)
48 T 4499—Wt. [illegible] lb. 14 oz. **$2.99**

(17) **Big Thumbelina Cries, Twists** when wound, pick her up, she stops crying. Wears snowsuit, has soft body, tufted hair, painted eyes. Abt. 20 in.
48 T 4123—Wt. 4 lbs. **$14.99**

(18) **She Plays Music** as she naps—just wind her up. Soft body, molded head, painted eyes (outfits vary).
48T4388—Abt. 12 in. Wt. 1 lb. **$2.98**





CUDDLY BEST LOVED BUDGET BABIES

1 **Baby Doll Loves You in Return**—just press her tummy gently and she will give you a real hug or play patty-cake with you. Soft body, with moving eyes, rooted hair and charming baby features. Wears nylon dress with lace trim, taffeta slip, bloomers, bootees. Abt. 17 in.
48 T 4387—Ship. wt. 1 lb. 11 oz. **$3.99**

2 **Baby Buttercup**—looks so much like a real baby with realistically sculptured features. Soft, chubby arms and legs, has her own bottle. She drinks and wets. Rooted hair, moving eyes, fully jointed vinyl body. Wears nylon embroidered dress, panties, bootees. Abt. 17 in.
48 T 4386—Ship. wt. 1 lb. 8 oz. **$3.99**

For Best Dressed Baby Dolls

3 **Dress, Bonnet**, pajamas, 2-pc. play set, bottle, rattle. Ship. wt. 8 oz.
48 T 4329—For dolls 11 to 14 in. **$2.99**
48 T 4330—For dolls 15 to 17 in. **3.49**
48 T 4331—For dolls 18 to 21 in. **3.99**

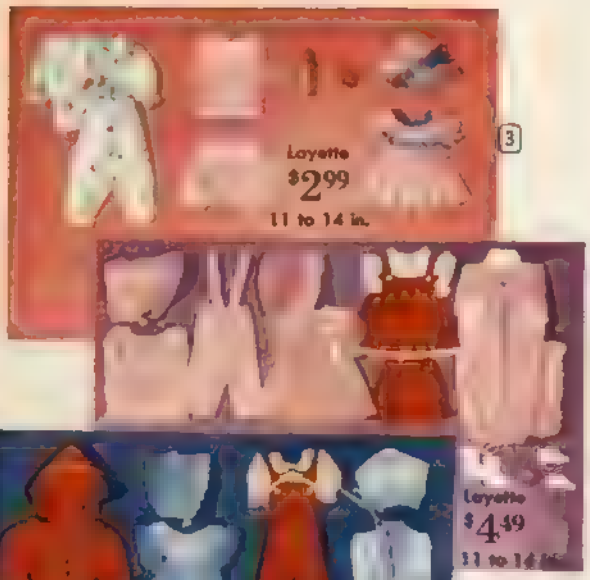
4 **Dress, Bonnet**, blanket, night gown, play set, overalls, jacket, bonnet, bottle, rattle, shoes, socks. Wt. 10 oz.
48 T 4332—For dolls 11 to 14 in. **$4.49**
48 T 4333—For dolls 15 to 17 in. **4.99**
48 T 4334—For dolls 18 to 21 in. **5.49**

5 **Dress and Bonnet**, 2-pc. slack and blouse creeper set, snowsuit with attached hood, zipper closing, sweater, bonnet, parts, mittens, plastic panties, bib, rattle, shoes, socks. Ship. wt. 9 oz.
48 T 4335—For Dolls 11 to 14 in. **$5.98**
48 T 4336—For Dolls 15 to 17 in. **6.49**
48 T 4337—For Dolls 18 to 21 in. **7.49**

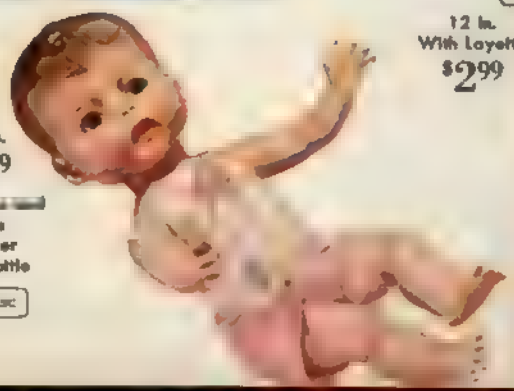
6 **Dearest Doll Favorite**—drinks, wets. Wears a diaper, is ready to dress, choose her clothes from above. Life-like features, moving eyes, fully jointed vinyl body, molded hair. Has her own nursing bottle, too.
48 T 4328—Abt. 14 in. Wt. 1 lb. **$1.99**
48 T 4104—Abt. 18 in. Wt. 1 lb. 8 oz. **2.99**

7 **Pajama Baby Has Her Own Layette** in window-lid carrying case. She drinks and wets, has her own nursing bottle. Rooted hair in curly poodle cut, moving eyes, fully jointed vinyl body. Wears footed sleepers, layette includes lace-trimmed dress, print diaper with safety pin, cotton romper dress, animal sponge and soap. About 12 in.
48 T 4243—Ship. wt. 2 lbs. **$2.99**

Be Sure to Place Your Christmas Doll Order Early. Save this catalog—Toys Available Until October 1, 1964—Use Your Credit, too —See Pages 367-369.



DRESS YOUR DOLLS IN LATEST BABY FASHIONS



make perfect playmates

Tiny Chatty Baby talks—says 11 different things

Complete Set
9.99

Pull the Chatty-Ring—
Chatty Cathy says 18 different phrases

MATTEL, INC. TOYMAKERS

Set
4.77

Playful "Twirly Bird" spins in cage

4.99
Doll not included

Just change the record
Charmin' Chatty says 216 different phrases in English and 6 foreign languages

CHARMIN' CHATTY travels 'round the world complete travel outfit included, also 9 Chatty records

Set
19.99

Charmin' Chatty and "let's play" sets

Get a Chatty record with each "Let's Play" game

2.44

2.44

1.66

Your Choice

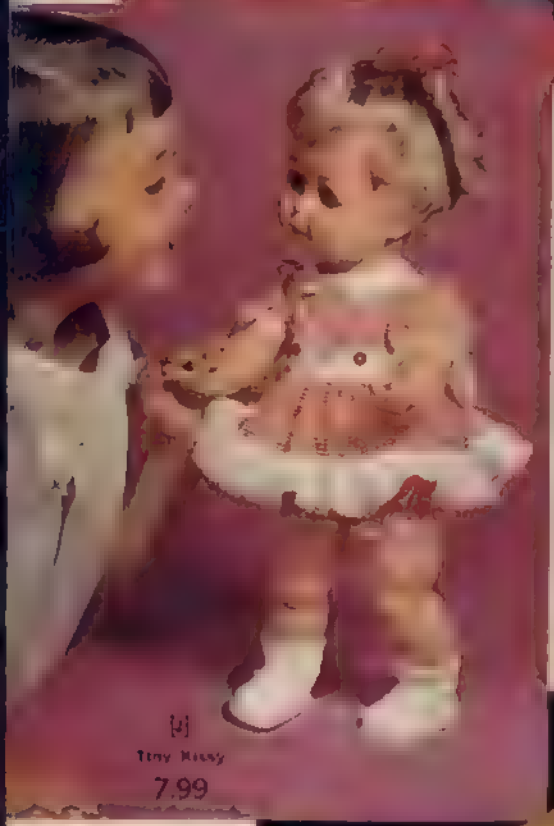
Only 4.66 Each

A
Kewpie

"Mama Baby Doll"

D
Drink wet doll
complete with layette

Tiny Tears
8.97



[H]
Tiny Kissy
7.99

[H]
Teeny Tiny Tears
With Wardrobe
7.88
Doll Alone
4.22

Life size
Thirstee
Cry Baby
[K]
12.88

[H]
Sorry Cries
9.88
She cries until
she's fed
or comforted

it's a

Doll's World!

Traditional or Early American-style, quality-constructed furniture to delight both dolly and her "little mother"

Always—in all ways—it's Penneys for quality

KISSY DOLLS

Clap our hands, play pat-a-cake, we'll pucker up and give you a real big kiss

IDEAL

Tiny Kissy . . 16-inch toddler in your choice of 4 perky outfits

Doll with outfit **$7.94** each

She gives you a real kiss with a resounding smack. She loves to have you comb her hair, even goes to sleep. Her jointed plastic body lets her sit or stand. Moving vinyl head and arms.

1 [illegible] 49U3009 [illegible] $7.94

2 [illegible] 49U3070 [illegible] $7.94

3 [illegible] 49U3071 Wt. 2 lbs. 8 oz. $7.94

4 She's wearing her [illegible] 49U3072 Wt. 2 lbs. 8 oz. $7.94

De luxe Kissy

[illegible] inches [illegible] **$12.66**

5 More grown up but just as sweet and affectionate as her smaller sisters. [illegible] pink dress with matching slip. [illegible] Rooted Saran hair. Slip [illegible] 79U3073C $12.66

Kissy Baby

[illegible] inches [illegible] **$12.66**

6 Just the [illegible] She's [illegible] Kissy like her older sisters, goes to sleep [illegible] Rooted Saran hair. Wt. [illegible] lbs. 79U3010C $12.66

Smoochie . . hugs, kisses. 3 extra outfits

7 Press her tummy. She hugs, kisses with real kissing sound. 16 in. long. Soft cloth body, vinyl head, legs, arms. Rooted Saran hair to comb, style. Goes to sleep. 49U3059—Shipping weight 1 lb. 10 oz. $6.37

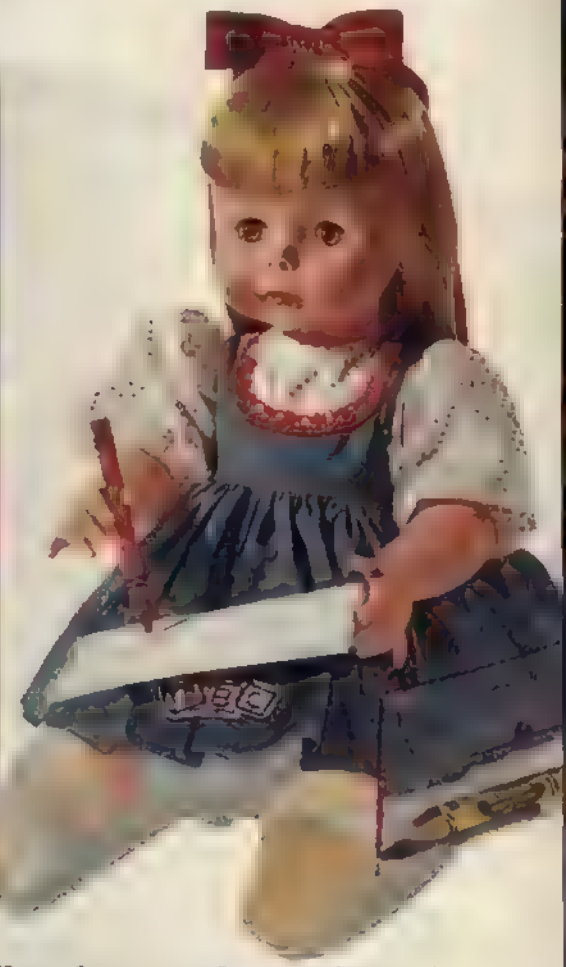
Bibsy . . feed her and she really drools

8 Let her drink, squeeze her gently . . bubbles like real baby. Makes baby noises too. Vinyl body. Plastic bib keeps dress dry. Bottle, formula, spoon included. 23 in. 79U3019C—Shipping weight 4 lbs. $12.97

16-inch Baby Doll with fuzzy kitten

9 She's just come in from playing in the snow and is still wearing her soft, warm snowsuit. All vinyl jointed body, she drinks from a bottle and wets. Platinum rooted hair in pixie cut. Go to sleep eyes. Kitten included. 49U3012—Shipping weight 1 lb. 8 oz. $4.92

See how Sears has dressed Toddler Dolls to look like schoolgirls



Let's go walking . . you lead the way

36-inch Walker. This darling doll actually walks . . just hold her arms and guide her. She's ready to walk anywhere with you. Lifelike right down to her fingers and toes . . plastic with jointed arms, legs and head. Permanently rooted hair; sleeping glassine eyes. Wears size 3 children's clothes. Outfit, as shown, included.
Shipping weight 7 lbs.
79 U 3440L $9.99

Big and Little Sister Walkers. All dressed up for a trip to the corner candy store. Lightweight plastic body, moving arms and legs of molded plastic. Her vinyl head turns, her rooted ponytail hair-do is tied with a perky bow, and when the day's play is over, her go-to-sleep eyes close. Outfits are included.
27-inch size. Shpg. wt. 4 lbs.
79 U 3576C . $6.99
16-inch size. Wt. 1 lb. 8 oz.
49 U 3577 $3.99

Party-dressed Beauty. Little mothers will love this doll that comes all dressed-up to attend someone's birthday party. Head and movable arms are vinyl, molded plastic body has moving legs. Her fluffy hairdo is rooted and she has go-to-sleep eyes. She's 15 inches of adorable charm. Includes panties, socks and shoes.
Shipping wt. 12 oz.
49 U 3578 . . . $2.99

What fun to color a picture!

Schoolgirl Writing Doll $7.97

Two can color as quickly as one. Our brand new 18-inch toddler has a specially molded hand that holds a crayon so youngsters can guide it to color pictures or write a letter. She's all vinyl, full ball jointed arms can move in all directions. Moving eyes, rooted hair. Plastic carrying case, 4 crayons. Drawing board not incl.
49 U 3408—Shipping weight 2 pounds 6 ounces. $7.97

Doll with School Wardrobe for the week. 15 inches tall, vinyl with jointed head, arms, legs. Rooted hair. Wears a perky cotton dress and black leotard-type stockings. Wardrobe includes leatherette jacket with skirt to match, cotton flannel coat and beret, 3 cotton dresses, white socks, shoes, umbrella and beauty accessory kit.
49 U 3432 —Shpg. wt. 1 lb. 8 oz. $4.99

Doll with Wardrobe and Trunk. 15 inches tall jointed vinyl with rooted hair, moving eyes. She's wearing a nylon dress, panties, shoes and socks. Wardrobe contains a checked cotton dress and blouse, polished cotton smock and stretch leotards. Also comb brush and mirror set, two hangers and purse. Packed in fiberboard trunk, 16x10x6 inches deep.
49 U 3433 -Shipping weight 3 pounds $4.99

Doll with Wardrobe and Flower-decorated Trunk. Dressed in the latest dolly style with poodle hairdo topped with a bow. Trunk contains pajamas, lounging robe, party dress, slack set, cape, plus a straw hat, comb, brush and mirror set. Also, three-piece luggage set, tissues and curlers to keep her hairdo in perfect condition. Toddler is jointed vinyl, 15 inches tall.
49 U 3499—Shipping weight 4 lbs. 4 oz. $6.99

I'll Walk with You

Toddler Dolls walk . . . you lead the way

[1] **36-IN. WALKING TODDLER** is the doll that walks with a little girl! Made of lifelike plastic, with jointed arms and legs. Vinyl head turns, eyes move. Permanently rooted saran hair is washable and beribboned—made for little girls to style and shampoo. Our wonderful walker wears a party-pretty dress of sparkling white nylon and red cotton showered with polka dots. Bouffant skirt is puffed with a taffeta slip. Rayon panties, socks, vinyl shoes

X 921-3877 A—Wt. 6 lbs. 6 oz.....9.99

[2] **23-IN. PLAYTIME TODDLER.** Popular size walking doll is all dressed for fun. Her playsuit sports plaid 'n' white blouse atop cotton over-alls. Movable arms and legs in true-to-life molded polyethylene plastic. Her vinyl head turns. Pixie-style saran hair is permanently rooted and washable. Dolly comes in her playsuit, pretty vinyl shoes, and rayon socks

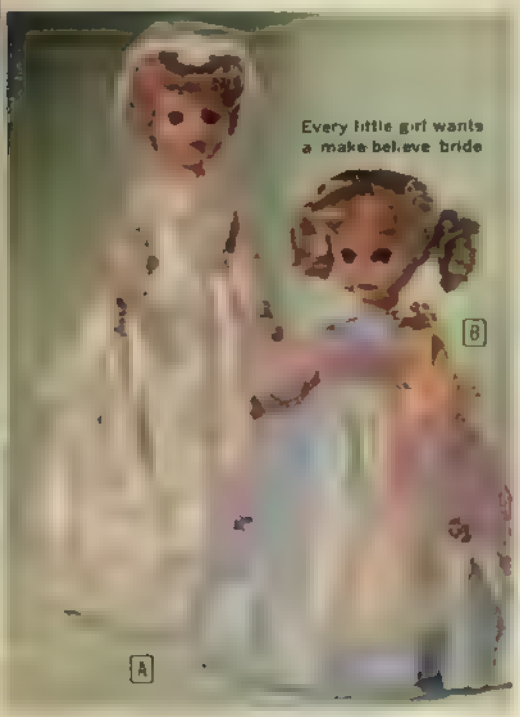
X 921-3935 A—Shpg. wt. 2 lbs. 6 oz...4.88

[3] **27-IN. THIRSTEE-WALKER.** The doll that drinks from a real, full-size bottle, wets, cries real tears, and walks. This beautiful doll's realistically sculptured head and body, sleeping glassine eyes and lashes, look just like a real baby's. Saran hair is rooted in a wispy hairdo for true-to-life appearance. Thirstee keeps warm from tip to toe in her merry-go-round-patterned, cotton flannel pajama outfit. She wears "size one" clothes. With full-sized bottle

X 921 3885 A—Shpg. wt. 4 lbs. 4 oz. 7.88

Order toys from this catalog
till Sept. 20, 1965

She's as big as life
3 feet tall!



Every little girl wants
a make-believe bride

Bride and Maid of Honor

[A] **BEAUTIFUL BRIDE.** She's a stunning beauty—stands 20-in. in her high heels. She wears luxurious lace and satin gown, veil, fancy pants, lace and ribbon bouquet. Twinkling eyes move. Hair is rooted

X 921-3950 A—1 lb. 4 oz.....3.89

[B] **LITTLE MAID OF HONOR.** Fully jointed, 15-in. doll with bright blue eyes, long lashes, rooted hair. Wears a taffeta gown with nylon overskirt, velvet sash, shoes.

X 921-3968 A—2 lbs. 8 oz.....4.82

I'm thirsty, Mommy . . .

[4] **14-IN. DRINK 'N' WET BABY.** Bright-eyed baby with molded vinyl face, moving eyes, fully jointed plastic body. Rooted saran hair in a sweet "baby-bob." Percale dress ensemble with lace trim. Bottle, vinyl shoes, rayon socks

X 921 3893 A—Shipping weight 1 lb. 4 oz....2.94

[5] **20-IN. DRINK 'N' WET BABY.** Fully jointed plastic doll wears a darling apron-style dress with lace-trimmed yoke. Lifelike vinyl head, go-to-sleep eyes, rooted saran hair in a side-sweep style. Nursing bottle, slip, panty, shoes, socks

X 921-3901 A—Shipping weight 2 lbs. 4 oz...4.94

Change my diaper . . .

[6] **ROCK-A-BYE DOLL BABY AND CRADLE.** Cuddlesome drink-and wet baby in her own beautiful woven fiber cradle with ruffled vinyl liner. Dolly has an 11-in. true-to-life, jointed plastic body, molded vinyl head, and twinkling, go-to-sleep eyes. This pretty baby arrives with her snuggly cotton nighty, and printed, ribbon-tied bunting to keep her cozy. Little "mommies" love to feed baby from her own nursing bottle. With bib, bonnet

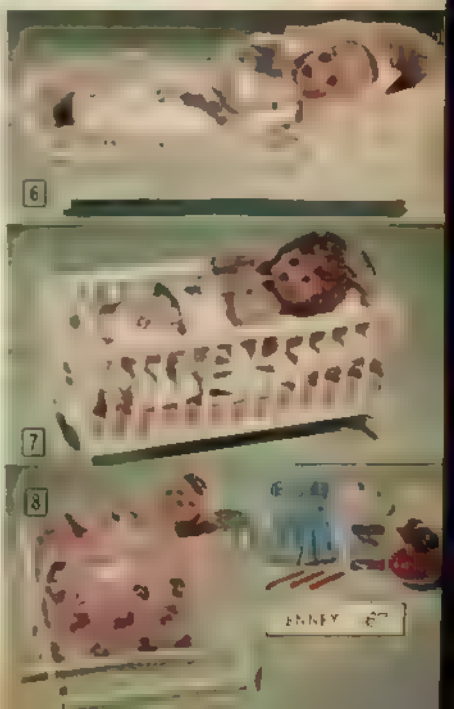
X 921-3919 A—Shipping weight 1 lb. 3 oz....2.99

[7] **SLEEPING PRINCESS IN CRADLE.** 15-in. fully jointed drink-and-wet doll baby. Plastic body, rooted saran hair, eyes that go to sleep in a wink. Charming dolly sleeps in her gleaming plastic set-up cradle until "mommy" takes her up. Feeding time is fun with baby's own bottle. Her regal night gown, puffy, lace-edged pillow, and printed satin quilted blanket keep her warm on winter nights. Attractively boxed.

X 921-3927 A—Shipping weight 4 lbs. 4 oz....4.69

[8] **BABY BATH AND DOLL.** Precious, 12-in. doll drinks from her own bottle, wets her diaper. Soft, fully jointed plastic dolly with rooted saran hair thrives on water. When it's bathtime, just lower doll into her floating plastic bathinette—she "plays" with her floating-duck water toy. After bath, little mother can dress dolly in the lovely outfit shown—it's included

X 921-3943 A—Shipping weight 2 lbs.....3.99



Deluxe English-Style

ROYAL DOLL COACH

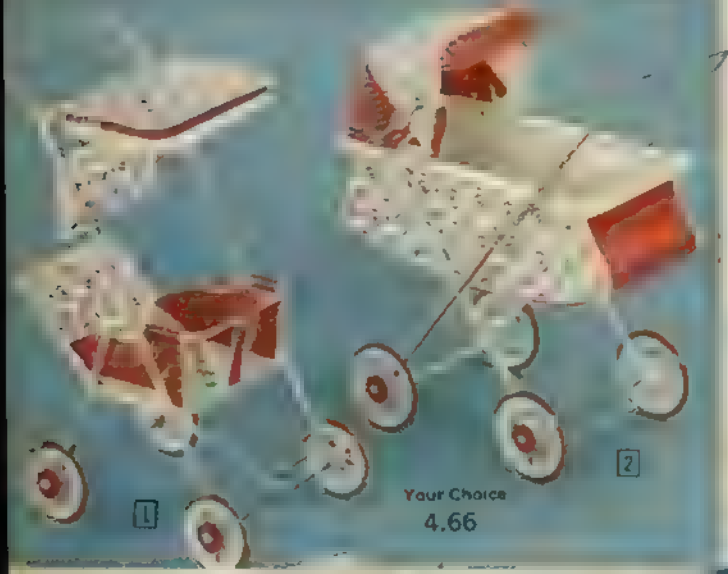
4 suspension springs smooth out the bumps and give dolly a ride fit for a princess. It's so pretty, from the gleaming chrome-plated undergear and pusher handle, to the handsome regal crest on the sides! A doll coach to be proud of!

only **9.88**

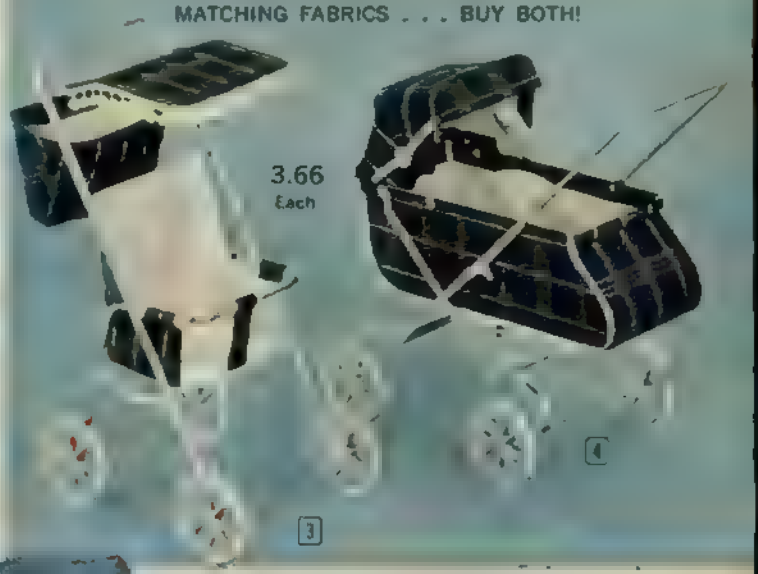
ENGLISH STYLE DOLL COACH. Treat any doll to a stylish stroll in this deluxe pram. Four suspension springs cush on the ride. No more worry about sudden jolts or jars waking up quietly sleeping dolls. Durable hardboard sides are beautifully finished in medium blue with off white trim, emblazoned on each side with distinguishing crests. The protective metal rim adds extra rigidity. Four-bow hood is covered with thick, embossed off-white vinyl with blue welting, a snap to keep clean. The carriage is lined with the same easy-to-clean material. Bright chrome-plated tubular steel undercarriage and pusher handle, 26 in. high. Hand brake. Big 8½-in. rubber-tired wheels. Coach body is 24 in. long, holds dolls up to 22 in. long. (Doll shown not incl.) Semi-malleable—see page 284

X 927-1651 A—Shipping weight 17 lbs..... 9.88

FOLDING CARRIAGE and STROLLER . . . Color Coordinated



FOLDING CARRIAGE AND STROLLER IN MATCHING FABRICS . . . BUY BOTH!



Little Miss Nassau
QUEEN SIZE APPLIANCES

Exclusive "channel-slide"* construction allows assembly in five to ten minutes.

Five Queen-size kitchen appliances to warm every girl's heart. In rugged steel with turquoise enamel finish.

- No bolts, nuts, screws or attaching hardware.
- No sharp corners. • Engineered for extra rigidity.
- Created by one of America's foremost designers.
- Fully researched and market-tested.
- Packed individually in 4 color carton (utensils not included).

No. 6142	Stove	No. 6332	Refrigerator	No. 6572	Cupboard
No. 6262	Sink	No. 6452	Stand-Up Range		

*Patent applied for.

GABRIEL-NASSAU, INC., TROY, N. Y.
a subsidiary of Gabriel Industries, Inc.

View-Master* . . . MAGIC WINDOW ON THE WORLD

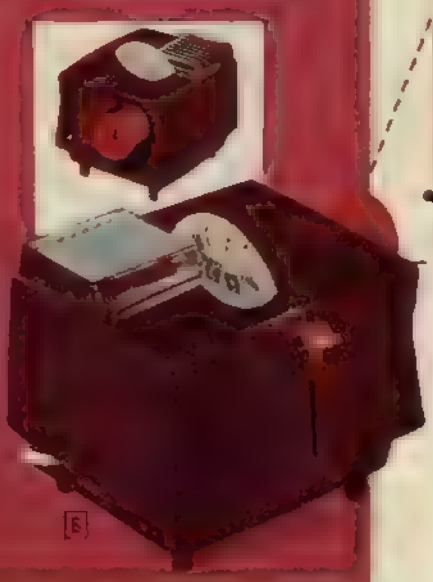
1 Disneyland set
5.74

See listings on opposite page

So close you want to touch it . . . so real you want to step into the picture—that's the world through a View Master stereoscopic viewer. From nature's most exciting scenes to the enchanted world of Walt Disney to the exploration of outer space . . . your pleasure and your knowledge will increase through the magic of View Master.

1 **COMPLETE DISNEYLAND CARTOON SHOW.** [illegible] Disney show. Viewer can be used any time or place [illegible] reels and a [illegible] box. [illegible] 7 Disney reels (a total of 49 scenes) [illegible] box. [illegible] (see page 45).
X 918-9598 A—Shipping weight 2 lbs. 8 oz. . . . . for 5.74

Above viewer only. With one 2-cell [illegible] batteries [illegible] listed below.
X 918-6042 A—Viewer only. Shipping weight 2 lbs. 3.54
X 858-0086 A—C" batteries. Shipping wt. 3 oz. . . . . 1 pkg. of 2 32c



6

A

The perfect combinations

Show your View-Master reels with this economical projector and brilliant-image table-top screen. The whole family will enjoy these beautiful scenes at the same time.

A **TABLE-TOP SCREEN.** Fine-grain glass-beaded screen gives bright, [illegible] Flame and mildew-resistant. Rolls together for easy storage. Sturdy easel support. 22 x 30 in. See projector below.
X 918-4375 A—Wt. 4 lbs. . . . 2.97

B **VIEW-MASTER® STANDARD PROJECTOR.** Ideal for any group showing. Projects slides in two dimensions. Easily operated even by children. Push lever to change scenes. Throws a brilliant image up to 22 in. wide. Plastic, 30-watt projection bulb included. Operates 110-120 volts, AC. UL Listed. Shipping weight 4 lbs. 8 oz.
X 918-6057 A. 9.47

30-watt replacement bulb for projector above
X 918-6099 A—Wt. 2 oz. 97c

2 1.97

2 **VIEW-MASTER® LIBRARY BOX.** Dust proof box holds viewer plus dozens of reels. Protects slides from harmful effects of moisture. Sturdy plastic, beige-brown color.
X 918-6065 A—Shpg. wt. 2 lbs. 1.97

3 1.54

3 **STANDARD VIEWER.** Sawyer's® easy-to-use stereo viewer. Insert reel, hold viewer up to any light source. Enjoy full color stereo viewing. Lever advance. Sturdy high-impact plastic case. Includes one special preview reel.
X 918-6024 A—Shpg. wt. 10 oz. 1.54

4 **PREVIEW GIFT PACK.** Includes stereo viewer [3] above plus a special 7-reel pack (totals 49 scenes) of cartoon favorites. Attractively boxed for Christmas giving.
X 918-9564 A—Shpg. wt. 1 lb. . . . 3.67

4 Preview pack

It's the World's Fair in color!

Here's the wonder and excitement of the 1964-65 New York World's Fair in rich, natural color. Choose either View-Master® reels or the Castle 8mm film.

5 **VIEW-MASTER WORLD'S FAIR REELS.*** 21 scenes in each. *Titles:* 01 General Tour; 02 Night Scenes—Amusement Area; 03 International Area; 04 Federal and State Area; 05 Industrial Area; 06 Transportation Area. *State title number-and-name.*
X 918-8715 B—We pay postage. Reel 1.25

6 **CASTLE 8mm WORLD'S FAIR MOVIES.** See the sights everyone's talking about at home! *Titles:* 01 Panoramic Tour; 02 View of Manhattan; 03 The Fair from the Air. *State title number-and-name.*
X 918-8038 B—50-ft. reel, 2 oz. . . . Each 4.44
X 918-8046 B—200 ft. 6 oz. . . . . Each 14.44

5

6

* Produced in association with Photo Lab Inc., official licensee New York World's Fair 1964-65

Front-mounted 5-in. speaker

gives full, big-set sound

- Manual phono plays all 4 speeds, any size record
- Ruggedly built, fabric-covered, wood frame cabinet
- And it's lightweight—easy to take along anywhere

1 **18.50**

Plays 16, 33, 45 and 78-rpm records

1 **PENNCREST FULL-SIZE MANUAL PORTABLE** Not a toy but a high-performance phonograph plays any size record at 16, 33 45, or 78 rpm It's an excellent way to start your youngster's appreciation for music 5-in oval speaker gives faithful sound reproduction. Built-in 45 rpm spindle Foam covered plastic turntable Washable gold-color fabric over wood cabinet 13⅝ x 9⅞ x 5⅞ in high Charge it see page 283 for details.

X 853 0586 A—Shipping weight 9 lbs . . . 18.50

2 **15.88**

4-SPEED PHONO designed for young music lovers

2 **PENNCREST MANUAL PHONO.** Plays all 4 speeds any size record 4-in speaker Wood cabinet with blue fabric covering Cheerful case has red/white candy-stripe top and special slim design. 11¾ x 10¼ x 4¾ in. You can charge it—see page 283

X 853-0883 A—Wt 8 lbs... 15.88

Buy anything in this catalog with no money down — for details on CREDIT COMMAND see page 283

3 **26.95**

Portable with tilt-out turntable

3 **PENNCREST TRANSISTORIZED MANUAL PORTABLE PHONO.** Takes up less space than conventional models—drop-down design lets you put 4 speed turntable up out of the way when not in use. Fits easily on shelf or table Full-range 4-in speaker for good power and fidelity Transistorized amplifier for cool operation and long life Sapphire LP and 78 rpm needle Volume and variable tone controls Washable oyster-color fabric over wood case 14½ x 7⅞ x 12½ in high No down payment on this fine phono—see page 283 for complete Credit Command information

X 853-0669 A—Shipping weight 16 lbs . 26.95

4 **14.99**

5 **6.88**

With earphones, battery

4 **MICKEY MOUSE* PHONO SET.** 2-speed phonograph plays 45-rpm and 78-rpm records Pop-up adapter disc for playing 45s Incl 8 records four 78s and four 45s—"Nursery" and Christmas tunes Styled in red and white Pyroxylin coated fiberboard cabinet Black metal stand with rack for 24 records (not incl) 2 pkgs of needles Height with lid open 35 in

X 924-0896 A Shpg wt 13 lbs 14.99

5 **PENNCREST SIX TRANSISTOR PORTABLE RADIO.** Pocket size—take music wherever you go 6 transistors plus one diode give remarkable performance 2½-in speaker has good fidelity Oversize 3½-in iron-core antenna picks up distant stations Spotdial indicator for easy tuning Black and white high-impact plastic case 4½ x 2⅝ x 2⅝ in high Battery included

X 850-1405 A Shipping weight 14 oz. 6.88

Phonos operate 110-120 volts, AC UL listed

*Walt Disney Productions

6 **14.88**

6 **PENNCREST 4 TRANSISTOR PORTABLE TAPE RECORDER** Battery operated unit plays anywhere—great on or in the spot—uses dogs or batteries Plays tape recorded on any tape recorder, plays back operates 40 min on one reel of 3-in tape Average speed 3¾ ips 2½-in speaker built-in microphone, earphone, 200 ft of tape two 3-in reels one record button and two "C" batteries. Two-tone brown plastic case, bright chrome-plated control panel. Weighs only 3 lbs. 9⅛ x 5⅜ x 2⅜ in. high. From Japan.

X 850-1132 A—Shipping weight 3 lbs. 5 oz. . 14.88

Buy now—use Credit Command—see page 283.

$33.95

New Slot-Lok Roadrace

Spring-Tension bronze pickup constant current

Slot-Lok Cars can't jump track unless you want them to

More Speed . . . More Powerful Motor . . . Wider Track . . . Easier Track Assembly

It's All New—the Exciting ½-Scale Racing Set by Varney, a leader in the hobby field. Designed and engineered for the maximum in quality, performance and FUN. Slot-Lok 2-way operation—cars can be locked into track (*see sketch*) or run in the usual way. Two authentically-detailed cars about 5½ in. long with drivers, CORVETTE STINGRAY and "AGUAR XKE . . powerful 5-pole 12-V motors . . fast pickup, forward or reverse, high or low speed . . two hand-throttles with speed lock, scale-speed indicator . . . 255 inches of extra wide track, room for U-turns and spin-arounds . . . secure track-lock assembly. With UL Listed Power Pack and Instructions. 48 T 8044 M—COMPLETE OUTFIT. Ship. wt. 12 lbs. *Mailable*. . .$33.95

Extra Track Sections for more complicated layouts Ship. wt. 5 oz. 48 T 8045 Straight. Ea $1.19 48 T 8046—Curved Ea $1.19

170-Piece BATTLE SET

ONLY $3.49

Battleground Miniature Playset The Battle is on! The "General" can plan strategy and maneuver forces for the Big Push . . . hours of fascinating fun. Exciting array of combat troops and equipment are molded plastic with true-to-life detailing. So many pieces—tanks, mortars, field guns, jeep, truck, troop cars, cannon, even landing craft and a pontoon bridge plus tents trees, fence, and over 40 soldiers in realistic battle poses. Hand painted figures are about 1½ inches tall.
48 T 2715—Ship. wt. 14 oz. . . $3.49

Playground Equipment-Pools
Be sure to see the complete selection in Wards big Spring Catalog and Summer Sale Catalog

NEW Small-Fry Climber

With Slide $18.95

A wonderful "Gym" for pre-school youngsters Made for FUN and packed with healthful, muscle-building activities Put it in playroom or play-yard. It's easily moved back and forth—*simply fold the slide up and the stairway down.*

Sturdy hardwood construction with ladder-like framework and big platform for all sorts of circus stunts, protected by special weather resistant enamel. Corners, ends and edges are smoothly rounded, easy to grasp, 3-ft. slide has durable, splinter-free hardway of smooth hardboard with clear varnish finish. Climber about 36 in. high overall platform 14x20½x13 in. high Easy to assemble. Ship. wt. 23 lbs.
48 T 5820 MO *Mailable* $18.95

MONTGOMERY WARD

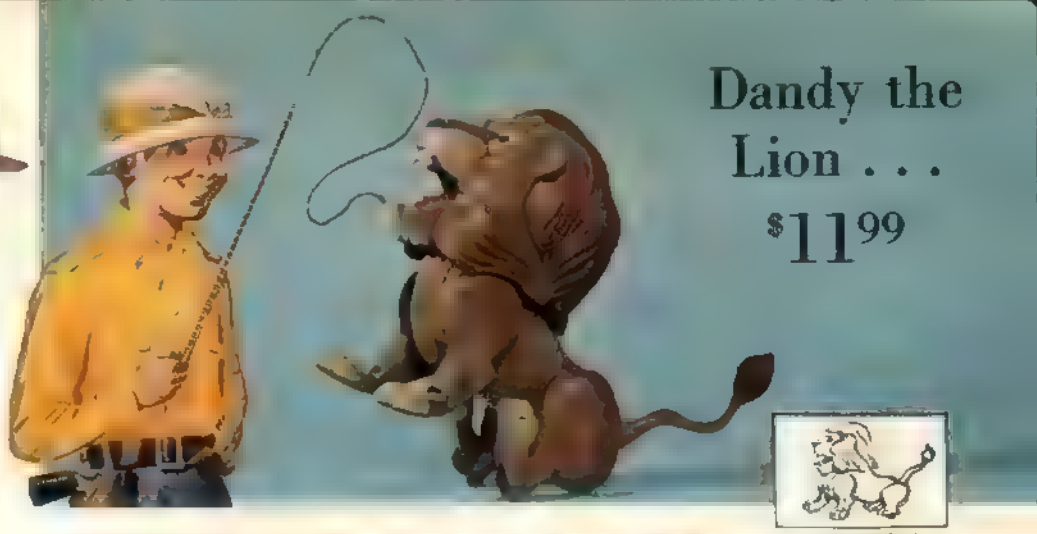
• Chicago • Baltimore • Albany • Kansas City • St. Paul

Viscount Airliner $5.88

Calling all Pilots! It's Flight Time—stand by to take-off. Wing [illegible] press [illegible] with [illegible] Close the plastic [illegible] the cockpit and the big transport takes flight [illegible] way. As it rises [illegible] flight. Swivel [illegible] pivots back and [illegible] the landing gear. Silver colored metal, with [illegible] like propellers and ceiling. Fuselage about 17 [illegible] 9 [illegible] wingspread. Needs 2 "D" [illegible] batteries, buy at right.

48 [illegible] Ship. wt. 2 lbs. **$5.88**

Other exciting **Mechanical Toys**, Pages 269 273, 280



Dandy the Lion . . . $11.99

Tame the Lion with your Magic Whip [illegible] action at the command [illegible] TV. He sticks toward you when [illegible] but the Magic Whip [illegible] and he sits back [illegible] the ears and paws the [illegible] floor, [illegible] with angry [illegible] size over 2 [illegible] long, 17 [illegible] high. Made of sturdy plastic, realistically molded and painted. Needs 3 [illegible] batteries, buy below.

48 T [illegible] MC Ship. wt. 13 lbs. *Mailable* Only **$11.99**

48 T [illegible] X "D" Size Batteries Ship. wt. 3 oz. Each 2 for, 4 [illegible] **79c**

Prowls and Stalks

Roars and Roars

Shoots "Ball" of Air $2.99

Invisible Air Blaster

Here's a toy with hilarious surprise action [illegible] Amazing pistol with magic action [illegible] except AIR [illegible] set. You can play games with [illegible] balls dancing or "floating" [illegible] plastic pistol is about 12 [illegible] long.

48 T [illegible] Ship. wt. 1 lb. 8 oz. Only **$2.99**

See Wards SPRING CATALOG and SUMMER SALE CATALOG For Pools and Playground Equipment

"Johnny Reb" Civil War Cannon

Was $7.88

Now $6.99

Authentic replica of cannon that boomed across the battlefields of Gettysburg and Appomattox. Just load the featherweight cannonball down the barrel . . . ram it into firing position with the ramrod . . . pull the [illegible] *Johnny Reb* [illegible] the cannonball up to 35 ft! Cannon carry the other [illegible] Plastic [illegible] can be moved easily and quickly from one battle station [illegible] Comes complete with 6 plastic cannonballs, tow rope, loading ramrod and a Confederate flag. Cannon measures about 30x12½x11¼ inches. Ship. wt. 6 lbs. 4 oz. *Mailable.*

48 T 3362 M Was $7.88 Now—a new low price at Wards . . . Only **$6.99**

Commando Fighter

Only $1.66

Combat Set

Helmet and Tommy Gun keep [illegible] invasion and [illegible] set for battle. Sturdy Army, molded plastic helmet with military [illegible] strap. Realistic metal and plastic "Clattering Tommy" Gun with camouflage finish. Gun is about 20 inches long. Helmet fits [illegible] *Mailable.*

48 T [illegible] Ship. wt. 1 lb. 4 oz. Only **$1.66**

For a complete line of Guns, Holsters and Rifles, see Pages 254 to 258

*Note: In accordance with State Laws, residents of Delaware and persons under 16 in Ohio may order only guns that do not shoot caps. Guns ordered by residents of Utah. No caps included with guns.

Scatter-gun Outfit

Special $4.47

Just what youthful guerrilla fighters need for special missions, forays behind enemy lines. For disguise, camouflage-patterned poncho and cotton Commando beret with official insignia. For protection, trusty Power-jet squad gun that fires 50 roll caps. Molded plastic gun with camouflage finish about 30½ in. long. *Mailable.*

48 T 3394 M—*Complete Outfit. Ship. wt. 2 lbs. **$4.47**

48 T 3395 M—*Gun only. Ship. wt. 1 lb. 12 oz. . **2.99**

PHONE YOUR ORDER—the easy way to shop! Say "CHARGE IT!" CHARGE WARDS 339

BASKET®

NATIONALLY ADVERTISED

HGT
HOUSE OF GOOD TASTE
AT THE N.Y. WORLD'S FAIR

- World's Fair HOUSE OF GOOD TASTE
- Boy's Life Magazine.

MR. FUN
Cadaco

Creators of:
- TRIPOLEY®
- FOTO-ELECTRIC FOOTBALL
- ALL-STAR BASEBALL®
- ALL-AMERICAN FOOTBALL®

and other fast-selling games

TIME TESTED FAVORITE!

Real Basketball in Miniature with Fast Action every Moment of Play! Year-round Sport for All Ages. Shoot the Ball from any position on the Court. Mechanical Levers throw the Ball at the Basket. Rules, Scoring, exactly as in Real Basketball. Sturdy Construction with Basketball Court, Ball, Scoreboards in Box 20½"x12½"x2¾". #165—Std. Pkg. ½ Doz.—Wt. 20 Lbs.

List Price Per Dozen $60.00

CADACO-ELLIS, INC.

EAST—Daniel Monahan
407—200 Fifth Ave., N.Y. 10, N.Y.

SOUTHEAST—Hanson Southern Sales Co.
3384 Peachtree Rd. Bldg.—Atlanta 26, Ga.

MIDWEST—Arthur Callahan, Jack Schurch
1458 Merchandise Mart—Chicago 54, Ill.

WEST—Westley Wetmore
P.O. Box 1838—San Mateo, Calif.

ANNOUNCING

the NEW NATIONAL PRO FOOTBALL HALL OF FAME GAME

MR. FUN

Cadaco

Creators of
- TRIPOLEY®
- BAS-KET®
- ALL-STAR BASEBALL®
- ALL-AMERICAN FOOTBALL®

and other fast-selling games

"FOTO • ELECTRIC FOOTBALL"®

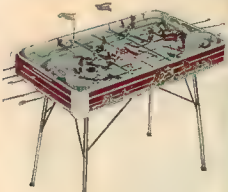
Selected by Experts to be the NATIONAL PRO FOOTBALL HALL OF FAME GAME, this outstanding edition of Foto•Electric Football® gives you hard-hitting Football as it is played by the Mighty Pros! Teen-age and Adult Football Buffs are going to want this great game, for they know that nowhere else can they find the realism, the strategy, the thrills of actual football. Newly designed Spectacular Playviewer shows every play in motion, with new plays to test the Football savvy of the most experienced players. It is the *Must* game for everyone who knows and appreciates good football. #233 in self-selling Display Carton, 18¾" x 14" x 5¼" complete with Field, Scoreboard, Plays, Kick and Run-back Dials, U.L. approved Viewer.

List Price Per Dozen **$96.00**

CADACO-ELLIS, INC.

1458 Merchandise Mart
Chicago, Illinois

TOY FAIR DISPLAY:
Room 407
200 Fifth Avenue, N.Y.C.



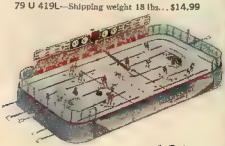
$14.99 without batteries

Floor Model Hockey Game with realistic 3-D figures

Big rink action in all steel frame, aluminum folding legs. Players individually controlled . . twist, turn, skate forward, back; use stick-handle and shoot magnetic puck. Goalies block side to side.

Light signals score (order 2 "D" batteries below at the right). 36 x 21-inch rink, puck ejector, pennants, rules, paint set to color 12 polyethylene players.

79 U 419L—Shipping weight 18 lbs. . . $14.99



$10.88

Wide-open play patterns with slide-action hockey players

Goalies rove, block, pass. 3 forwards, 2 defense men on each team skate up and down rink, even behind nets . . pass, block, spin, shoot, score. Extra forward for last minute of play when goalie is removed. Puck dropper on side panel with scoreboard, crowds. 36x18 in. hardboard rink, steel frame. Light signals score (order 2 "D" batteries below at right).

79 U 292L—Shipping weight 11 lbs. . . $10.88

$9.88

Players shoot marble puck for a fast game of Hockey

Players block and shoot marble puck from fixed positions on rink. Goalies block from side to side. Skaters are controlled by metal rods. Strong hardboard rink is set in a steel frame, 36x18 inches.

Includes 10 players, 2 goalies, 6 pennants in authentic colors. 2 plastic nets, plus rule and instruction book.

79 U 224L Shipping weight 12 lbs. . . . $9.88

Curved and "S" shaped slots put the punch and excitement of real SKATING action into every match

Canadian Electric Hockey Game

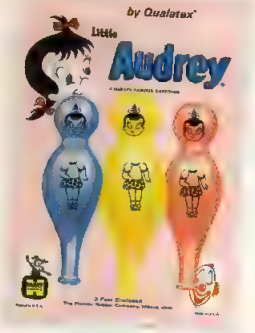
With 24 extra players . . enough for 6 full teams **$11.99** without batteries

Cover the ice like the pros on this big 21x36 in. ice rink. Shoot, pass, block . . get the "feel" of regular stick handling with magnetic puck in motion. Maneuver players by twisting metal rod . . gear mechanism in figure. Clear protective window shields around ends with grandstands at sides.

Set includes: overhead scoreboard; championship badge; rule book, instructions, "regular" puck and "magnetic" puck. Hardboard rink in metal frame. 2–6 players. Order 2 "D" batteries below

79 U 335L—Shipping weight 13 pounds. . . . $11.99

79 U 4660 —"D" Batts. Wt. 4 oz. Ea. 16c; 4, 60c



Qualatex® "Harvey Comics" Packages

Order No.	Description of Load	Balloon Total	Retail Price
P-15-SS	15" Sad Sack Heads with 2 sets of self-adhesive ears	2	39¢
P-1020-C	10"x 20" Casper Toss-ups with 3 cardboard feet per package	3	39¢
P-1020-LA	10"x 20' Little Audrey Toss-ups with 3 cardboard feet per package	3	39¢
P-1432-C	36" Giant Casper Toss-up with cardboard feet	1	29¢

the PIONEER Rubber Company
Wilard Ohio, U.S.A.

Castleton Independence Ironstone

What is Ironstone? Ironstone is ovenproof earthenware with one of the whitest of all ceramic bodies. It does contain stone, but not iron. The name was coined by Miles Mason, its originator, in the 1700's to emphasize its great strength. With Independence Ironstone, Castleton has reproduced the ovenproof strength and durability of the original ware . . . with the added advantages of lighter weight, more delicate detailing, dishwasher-proof patterning and whiter body. In its octagonal shape, fluted shoulders and shapely handles, this dinnerware is true to the bold character of antiques that are cherished by collectors today.

Blue Tulip. Full blown tulips bloom brightly in the center . . . slender leaves of deep gentian blue twine 'round the rim. Lovely pattern is hand-applied under the glaze—can't be harmed by dishwasher detergents. Safe in the oven too. 45-pc. service for 8. Shipped *Freight or Express.* Shpg. wt. 38 lbs.
56-57-39C 45-pc. Set (for 8) **$49.95**

Hickory . . . holds the mellow mood of autumn in the countryside. Spicy colors: ochre and red with black accents . . . create an enchanting border design. Safe in the oven and in the dishwasher. *Freight or Express.* Shpg. wt. 38 lbs.
70-47-83C 45-pc. Set (for 8) **$49.95**

Independence White . . . sparkles like the whitecaps off Cape Cod. A brilliant foil for a vividly colored cloth. *Frt. or Exp.* Wt. 38 lbs.
70-47-59C 45-pc. Set (for 8) **$39.95**

Independence White Ironstone Accessories . . . beautiful with any pattern dinnerware.

1. **Coffee Pot . . .** 8 cup capacity; 13 in. high.
70-47-91B Wt. 4 lbs. 6 oz. **$6.95**
2. **Peppermill and Salt Shaker Set.** 5 in. tall.
56-57-21B Shpg. wt. 1 lb. 8 oz. **$6.95**
3. **Covered Casserole . . .** large 1½-qt. capacity.
70-48-82B Wt. 5 lbs. 8 oz. **$8.95**

Contents of Sets Shown on This Page

5-pc. Place Setting. One each: cup, saucer, dinner plate, bread-butter plate, salad plate. (5 lbs. 8 oz.).
45-pc. Set (service for 8). Eight each: cups, saucers, dinner plates, bread-butter plates, salad plates. (Ironstone sets have fruit dishes instead of salad plates.) One each platter, serving bowl, sugar/lid, creamer Shipping wt. 38 lbs. (Ironstone), 57 lbs. *Express.* (China).
77-pc. Set (service for 12). Twelve each: cups, saucers, dinner plates, bread-butter plates, salad plates, soup plates. One each: platter, serving bowl, sugar/lid, creamer. *Freight or Express;* from Pa. Allow 3 weeks plus transit. Shpg. wt. 85 lbs.

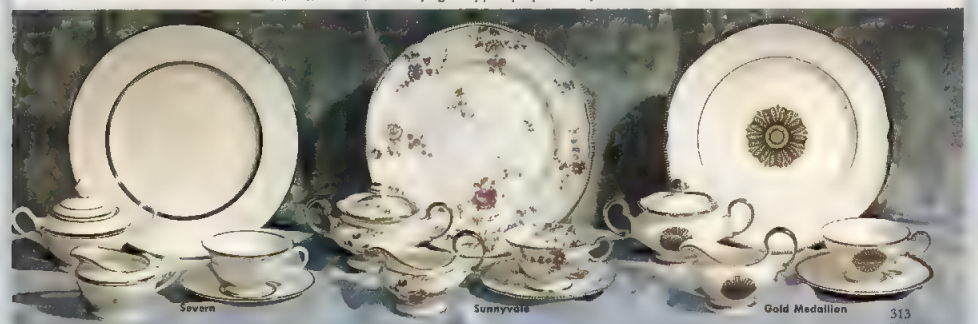
Fine China by Castleton

Severn . . . pure white, adorned with glittering platinum bands. The delicate translucence and rare "dimensional" glaze are typical of the finest American china—Castleton!
70-33-71C 5-pc. Place Setting **$17.95**
70-33-89C 45-pc. Set (for 8) **199.85**
56-56-71D 77-pc. Set (for 12). **325.65**

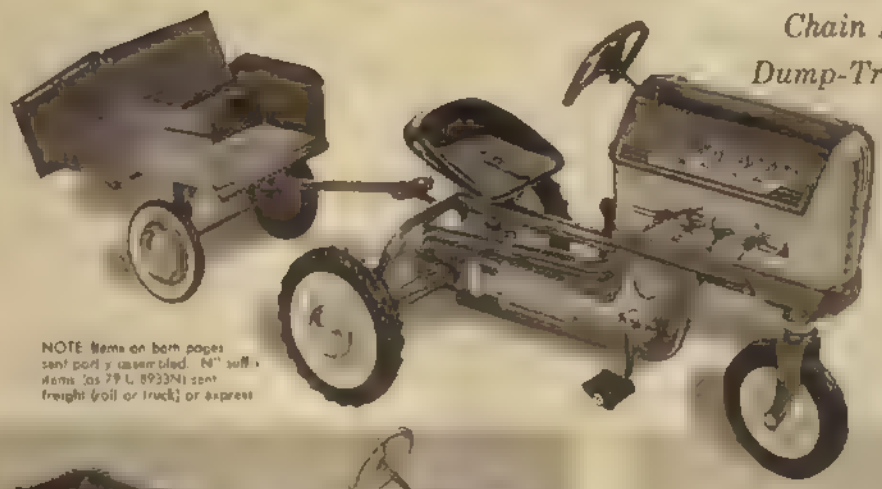
Sunnyvale . . . bright as a summer garden! Gay blue, yellow and pink flowers cover ivory tone china . "pearls" of true gold twinkle on the sculptured edge. Fine American quality china.
70-34-05C 5-pc. Place Setting . . **$19.95**
70-34-13C 45-pc. Set (for 8) **221.10**
56-56-89D 77-pc. Set (for 12)..... **360.90**

Gold Medallion . . . Florentine splendor, on fine American china! Burnished gold edges enhance the ornate Louis XIV shapes. An iridescent gold and charcoal medallion sparkles in the center.
56-56-97C 5-pc. Place Setting..... **$19.95**
56-57-05C 45-pc. Set (for 8)..... **221.10**
56-57-13C 77-pc. Set (for 12)..... **360.90**

All merchandise on this page shipped prepaid for your convenience



Looks and sounds like a big Tractor



NOTE: Items on both pages sent partly assembled. "N" suffix items (as 79 U 8933N) sent freight (rail or truck) or express

Chain Drive Tractor hitches to one-seater Dump-Trac that dumps load by lever action

Tractor only **$19.88** With Dump-Trac **$25.88**

Tractor. Shift gear to hear "motor sound" from chain drive. Full ball bearings. 37x25 inches high, 22-inch wheelbase. Steel chassis with plastic exhausts, "plugs," adjustable seat, step plate, hitch. 8-inch front, 10-inch rear semi-pneumatic tires. Red, white.
79 U 8934L—Shipping weight 34 pounds . . . $19.88

Dump-Trac. Steel seat, dump box. 33x15 in. wide.
79 U 8917C—Shipping weight 16 pounds . . . $8.88

Tractor, Dump-Trac. *Save $2.88. Separately $28.76*
79 U 8943L2—Shipping weight 50 pounds . . . $25.88

Chain Drive Tractor, Trailer

Tractor only **$14.77** With Trailer **$18.61**

Tractor. Ball-bearing drive and 10-inch rear wheels. 37x26 inches high, 17½-inch wheelbase. Steel. Adjustable seat, trailer hitch. Semi-pneumatic tires. Red, white trim.
79 U 8933N—Shipping weight 26 pounds . . . $14.77

Trailer. Hauls rider or groceries. Steel, 32x15 in. wide.
79 U 8923C—Shipping weight 10 pounds . . . $5.77

Tractor and Trailer. *Save $1.93. Separately $20.54.*
79 U 8944N2—Shipping weight 36 pounds . . . $18.61

Big Wheel Tractor has horn

$12.44

Tot rides steady over 12-inch plastic rear wheels, 8½-inch rubber-tire front wheel. 26½-inch plastic body, steel front fork, ball bearings. Orange, blue, aluminum color.
79 U 8935L—Shipping weight 14 pounds . . . $12.44

All-steel Pedal Drive Tractor

$10.88

Full 37x17½x26 inches high. 10-inch ball bearing rear wheels. Seat adjusts. Has hitch, semi-pneumatic tires. Red.
79 U 8945L—Shipping weight 22 pounds . . . $10.88

New sensation!
Chain Drive
SPIN-A-ROO
tilts up to spin or rides level like a 3-wheeler

$19.99

Twice the fun. Go forward or backward on 3 wheels . . . or turn in circle, lean back and it spins like a rearing pony. Low center of gravity, so it won't spill. Adjustable seat with high back and jet-type steering wheel. Sturdy steel, 51x21x24 inches high. Red, white. Ball bearing wheels. 6-inch front, 10-inch rear, semi-pneumatic tires, 5-inch swivel.
79 U 8915N—Shpg. wt. 45 lbs. $19.99

Two can ride on this Pedal-drive Motorcycle

$16.88

Pal sits at rear as child patrols sidewalk. Training wheels remove to make it a 2-wheeler. Plastic body with chrome-plated steel handlebars, 12-inch wheels, semi-pneumatic tires. Red, aluminum color. 36x24 in. high.
79U8607L-Shpg. wt. 14 lbs. $16.88

Delivery Cycle hauls a pal, toys or groceries

$14.87 12-inch

Has ball-bearing pedal wheel, plastic windshield, red-and-white steel body, semi-pneumatic tires can't puncture.
79 U 8612L—12-inch front wheel. Shipping weight 26 lbs. . . . $14.87
79 U 8613L—16-inch front wheel. Shipping weight 30 lbs. . . . $16.44

Horse and Sulky pedals like a bike

$10.88

Tyke is off to the races. He guides horse with steel hoop on saddle. Plastic horse and seat, steel frame. 5 and 7-inch rubber-tire wheels. Leg length adjusts to 16 in. 34x19 in. high.
79U8619C-Shpg. wt. 11 lbs. $10.88

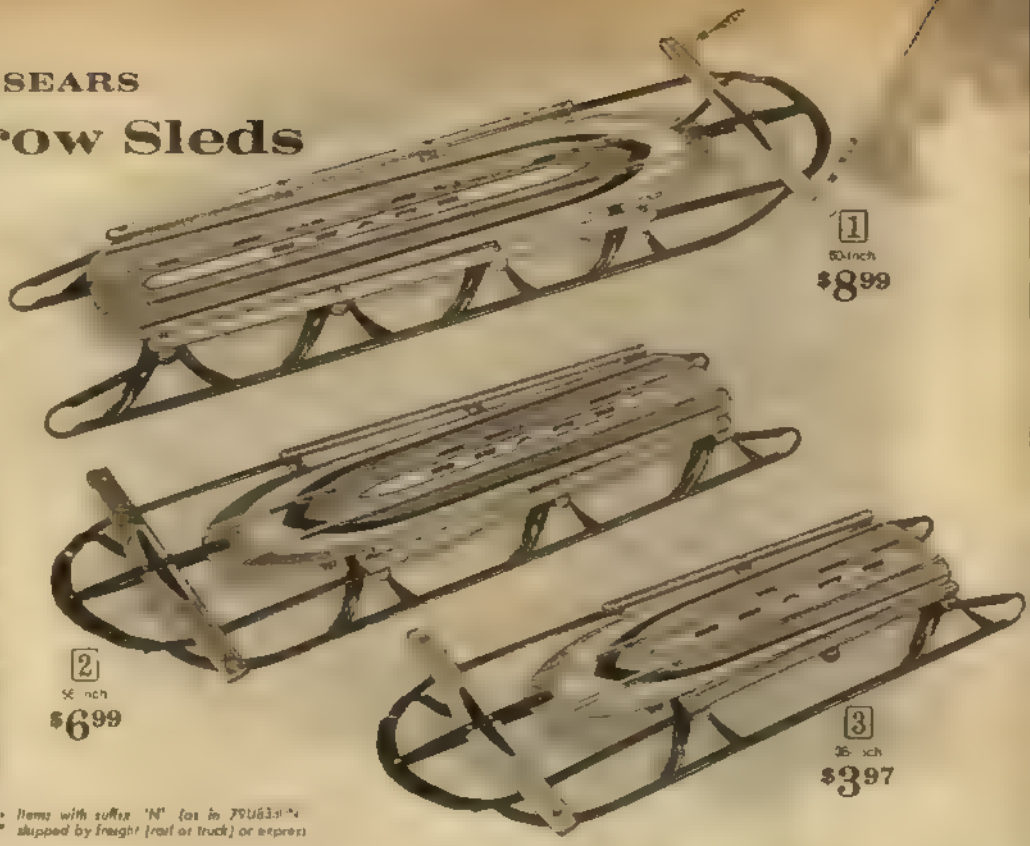
ONLY AT SEARS

Flying Arrow Sleds

Full-sweep safety runners eliminate sharp ends found on most low-priced sleds . . an extra safety feature you get when you buy from Sears

Whoosh! The hills retreat behind the smooth, gentle speed of a Sears sled. Swoop right or left with just a slight pressure on steering bar. Large, hardwood tops in sled with weather defying varnish. All steel parts enameled bright red. High carbon steel runners grooved for fast getaways. A size for every child under seven. Tow rope not included.

	Catalog Number	Length	Steel Knees	Shpg. wt.	Price
1	79 U 8338L*	66 in.	8	15 lbs.	$9.99
	79 U 8337L	60 in.	8	13 lbs.	8.99
2	79 U 8336L	56 in.	6	12 lbs.	6.99
	79 U 8335L	47 in.	4	10 lbs.	5.99
3	79 U 8334C	47 in.	4	9 lbs.	4.99
	79 U 8333C	38 in.	4	8 lbs.	3.97

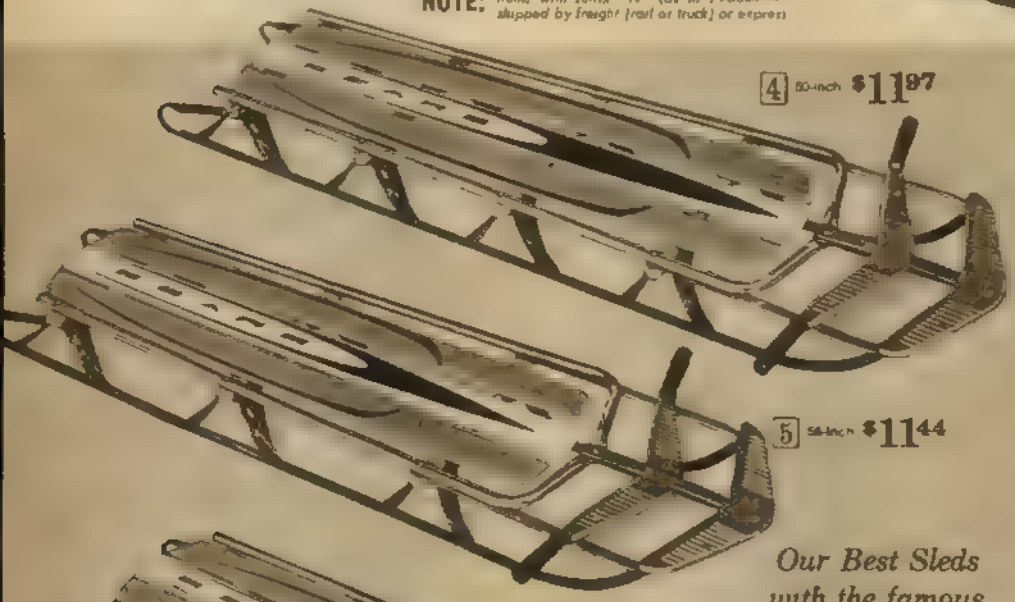


1 50-inch $8.99

2 56-inch $6.99

3 36-inch $3.97

NOTE: *Items with suffix "N" (as in 79U8334N) shipped by freight (rail or truck) or express*



4 60-inch $11.97

5 56-inch $11.44

6 48-inch $9.88

Our Best Sleds with the famous

Flying Wedge Steering Bar

Needs just the lightest touch for quick, positive turns. Works with precision because mechanism is all steel. Steering bar and front gleams with chrome plating. Blue vinyl hand grips.

Chrome-plated tubular steel side rails add extra sturdiness where it's needed most. Strong hardwood top is varnished to defy weather. The special-alloy steel runners are bright red (note their closed end styling—no sharp edges project to cause injury or tear clothes).

	Catalog Number	Length	Steel Knees	Shpg. wt.	Price
(4)	79 U 8343L	60 in.	8	15 lbs.	$12.88
(4)	79 U 8342L	60 in.	8	14 lbs.	11.97
(5)	79 U 8341L	56 in.	6	12 lbs.	11.44
(6)	79 U 8340L	48 in.	4	10 lbs.	9.88

97¢ Adjustable Polyethylene Tow Rope. Adjusts up to 9 feet. Attach it to any sled (see view at top of page).
49 U 8329 —Shipping weight 4 ounces . . . 97¢

$3.33

37-inch Economy Sled

Varnished hardwood top, shaped steering bar, 4 steel knees. Grooved high-carbon steel runners curled at rear, no sharp edges. Steel parts enameled red.
79 U 8332L —Shpg. wt. 8 lbs. . . $3.33

$4.99

Steel Toboggan-Sled

Strong steel body, grooved bottom, steel tube side hand-rails. Plastic capped rail ends. Hardwood dash covers all exposed forward edges. 16x34 in. long. Seats two. Fused red finish.
79 U 8302C—Shpg. wt. 8 lbs. . . $4.99

Snow or Water Slide

Was $31.88
$19.99

9½-ft. galvanized-steel slide 14 in. wide for sleds to 48-in. Use as pool slide in summer. 41-in. high platform steel frame. Yellow green. Wt. 75 lbs.
79U8330N Now $19.99

Whistle, clap or speak to him.. "CHAP" COMES TO YOU WHEN YOU CALL

$9.99 without batteries

His bark is so full of mischief .. so real, moves like a live puppy

Amazing, lovable pooch wags his tail, shakes floppy ears as he jogs toward you. Moves by converting sound waves into an electric impulse —no wires, no control buttons. Keep whistling, he comes closer. Has soft coat of rayon pile on cotton, steel frame, concealed wheels. 11 inches long. From Japan. Order one 9-volt and 2 "D" batteries below.

49 U 5743M -Wt. 3 lbs., **$9.99**

9-volt Battery. Shpg. wt. 4 oz.
49 U 6417M.....Each 45c

"D" Battery. Shpg. wt. each 4 oz.
49 U 4660. .Each 16c, 4 for 60c

Clancy the Great by IDEAL

Skates to you if you toss coin into his hat. Skates with you if you hold his hand. Nods head, jabbers. Wears non-marring roller skates. Plastic 23 inches tall. Order 3 "D" batteries below.
79 U 5725C Wt. 7 lbs. **$10.99**

Dandy the Lion by IRWIN

1 He's yours to train. Roars, stalks forward or backward, rears up. Just tap him with lion tamer's whip to make him perform. Plastic 25 in. long. Order 3 "D" batteries below.
79U5728L Wt. 8 lbs. **$12.99**

Gaylord the Pup by IDEAL

2 Waddles right into your heart. Walks leashed beside you, goes up shallow steps, snarks bone. Barks when you squeeze bull or leash. Plastic 23 in. long. Order 4 "D" batteries below.
79 U 5753C Wt. 6 lbs. **$9.99**

79 U 4660 "D" Battery. Shipping weight each 4 ounces

Each 16c, 4 for 60c

Mr. Machine by IDEAL

$7.88

Comic robot walks and swings his arms as siren sounds, mouth opens and closes, bell rings. See how this famous wind-up fellow works .. just take him apart and put him together again. Easy to follow instructions. Comes assembled. Plastic with metal parts. 18 inches high. Wt. 4 lbs. 4 oz.
49 U 5873 .. **$7.88**

$9.29

Tuggy, the 2-headed Turtle Game

By A. C. Gilbert. 11 inch turtle moves and spins between 2 finish lines in a tug of war. Each player has forward, reverse buttons. Keep turning wins it. Plastic. Order 4 "D" batteries below at left. Shpg. wt. 5 lbs.
79 U 5711C **$9.29**

HUBLEY'S RAZZ·MA·TAZZ® PIANO

Slip in the plastic roll . . . then tap the keyboard to hear a rollicking tune **$8.99**

Each sturdy plastic roll contains six familiar children's tunes like Jingle Bells, Old MacDonald, Jack and Jill — two rolls, 12 tunes in all. Red piano is molded plastic with see-through window for watching action. 10½ in. high.

49 U 564—Shipping weight 3 pounds 12 ounces . . . $8.99

Mattel's Getars for tots

Colorful, sturdy, small-fry favorites. Turn the crank . . . play a tune. Plastic with nylon strings.

1 **Bugs Bunny.** His eyes move, his tongue wags. Hear Bugs' favorite tune. 14 inches long.
49 U 588—Shipping weight 10 ounces $1.57

2 **Casper.** Hear "Pop Goes the Weasel." Can also be strummed. Pick included. 14 in. long.
49 U 594—Shipping weight 10 ounces . . . $1.57

3 **Cecil.** His eyes move, his tongue wags. Hear "Beany-Cecil" tune. Pick included. 14 in. long.
49 U 552—Shipping weight 10 ounces . . . $1.57

Push-button Uke

$2.99

Just push a button to "finger" right chord. Professional size. Friction-type tuning pegs; felt pick. 21-inch plastic; 4 nylon strings. Song book.
79 U 557C—Wt. 3 lbs. . $2.99

$6.99

Hasbro Hurdy-Gurdy

Insert pegs into roll to pre-set for any song . . . patterns included. Roller makes hammers tap out notes. 17 in. long. Plastic.
79 U 520C—Shipping wt. 5 lbs. $6.99

$3.99

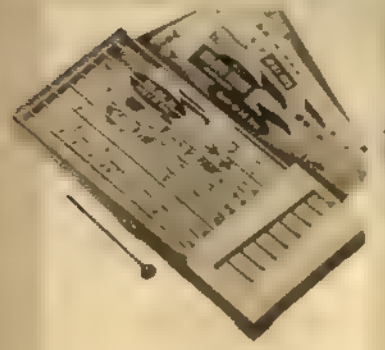
Kenner Banjo-Matic

20 plastic tune players. Insert one, turn handle, tune plays. Nylon string always in tune. Extra string 17 in. long.
49 U 555—Wt. 2 lbs. 4 oz. $3.99

$3.39

Kenner Play-A-Tune

With 20 plastic tune players. Insert one, turn, blow. Tune plays. Plastic; vinyl mouth piece. About 7 in. wide.
49 U 554—Wt. 1 lb. 13 oz. $3.39



Magic Music Box

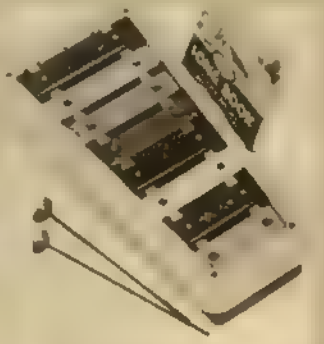
$3.37

It's so easy. Simply slide a song sheet into keyboard, and follow the arrows: touch tone bar above dot shown on sheet. 12 simple tunes. Wood mallet included for play as xylophone. Plastic, metal. 19 in. long.
49 U 607—Wt. 2 lbs. 8 oz. $3.37

Musical Chairs

$2.59

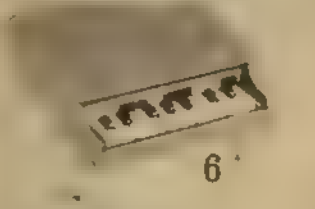
Has a complete, authentic musical scale for beginner musicians. Chairs are colorful plastic, metal bar seats for musical tones. Color code for easy playing. Playing mallets included.
49 U 548—Wt. 2 lbs. 5 oz. $2.59



Stereo Xylophone

$2.44

Gives clear, true tone with stereo sound chamber. Easy-to-follow book of tunes will have your child playing like an expert in no time. With harmonic. Plastic, metal bars. Attractive design. 14 in. long.
49 U 510—Wt. 1 lb. 12 oz. $2.44



Miniature Pianos

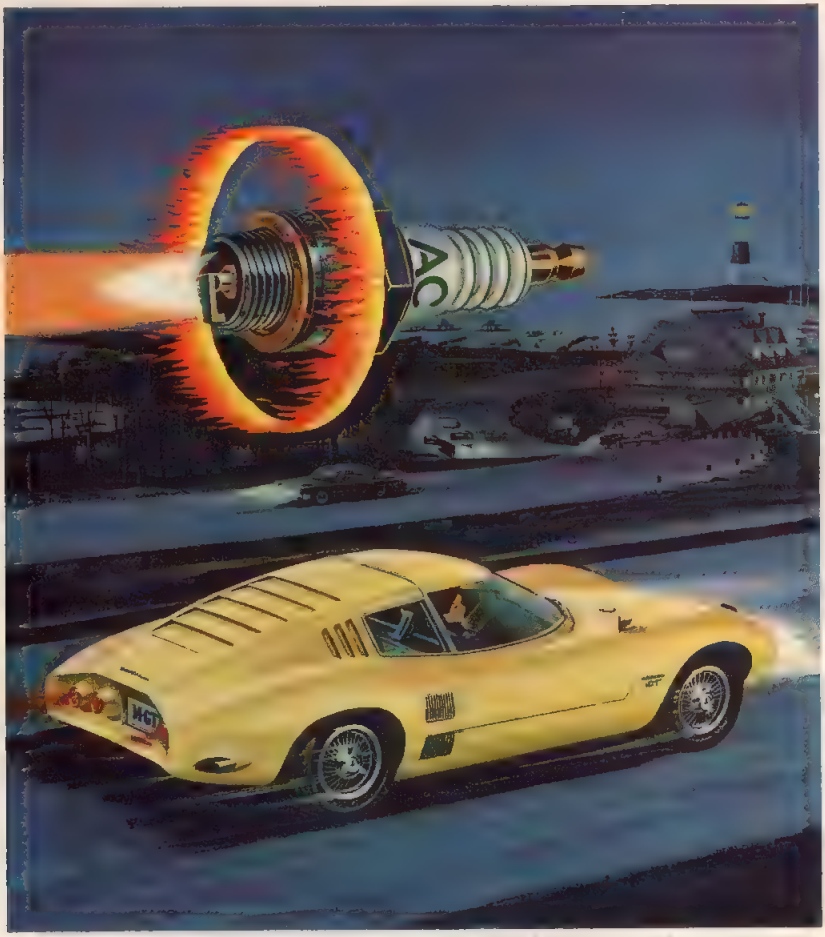
4 **Spinet replica. Tone bar gives a range of two full octaves.** Lustrous walnut-finished hardwood. 25 black and white keys. Easy color chart for matching keys to notes in music book is included. 15x10x9 inches high.
49 U 640—Shipping wt. 7 lbs. 4 oz. $5.99

5 **Table Model "Baby Grand."** With 24 large size black and white plastic keys. Chromatically tuned with easy action. Formite, wood grain finish. Three hardwood legs. 15x14x7 inches high.
49 U 630—Shipping wt. 9 lbs. . $4.99

6 **17-Key "Baby Grand."** Over one octave range. Sturdy plywood has blue lacquer finish. 11x9x5 inches high. Color chart for matching keys.
49 U 556—Shpg. wt. 2 lbs. 8 oz. . $2.99

$1.79

True Balance Baton. Regulation size, steel shaft, chrome plating. Carrying bag, booklet.
79 U 545C—Shipping weight 2 pounds. . . $1.79



(The Chevrolet Monza GT 92" wheelbase, 165" overall, engine displacement 145 cu in., 6-cylinder engine featuring dual carburetors, developing 102 SAE BHP at 4400 RPM)

Monza GT sparks the imagination—AC sparks the action

Chevrolet's Monza GT, dream car of tomorrow, is sparked by today's self-cleaning AC Fire-Ring Spark Plugs. Although the car is not for sale, you can buy the spark plugs now and get tomorrow's power today. So, ask for action . . . ask for AC.

AC SPARK PLUG ✿ THE ELECTRONICS DIVISION OF GENERAL MOTORS

AC

FIRE-RING
SPARK PLUGS

IN OVER 128 MARKETS COAST TO COAST

NETWORK TELEVISION

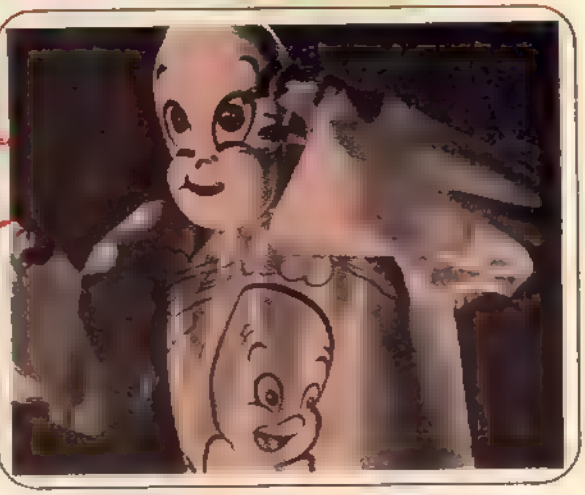
another first for

Collegeville Costumes

Collegeville Costumes will be pre-sold for you with hard hitting commercials on one of the most popular children's network TV shows in America . . . the Casper Ghostland program on ABC-TV. To be co-sponsored by Collegeville during the key selling weeks before Halloween, 1964! And that's only the beginning! Collegeville will provide additional television support with spot campaigns in key major markets. And—Collegeville Costumes will be featured promotionally on more than 100 additional stations to provide saturation TV coverage for the first time in Halloween costume history!

CASPER'S GHOSTLAND SHOW ON ABC

PLUS SPECIAL PRE-PACKED CASPER'S GHOSTLAND PROMOTIONAL ASSORTMENT



AND HERE'S THE SALES TIE-IN OF THE YEAR FOR YOU!

A special pre-packed Casper's Ghostland Promotional Assortment. Casper's Ghostland characters and Collegeville friends pre-packed in a 36-costume group. Eight characters in all -boxed in the selling ratio that means increased profit and convenience to you.

Network TV promotes Collegeville's new ideas for Ha oween 64 . . . and White for Night for Safety, Sparkle Velvet Decorations and G ow n the Dark features keep promoting for you.

What do you want to be for Halloween, 1964?
Sold out? Then stock COLLEGEVILLE! Order today.

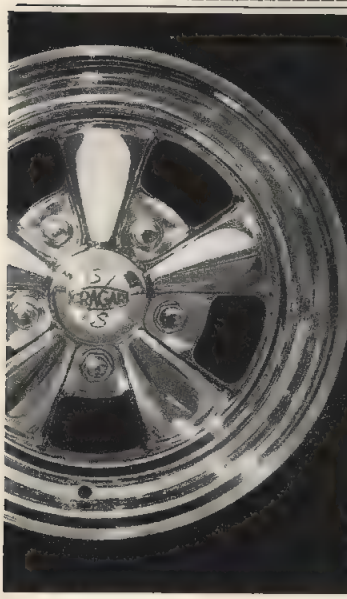
COLLEGEVILLE FLAG & MFG. CO.
Collegeville, Pennsylvania Phone: 489-4131
New York Office Manager: William Wimmer, Room 434
200 Fifth Avenue, Phone: ORegon 5-3394

Keep your car sharp

It's easy to spray out scratches, nicks and parking lot bruises with famous Tempo original factory colors. If possible, check car specification tag for paint code number under the hood, on firewall or door post. DuPont colors match perfectly if ordered correctly. Available for most American cars.

If your dealer doesn't have it yet, send for a can full of Tempo original factory color spray paint.

TEMPO PRODUCTS COMPANY
6201 Cochran Road • Cleveland, Ohio 44139
My car is (model, make, year & color)_____
Paint code number _____. Please send the following.
_____ cans primer, 6 oz., @ $1.49 _____
_____ cans spray paint, 6 oz., @ $1.49 _____
Postage & handling _____ .25
Total Enclosed $_____
Name _____
Address _____
City & State _____



THIS IS THE
CRAGAR
S/S "MAG"

The newest Dimension in Wheels!!

Precision Pressure Cast aluminum alloy center and chrome steel rim. Steel locking clips are cast in spokes then welded to rim, making the fleet and husky Cragar S/S "Mag" the strongest and safest custom wheel. 14 and 15-inches for most cars. S/S cap included.

Prices Each:
Polished $40.00 Chrome $46.00
Lug Nuts $1.00 Wing Caps $3.75

See Your Local Dealer or Contact:

BELL
AUTO PARTS
3663 GAGE AVE.
BELL 12, CALIF.

a high of 28 and a low of 22.7. Those mileages are ridiculous

I've had as high as 41 mpg under perfect conditions and never less than 25 mpg. My around-town average is consistently 28-30, while highway mileages fall between 34 and 36 mpg.

I feel your figures aren't a true representation of the economy of the Volkswagen, and that a great injustice has been done to potential VW owners who might shun their purchase due to poor gas economy.

JOHN C. STROM — Storrs, Conn.

BEETLEPHOBIA

I was completely sold on the Volkswagen from their ads and bought a new '64 model. In one week of driving I became a bundle of nerves. I'll never be able to straighten my left foot due to

the intruding wheel well. As for backaches, I must have developed the daddy of all spinal arthritis from that so-called bucket seat

Driving it in a stiff breeze is like driving into a wall of jello. As for engine noise, it's like riding inside a 50-gallon steel drum—and about as comfortable.

From even the thought of a Volkswagen—good Lord, deliver me!

JOHN MANNINKIN — Youngstown, Ohio

CHECKER ROAD TEST

In the three years that I've been reading your magazine, I don't recall your testing a Checker sedan or wagon.

Lately, I heard some interesting things about the car, so I paid my local dealer a visit to try one myself. I was very pleased with the car. The Checker is far from the best-looking car on the market, but what it lacks in looks it makes up for in roominess, ride and handling qualities, plus performance and economy. It has a lot to offer the public, with a list of options to fill the bill for anyone interested in a simple automobile

RICHARD WERER — Milwaukee, Wis.

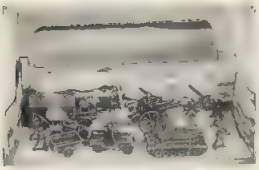
THE TRUTH ABOUT OVERDRIVE

I'd like to correct a mis-statement made in a recent *Spotlight on Detroit* item: "Why Aren't Overdrive Transmissions More Popular?" You stated that Borg-Warner won't sell the overdrive as a separate unit to car manufacturers.

We had for many years sold separate overdrives to Chrysler until they discontinued using them These were adapted to their own transmissions We've sold Chevrolet overdrives ever since they began using them. International Harvester buys them as separate units. For many years, we shipped separate overdrives to Ford. We've never refused to sell overdrives to car manufacturers to attach to their own transmissions.

I think the popularity of the overdrive

COMBAT ATTACK FORCE SETS



24-Pc. MILITARY SETS
Realistic Detailing
In Striking Window Display Box with Battle Scene Background
CANNON FIRES SAFE SHELLS!

24-pc set with vehicles approx. 1½ to 2 in. long. Made of unbreakable plastic in army olive green. Includes Red Cross ambulance, motorized artillery gun, tank, jeep, self-propelled grenades, 10 soldiers. All pieces mounted in place.

Y80-1405—1 doz. sets N.B. Doz. **14.40**

COMBAT PLAY SETS
Set of 12 Scale Military Models

Includes combat soldiers, tanks, military vehicles, etc. Made of plastic. Items range from 1½ in. to 5 in. Two different style sets. Each set packaged in a multi-colored window box.

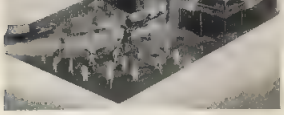
T51-641—1 doz. sets N.B. Doz. sets **14.40**

U. S. ARMY ATTACK SET
24-Piece Plastic Sets

Includes two M48 tanks, one M47 tank, two 8x6 supply trucks, one personnel carrier, one self-propelled gun, one jeep, one trailer, one 105mm Howitzer, one mortar, one 30 caliber machine gun, plus 12 combat soldiers. Each set in a colorful window box.

T51-642 ½ doz. sets N.B. Doz. sets **28.80**

FORT CHEYENNE SETS



100-PC. FORT CHEYENNE DISPLAY

47x28 in. green painted fibreboard display platform holds realistic replica of Fort Cheyenne. Includes two mental lithographed buildings, 7x12¾ in. overall, plastic stockades, covered wagons with galloping horses and riders, plastic gateway with gates and sign, movable outposts with platform and flags, shooting cannons, bullets, numerous attacking Indians, plastic cowboys and defending soldiers on foot and horseback.

T51-848D ..... Each **14.00**

ABOVE SET WITHOUT DISPLAY

T51-848 3 each N.B. ..... Each **7.20**

TOY FIGURE ASSORTMENTS

Unbreakable, hand-painted plastic figures of soldiers, Indians, etc. Approximately 2½ in. high each figure, multi-metallic colors. Multi-colored lithographed display box.

Box of 20 Figures

Consists of 20 figures of cowboys, Indians, cavalry, medieval knights.

Y2973—O.S. ..... Doz. bxs. **57.60**

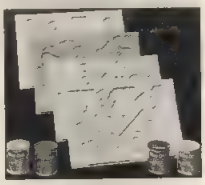
Box of 12 Figures

12 figures of khaki commandos, Union and Confederate soldiers, medieval knights, cowboys and Indians.

Y2972—½ doz. bxs. N.B. Doz. bxs. **28.80**

"PLAY-DOH" FUN FACTORIES

"Play-Doh" is a clean, non-staining, non-toxic modeling compound. May be re-used indefinitely if replaced in its container. Hardens when exposed to air and baking. Can be crayoned, painted, carved, etc.



SET OF 4 COLORING TRAYS
Complete with "Play-Doh"

Four plastic coloring trays with depressions to make numbers from 1 to 10, complete alphabet, two story-book pictures "Little Boy Blue" and "Little Red Riding Hood." Complete with four 2-ounce miniature cans of Play-Doh modeling compound, instructions in all-visual package.

N122-500 ..... Doz. sets **30.40**
¼ doz. sets N.B. Doz. sets **28.80**

PLAY-DOH DELUXE FUN FACTORY

8¼x7x2¼ in. plastic red and yellow "factory" in shape of building. Set complete with 10 plastic interchangeable dies to form a variety of play shapes, building blocks, logs, beads and playthings. Set contains two 7 oz. cans of Play-Doh modeling compound. Red plastic trimmer and instruction book in all-visual package.

N122-450 O.S. Doz. **57.60**

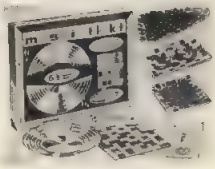
PLAY-DOH FUN FACTORY, JR.
For Youngsters 3 to 6 Years

8x2x3½ in. red and yellow plastic "factory" has 2 changeable slide-through die-strips with 10 different designs for extrusion of non-toxic cycolac plastic Play-Doh. Complete with 2-oz. cans of red, blue and yellow Play-Doh, plastic trimmer and illustrated booklet. Each in window box.

N122-900 O.S. ..... Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

MORE TOYS ARE SHOWN IN OUR NO. 64-1 GENERAL CATALOG

MOSAIC TILE KITS



ASSORTMENT of 12 KITS
Asstd. Color Tiles

Colorful mosaic tile kits for making 12 beautiful hostess trays. Complete with finished metal trays; generous supply of ⅜ in. sq. plastic tiles; permanent glue; grout; easy-to-follow instructions. Includes 2 each, 6½ in. round candy dish; 5x6 in. sq. tray; 5 in. round tray; 3x8 in. rectangular tray; 4x4 in. sq. tray, 6 in. free form tray. Beautiful poly-wrapped package for gift giving.

T33W-T100A—Asst. of 12 N.B. Asst. **14.40**

ASSORTMENT of 6 KITS
Asstd. Color Tiles

Fun to make—fun to give! Beautiful mosaic tile kits complete with trays, tile, glue, grout. Includes 1 each 8x8 in. tray with brass-plated 13 in. long trivet, 5x5 in. twin tray set; 5x5 in. pagoda tray, 6 in. diam. round candy dish, 6x8 in. rectangular tray, 6 in. free form tray. Poly wrapped gift box.

T33W-T200A Asst. of 6 N.B. Asst. **14.40**

GOLDEN DELUXE KITS
18K Gold-Flecked Tiles

Everything included in these deluxe mosaic kits! Includes gold anodized tray, ⅜ in. sq. tiles decorated with 18K gold flecks; fast drying, permanent glue; grout. Complete, easy-to-follow instructions. Each set in poly window box.

A **N27J-T301**—Hostess Tray, 8 in. sq. with 12 in brass plated trivet
B **N27J-T302**—2-Pc. Pagoda Tray Set, 4½ in. sq.
C **N27J-T304**—Pastry Tray, 12x6 in
D **N27J-T305**—2-Pc After Dinner Tray Set, each 6x3¾ in
E **N27J-T303**—2-Pc. Round Candy Tray Set, 6 in diam
F **N27J-T306**—Hostess Tray, 8¼ in. diam with 12 in brass plated trivet

O.S. Doz. **43.20**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

Don't miss Criterion's
EXCITING NEW LINE OF
CHRISTMAS
BELL
DECORATIONS
at the TOY FAIR
NEW YORKER • ROOMS 1222-1223

see Criterion's NEW LINE OF TOYS
Flexible and Novelty Dolls • Stuffed Animals • Egg Beaters • Novelties
Party Favors • Kitchen Utensils • Spurs Sheriff Badges Jail Key Sets, etc

Murray A. Damast • Eddie Biller • James Powers
Gabe Esterman • Marty Allen • Saul Lewis
Oscar Steinberg • Nora Olson • Mike Carmichael
Gil Corley • John Fry • Don Halpern

CRITERION BELL AND SPECIALTY COMPANY INC.
2nd AVENUE at 40th STREET • BROOKLYN 32, NEW YORK
N.Y.C. Showroom: 16 W. 23rd St. Western Br.: 1329 E. 16th St., Los Angeles Calif. Tel: RI 7-9275
CANADA BRANCH FACTORY: 3550 St. Antoine Street, Montreal

Daisy

A DAISY MODEL 93 BB GUN AND SCOPE SET. Lever-action, 650-shot gravity-feed repeater with mounted detachable scope. Wood-grained stock—checkered forearm. Adjustable rear and ramp type front sights. Gun measures 36½ in. long. With oil, BB's.
X 916-2173 H—Shipping weight 3 lbs. 4 oz... 8.71

B BB'S FOR DAISY GUNS. Copper-coated shot. In 10c-size paper tubes. Stock up now—at our low price.
X 916-0672 A—Shpg. wt. 2 lbs. .. Pkg./10 tubes for 77c

C DAISY MODEL 180 BB SIX-GUN AND HOLSTER SET. A BB shooting replica of the famous Colt .44 Peacemaker. Complete with leather holster. Belt adjusts—fits waists 24 to 46 in. Shoots BB's accurately up to 10 ft. With oil and a supply of BB's.
X 916-2165 H—Shipping weight 3 lbs. 1 oz.** 7.47

D DAISY MODEL 1177 SHOOTING SET FOR THE FAMILY. Barrels are interchangeable allow pistol to shoot corkballs or standard BB's. Complete with whirlybird targets, sturdy wire target holder, official pistol targets, instruction book, and gun oil.
X 916-2157 H—Shipping weight 1 lb. 15 oz.*/** .. . 6.37

hunting and camping equipment for *Young Sportsmen*

- *with 2 lbs. of Celacloud filling!*
- *durable rubberized bottom*

JUNIOR-SIZE SLEEPING BAG. Perfect for young outdoorsman. Top covering and attached canopy made of green cotton poplin. Filled with 2 lbs. of Celacloud acetate for cozy warmth. Rubberized bottom gives extra protection. Heavy-weight cotton-flannel lining. All water-repellent and wind-resistant for comfortable outdoor living. With 36-in extra-heavy-duty zipper. Cut size 36 x 72 in. Finished size approx. 33 x 70 in
X 915-1986 A—Shpg. wt. 6 lbs. ... 8.44

- *water-repellent umbrella-type*
- *4-color Lone Ranger motif*

LONE RANGER BACKYARD TENT. Water-repellent 4-oz. yellow cotton duck with exciting Lone Ranger decorations. Sturdy umbrella-type construction. Provides shady, ventilated play area. Approximate finished sizes are: 5-ft. center height, 44-in. eave height, 6½ x 6½-ft. base. Tent includes awning, awning and center poles, wire eave frame, metal stakes, and all necessary guy ropes. Simple to set up—a youngster can do it alone. It will be your youngster's favorite way to backyard fun.
X 915-2000 A Shipping weight 7 lbs., 7.77

- *Sleeps 2 or 3 with ease, comfort!*
- *Perfect as a scouting tent for boys!*

BOYS' CAMP TENT. Features pitched roof with overhanging eaves. Overlapping door-flaps with ties keep you dry in stormy weather. Perfect as a boys' scouting tent—lightweight, and easy to pack. 6 oz. spring green cotton drill cloth. Resists water and destructive mildew. Approximate finished size: 4 ft. 9-in. center height, 1 ft 9-in wall height, 4 ft. 10 in. by 6 ft. 7 in. floor area. Complete with necessary stakes, ropes, and poles.
X 915-2018 A—Shipping weight 18 lbs. 12.84

Air rifles and pistols not sold to residents of Calif., Colo., Conn., Hawaii, Md., Mass., Minn., N.H., N.J., Ohio, Pa., Wash. D.C.
*Not sold to residents of states above, plus Delaware. **Pistols not sold to residents of N.Y.C.

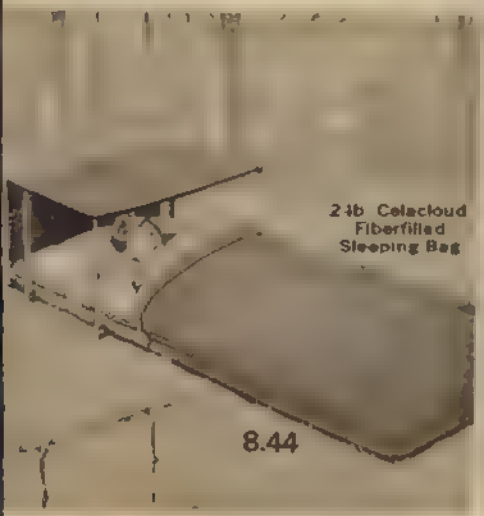
A **DAISY MODEL 93 BB GUN AND SCOPE SET.** Lever-action, 850-shot gravity-feed repeater with mounted detachable scope. Wood-grained stock—checkered forearm. Adjustable rear and ramp type front sights. Gun measures 36½ in. long. With oil, BB's.
X 916-2173 H—Shipping weight 3 lbs. 4 oz. 8.71

B **BB'S FOR DAISY GUNS.** Copper-coated shot. In 10c-size paper tubes. Stock up now—at our low price.
X 916-0672 A—Shpg. wt. 2 lbs. ..... Pkg./10 tubes for 77c

C **DAISY MODEL 180 BB SIX-GUN AND HOLSTER SET.** A BB shooting replica of the famous Colt .44 Peacemaker. Complete with leather holster. Belt adjusts—fits waists 24 to 46 in. Shoots BB's accurately up to 10 ft. With oil and a supply of BB's.
X 916-2165 H—Shipping weight 3 lbs. 1 oz.** 7.47

D **DAISY MODEL 1177 SHOOTING SET FOR THE FAMILY.** Barrels are interchangeable—allow pistol to shoot corkballs or standard BB's. Complete with whirlybird targets, sturdy wire target holder, official pistol targets, instruction book, and gun oil.
X 916-2157 H—Shipping weight 1 lb. 15 oz.*/** 6.37

hunting and camping equipment for *Young Sportsmen*



- *with 2 lbs. of Celacloud filling!*
- *durable rubberized bottom*

JUNIOR SIZE SLEEPING BAG. Perfect for young outdoorsman. Top covering and attached canopy made of green cotton poplin. Filled with 2 lbs. of Celacloud acetate for cozy warmth. Rubberized bottom gives extra protection. Heavy weight cotton-flannel lining. All water-repellent and wind-resistant for comfortable outdoor living. With 36-in. extra-heavy-duty zipper. Cut size 36 x 72 in. Finished size approx. 33 x 70 in.
X 915-1986 A—Shpg. wt. 6 lbs. 8.44

- *water-repellent umbrella-type*
- *4-color Lone Ranger motif*

LONE RANGER BACKYARD TENT. Water-repellent 4-oz. yellow cotton duck with exciting Lone Ranger decorations. Sturdy umbrella-type construction. Provides shady, ventilated play area. Approximate finished sizes are: 5-ft. center height, 44-in. eave height, 6½ x 6½-ft. base. Tent includes awning, awning and center poles, wire eave frame, metal stakes, and all necessary guy ropes. Simple to set up—a youngster can do it alone. It will be your youngster's favorite way to backyard fun.
X 915-2000 A Shipping weight 7 lbs. 7.77

- *Sleeps 2 or 3 with ease, comfort!*
- *Perfect as a scouting tent for boys!*

BOYS' CAMP TENT. Features pitched roof with overhanging eaves. Overlapping door-flaps with ties keep you dry in stormy weather. Perfect as a boys' scouting tent—lightweight, and easy to pack. 6 oz. spring green cotton drill cloth. Resists water and destructive mildew. Approximate finished sizes: 4 ft. 9-in. center height, 1 ft. 9-in. wall height, 4 ft. 10 in. by 6 ft. 7-in. floor area. Complete with necessary stakes, ropes, and poles.
X 915-2018 A—Shipping weight 18 lbs. 12.84

Air rifles and pistols not sold to residents of Calif., Colo., Conn., Hawaii, Md., Mass., Minn., N.H., N.J., Ohio, Pa., Wash. D.C.
*Not sold to residents of states above, plus Delaware **Pistols not sold to residents of N.Y.C.

for Winter Thrills

C
Ski Set
low as
7.44

A
Toboggan
low as
13.44

B
Pad
low as
2.97

A DELUXE WOOD TOBOGGAN. Top-grade hard maple. 2-coat natural varnish finish. ¾-in. slats held by sturdy cleats. Three ½-in. raised runners for added rigidity. Polyethylene plastic hand ropes are especially durable. From Canada. (Order pad below.)

X 911-4257 A—6 ft. Shpg. wt. 18 lbs.* 13.44
X 911-4265 A—8 ft. Shpg. wt. 22 lbs.* 18.77

B VINYL PLASTIC TOBOGGAN PAD. Filled with Dacron-88 polyester fiber. Welt edges, tape ties for securing pad. 4½-ft. size fits 6-ft. toboggan. 6½-ft. size for 8-ft. toboggan.

X 911-4232 A—4½ ft. Shpg. wt. 2 lbs. 8 oz. 2.97
X 911-4240 A—6½ ft. Shpg. wt. 5 lbs. 4.33

D
1.27

C JUNIOR SKI SET. Bright, red lacquered skis of selected Maine hard wood with colorful decals and white trim. Adjustable bindings, mounted. Aluminum poles have plastic hand-grips with leather thongs.

X 911-4802 A—3 ft. 6 in. Shpg. wt. 5 lbs. 8 oz.** 7.44
X 911-4810 A—4 ft. Shpg. wt. 6 lbs.** 7.94
X 911-4828 A—4 ft. 6 in. Shpg. wt. 6 lbs. 8 oz.** 8.44

D SKI SKATES. Made of ash, finished in bright red with aluminum toe plates. Slip-resistant heel pad. Heel springs and adjustable straps. Attached jingle bells add to the happy outdoor fun.

X 911-4836 A—Shipping weight 10 oz. 1.27

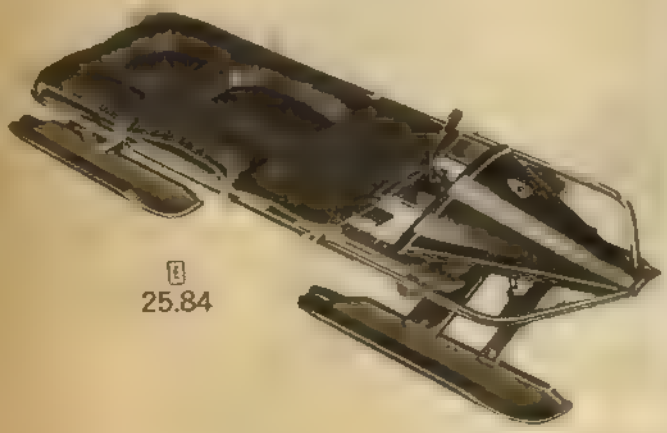
SAVE THIS CATALOG—Items available until Sept. 21, 1964

G
13.88

H
11.88

J
8.88

K
7.88



E
25.84

E BOB SLED. Bundle up and you're all set for the perfect wintertime fun ride—with the Bob-O-Link Bob Sled. It combines the thrills of sledding with the speed of skiing—it's called the sled that skis! Quality constructed of hard wood, heavy-gauge steel and aluminum tubing; automotive vinyl fabric. With handsome bright red and natural finish. Sports-car-styled padded bucket seats—comfortably cushioned with shock-absorbing padding. Fully floating bobs with skis 3 inches wide—steel runners attached to underside. Seats 3 to 4 children or 2 adults. Overall length 60 inches.

X 911-4844 A—Shpg. wt. 32 lbs.* .. 25.84

For Credit Command—see page 79.

G BEST HOCKEY SKATES. Fuller and higher pro-vive pattern. Deluxe "Maple Leaf" blades. Top grain leather uppers. Copper wire mesh tendon guards. Fully padded, split suede leather lining. Orthopedic counters. Hard box toes. Added support of steel arch shanks. Medium width in full sizes 6-13. State size.

X 606-0859 B—Black/brown. Wt. 4 lbs. 8 oz. 13.88

J HOCKEY SKATES. Copper-wire mesh tendon guard, hard box toe. Tempered Canadian steel tubular blades. Split leather uppers. Nylon stitched stress points. Steel arch support shank. Man-made cushioned insole. Sponge rubber lined tongue adds greater comfort. Medium width in full sizes 4 to 12. State size.

X 606-0065 B—Black/brown. Shpg. wt. 4 lbs. 8.88

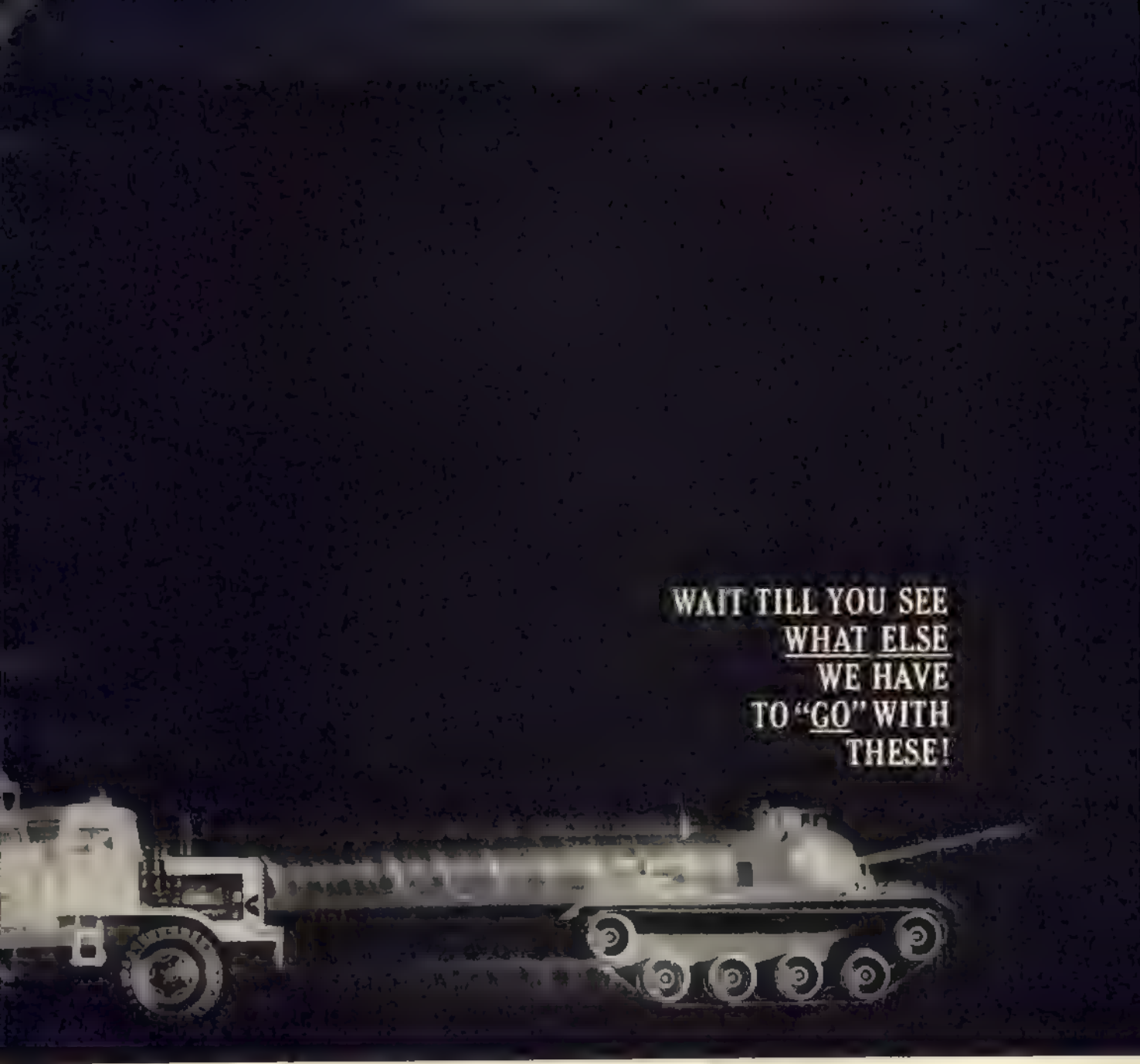
H FINE HOCKEY SKATES. Copper-wire mesh tendon guard, hard box toe. Top grain leather uppers. Split leather lining. Man-made cushion insole. Sponge rubber-lined tongue. Orthopedic counters. Steel arch shanks. Tempered Canadian steel tubular blades. Medium width in full sizes 6-13. State size.

X 606-0073 B—Black/brown. Wt. 4 lbs. 5 oz. 11.88

K BOYS' HOCKEY SKATES. Hard box toes and steel arch shanks provide necessary support. Tempered steel Canadian blades. Split leather uppers. Active young feet are kept comfortable by foam rubber cushion insoles and sponge rubber-lined tongues. Medium width in full sizes 11, 12, 13, 1, 2, 3. State size.

X 606-0818 B—Shpg. wt. 3 lbs. 8 oz. 7.88

*Semi mailable—see page 81. **Not mailable—pay shipping charges on delivery.



Big news in the movingest line of action toys ...Daisy/matic (by Daisy)

Talk about action! The big, new, expanded line of DAISY/matic battery-powered toys is all action ... styled to sell, designed for fun! Don't miss an item in the line ... from the five strong sellers introduced last year to the 14 popular models for 1964!

SEE US AT THE TOY FAIR!

Daisy
TOY DIVISION

DAISY MANUFACTURING COMPANY Toy Division, Rogers, Arkansas (2756 New York 200 Fifth Avenue)

"DAISY" BATTERY OPERATED TOYS

Batteries Are Located on Page 32 of Our No. 64-1 General Catalog

Cap Shooting Tank

10½ in. long green tank made of high impact plastic and rustproof metal Rubber tracks Lumbers forward smoke Muzzle flashes Shoots caps automatically (caps not included) Powered by 2 "D" batteries (not included). Display ctn

Y22-64 . . . . Each **6.00**

Dump Truck

12 in. long. High impact plastic and rustproof metal in yellow and black. Rubber tires It hauls dumps turns left or right, goes forward or reverse Headlamps light up Operates on 2 "D" batteries (not included) Display ctn.

Y22-62 . . Each **8.40**

Army Missile Truck

11 in. long Steel and plastic construction rubber tires It runs in circles, drives forward or reverse Missile launcher revolves, raises lowers hurls safe rockets Operates on 2 D' batteries (not included) Each in display ctn

Y22-75 . . . . . Each **8.40**

Tractor 'n' Trailer

20 in. long overall. Made of high impact plastic and rustproof meta.. Bright colors. Heavy rubber tires Spouts smoke, pulls farm wagon goes forward or reverse, climbs, turns Operating steering wheel. Operates on 2 D' batteries (not included). Each in display ctn.

Y22-60 . . . . . Each **8.40**

Cement Mixer Truck

12 in. long overall. Metal and high impact plastic in red and white. Rubber tires It mixes dumps out of hinged chute, runs in circles . . . forward or reverse Headlamps light. Operates on 2 "D" batteries (not included) Each in display ctn.

Y22-61 . . . . . Each **8.40**

Fire Engine with Snorkel

14 in. long. High impact plastic and rustproof metal in red and silver color. Rubber tires Siren wails, snorkel revolves, lifts and lowers truck goes forward, reverse or in circles Operates on 2 "D" batteries (not included) Display ctn

Y22-71 . . . . . Each **10.80**

Super Bulldozer

11 in long. Rustproof metal and plastic in red Rubber tracks Dual levers for each track Massive safe blade lifts exhaust stacks forward or reverse turns spins, climbs Operates on 2 D batteries (not included) Each in display ctn

Y22-66 . . . . Each **10.80**

MORE TOYS OPERATED by BATTERY

"Remco" BULLDOG TANKS

Remote Firing of Harmless Shells

12½ in. long. Model of regular U.S. Army Light Bulldog Tank. Combination plastic and metal with authentic coloring. Loads 4 shells to a clip, then fires them automatically from remote position. Uses 2 D batteries (not included) in multi-color box.

Y17-706 . . . . . Each **7.20**

ELECTRIC CRASHMOBILE

Flies Apart on Impact!

8 in. long. Sturdy plastic car in 2-tone colors Features 'crash or non-crash operation. Reassembles in a snap. Operates on 1 "C" battery (not included) In picture-frame gift package

Y233—O.S. . . . . Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

"DAISY" BB GUNS and PLAY GUNS

"Scout" BB Guns

35 in. long. Long barrel gun with molded, wood-grained plastic stock. Big 700-shot gravity feed repeater. Lever cocking type slotted front; post type rear sights With supply of BB's. Poly bagged in box.

Y22-103 . . . . Each **10.00**

Military Scope Rifle

30 in. long. Realistic sniper style play gun with scope Makes loud, harmless bang and lots of smoke Steel barrel, molded stock Brown and olive camouflage pattern. Display packaged

Y22-C2960 . . . . . Each **5.40**

Military Play Rifle

33½ in. long. Showy military styling Gun produces loud report, realistic smoke. Blued, heavy steel barrel Molded wood-grained plastic stock and forearm Military insignia on receiver; sling Display packaged

Y22-C198 . . . . Each **7.20**

M-14 Automatic Play Rifle

19 in. long. Produces realistic rapid-fire automatic rifle sound as play bullets move up and down in ammo clip Blue-black steel barrel molded wood-grained plastic stock Carded in poly bag

Y22-50 O.S. . . . . Doz. **17.28**

CARBINE with GRENADE LAUNCHER

Camouflaged M-1 Carbine

27½ in. long plastic carbine fires soft poly grenades by a trigger in the launcher Olive drab with camouflage treatment shoulder sling With 2 grenades Shrink packed in colorful box

Y5-2130—O.S. . . . . Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

"Winchester" CORK RIFLES

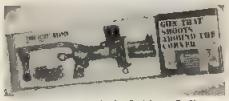
Lever-Action Cork Popper

With Telescopic Sight

28 in long. Molded plastic stock resembles wood. Metal barrel and working parts. Lever-action cocks rifle to fire cork attached by string Realistic telescopic sight Each in clear plastic case with sling.

Y125-6727—1 doz. N.B. 8 lbs.
Doz. **14.40**

GUN THAT SHOOTS AROUND CORNERS



Fires Safe, Soft Rubber Balls

Shoots at Right Angles...Mirror Sight

29 in. long plastic gun shoots straight ahead, at right angles, left or right or at any angle in between Plunger act on at lock gun, mirror sight swivels automatically as barrel pivots Holds 6 shots Complete with 10 sponge rubber balls In display package

N75-450 . . . . . Each **5.40**

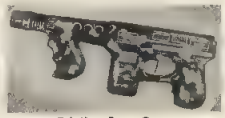
ARMY GUNS

Camouflaged Tommy Guns

Cap-Firing 50-Shot Repeater

24½ in. long. High impact plastic camouflaged olive green. Metal cap chamber holds roll of 50 caps (not included). On handsome display card

Y92-9100—O.S. . . . . Doz. **22.80**
½ doz. N.B. Doz. **21.60**



Friction Burp Guns

10¾ in. long Decorated meta, gun When trigger is pulled, gun makes clicking noise while safe sparks fly and bullets appear to be moving Bright display box

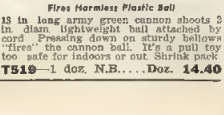
Y125-6627—1 doz. N.B.
Doz. **14.40**

Battery Operated Machine Gun

17 in. long. Rugged metal machine gun and tripod stand Rthographed in camouflage effect When firing button is pressed, rat-ta-tat sounds, barrels move and light flashes on and off. Operates on 3 "D" batteries (not included) Boxed.

Y2997 O.S. . . . . Doz. **45.60**
¼ Doz. N.B Doz. **43.20**

POLY CANNONS



"Li'l General"

Fires Harmless Plastic Ball

13 in long army green cannon shoots 2 in. diam. lightweight ball attached by cord Pressing down on sturdy bellows "fires" the cannon ball. It's a pull toy too safe for indoors or out Shrink pack

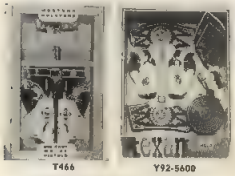
T519—1 doz. N.B. . . . . Doz. **14.40**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

SINGLE and DOUBLE HOLSTER SETS

"L'IL FELLA" SETS

Asstd. Double Holster Sets
Each with Two Single Shot Pistols
3 sets each of 4 asstd. kinds. Leather-like plastic holsters and belts with slide buckles and 3 bullets. Decorated with shearling or stenciled design, conchas or jewels.
T467 Asst. of 12 sets N.B. Asst. **21.60**


T466 Y92-5600

Miniature Holster Set Asst.
4 Each of 3 Kinds
Asst. of single and double plastic holster sets with asstd. repeating and single shot metal guns, silver color. Adjustable belts with buckle. Some with break-barrel derringers, some with wrist cuffs
T466—Asst. of 12 sets N.B. Asst. **28.80**

Tiny Tot Double Holster Set
With Two Single Shot Pistols
Wooly shearling holsters with concha decoration. Plastic belt with slide buckle. Decorated western cuffs. Plastic canteen with shoulder strap, whistle and neckerchief with clasp. Gift boxed.
Y92-5600—O.S. .....Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

Single Holster Set
With Spurs and Repeater Derringer
Top grain cowhide holster with multi-color western decorations, shiny concha. Cowhide belt, buckle, bullet clip and play bullets. Nickeled metal repeater with stag-like grip. Shoots any caps. Metal spurs with heel chains. Boxed.
Y91-345—O.S. .. Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

Texas Ranger Rifle & Holster Set
With Two Repeaters in Double Holsters
Flip action saddle rifle shoots any roll caps; plastic and metal combination. Real leather, decorated double holsters with adjustable belt and buckle. Play bullets. Two metal repeaters. Plus colorful neckerchief, screw-top canteen and 20 rolls of 1000-shot caps. Display boxed.
Y91-6027.....Each **6.00**

Texas Ranger Single Holster Set
With Break-Barrel Automatic Repeater
Black leather, decorated holster with concha. Adjustable leather belt and buckle. Metal repeater shoots any caps. Silver color finish; plastic stag grip. Gift boxed.
Y91-242—O.S. .....Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

Promotional Holster Set
With Automatic Repeater
Brown leather-like holster with western decorations. Adjustable belt and buckle. Metal gun shoots any caps. Silver color finish; plastic stag grip. Display boxed.
Y91-144—O.S. .....Doz. **15.20**
¼ doz. N.B. Doz. **14.40**

U.S. Army Single Holster Set
With Military Repeating Pistol & Knife
Military green leather holster and belt with army insignia. Bronze eagle buckle. Silver color metal pistol loads up to roll of 1000 caps. Safe plastic knife in green leather sheath; plastic hand grenade. Smartly boxed.
Y92-679—O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

Texas Double Holster Set
With Two Repeater Pistols
Plastic holsters have fancy stencil decoration. Removable belt has nickel slide buckle. Silver color metal pistols with plastic stag handles. Display boxed.
Y92-6104—O.S. .....Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

Texas Ranger Double Holster Set
With Two Automatic Repeating Revolvers
Large brown leather holsters with buckled cross straps, sparkling jewels, western design. Leather leg ties. Wide, contoured adjustable belt and buckle. Two metal revolvers shoot any roll caps. Silver color; plastic stag grips. Gift boxed.
Y91-2544.....Each **6.00**

Double Holster Set
With Two Repeating Pistols
Leather-like plastic holsters with tooled decoration. Sweep back hangers. Adjustable black plastic belt. Two 7¼ in. 50-shot repeater pistols with nickel finish bone plastic handle. Display boxed.
Y489—O.S. .....Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

Deluxe Texas Double Holster Set
With Two Repeating Pistols
Genuine leather holsters in black and tan combination with fancy stencil design, large jeweled conchas and leather fringe. Removable belt; embossed buckle. Silver color metal pistols. Display boxed.
Y92-7104—O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

Double Holster Set
With Two Break-Action Repeaters
Genuine leather holsters with tubular pockets. Black hangers, white tubes with 2-color screening. Adjustable belt, buckle. 6 white bullets, leg ties. Two 7¼ in. 50-shot break-action repeaters. Display boxed.
Y490—O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

Texas Ranger Double Holster Set
With Two Break-Barrel Guns
Black leather holsters with western decorations; shiny conchas. Wide contour adjustable leather belt, buckle. Play bullets, leather leg ties. Metal guns with silver color finish; plastic stag grips. Shoots any roll caps. Gift boxed.
Y91-2443—O.S.....Doz. **57.60**

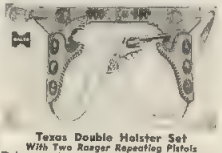
Marshal Double Holster Set
With Two Ranger Repeating Pistols
Natural top grain holsters with bronze conchas, pearlized jewels and hand lacing. 2-pc. belt; western buckle. 6 bullets; leg ties. Silver color revolvers, plastic stag handles. Display boxed.
Y92-9106.....Each **6.00**

Rawhide Double Holster Set
With Two Single Shot Repeaters
Genuine rawhide leather holsters, deep tooled and inlaid with color. Rawhide leather belt and buckle. Silver color metal guns with plastic stag grips. Display boxed.
Y91-2233—O.S. .....Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

Texas Ranger Double Holster Set
With Two Automatic Repeaters
All black genuine leather decorated holster, foldover design. Adjustable leather belt, play bullets. Silver color metal, plastic stag grips. Display boxed.
Y91-2342—O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

Deluxe Double Holster Set
With Two 250-Shot Repeaters
Genuine leather, large holsters with 4 jeweled conchas and black design on tan. Full belt with trophy buckle and 6 bullets. Two 8¾ in. repeaters with nickeled finish; white plastic handles. Display boxed.
Y491—O.S.....Doz. **57.60**

Marshal Deluxe Double Holster Set
With Two Ranger Repeating Pistols
Leather holsters and hip-slung belt decorated with jeweled conchas and stencil design. Embossed buckle; 6 play bullets. 2 silver color pistols; plastic stag grips. Display boxed.
Y92-8046—O.S. Doz. **57.60**



Texas Double Holster Set
With Two Ranger Repeating Pistols
Deluxe natural top grain holsters decorated with many bronze conchas; pearlized jewels; hand lacing on pockets. 2-pc. adjustable belt, western buckle. 6 play bullets; leather leg ties. Large nickeled pistols, plastic stag grips. Display boxed.
Y92-9206.....Each **7.20**

cap-shootin' Gun Sets for young cowpokes

A SHOOTIN' SHELL FRONTIER SET. Famous Winchester rifle has realistic lever action and shell ejection, plus secret trigger for rapid-fire action. Fires Stik-M-Caps or perforated roll caps (order under [M] and [N] below). Fanner-50 pistol in die-cast metal with plastic grip can be triggered or fanned. Fires perforated roll-caps with smoking action. Tooled black Dura-Hyde plastic holster; 2 Shootin' Shell cartridges; 6 bullet-noses for Winchester rifle. Rifle is 26 in. long; Fanner 10¾ in. long. Semi-matiable—see pg 81.
X 923-2893 HA—Wt. 6 lbs. 6 oz.*.. 3.79

B "HAVE GUN—WILL TRAVEL" SET. Replica of set worn by Paladin. Black leather hip-slung holster with Paladin motif has fast-draw pockets. Two 9½-in. repeating pistols fire roll caps (order under [M] below). Embossed leather wrist holster with hide-away Derringer pistol. Plus: 3 "bullets," leg-ties, 25 calling cards, card case with Paladin photo, Paladin Fan Club card. All pistols of die-cast metal with plastic grips
X 923-1879 HA Wt. 1 lb. 8 oz. 3.49

C "TEXAS KID" HOLSTER SET. Genuine top-grain cowhide holsters, richly embossed. Belt has large western buckle and three plastic bullets. Two big western 250-shot repeater pistols with cylinder door that slides open for easy loading. Fire perforated roll caps (order under [M] below). Pistols are highly engraved die-cast metal with bright nickel finish, white plastic handles. Each, 9½ in. long.
X 923-2836 HA—Wt. 2 lbs. 4 oz. 2.88

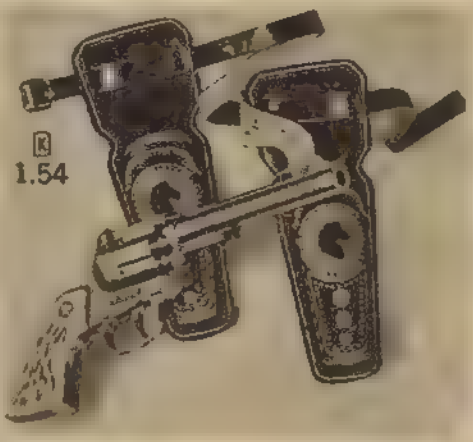
D LONE RANGER DOUBLE HOLSTER SET. For "masked riders"! Genuine black leather holster has cone-shaped pockets, screened and decorated with "jewels" and conchas, specially looped for fast draw. Wide adjustable contour leather belt, garrison buckle, and 12 silver-colored "bullets." Two 250-shot die-cast metal repeater pistols with bone-like plastic grips. Pistols fire roll caps (order roll caps under [M] below). Another fine Penney value
X 923-2844 HA—Wt. 2 lbs. 9 oz. .. 3.49

E ROY ROGERS HOLSTER SET. Endorsed by one of America's all-time favorite cowboys. Genuine leather double holsters, buff color with brown/ivory screening. Fast-draw pockets have cross straps, buckles, metal spots. With leather leg ties, trophy buckle, six "bullets." 8½-in. die-cast metal repeater pistols, bright nickel finish, white plastic grips—barrels break for easy loading. Fire roll caps (order under [M] below)
X 923 2851 HA—Wt. 3 lbs. 3 oz.. .. 3.49

Buy all the toys you'd like to give with Credit Command no down payment, months to pay. See page 79.

Toy guns on these pages not sold to residents of New York City.
Caps not sold to residents of North Carolina or Arizona.
*Not sold to residents of Delaware or Massachussetts.

J "THE DAKOTAS" COWBOY OUTFIT. Join "The Dakotas" of TV fame with these exact replicas of their shooting arms. 50-shot 33-in. flip-action rifle, two 50-shot automatic break-barrel guns, and cap-shooting Derringer. It's real wild west fun for "Dakotas" fans. Plastic rifle features lever action for rapid fire—plus single-trigger action. Guns of break-resistant die cast metal with plastic grips. Rifle has die-cast metal working parts. Order caps for guns under [M] below. Also incl rawhide and black leather holsters, deep-tooled with horseheads and striking multicolor designs. Derringer belt holster with play bullets. Rawhide leather adjustable belt, metal buckle, play bullets. Metal "sheriff" badge. Leather leg ties. Large "trail" canteen, screwcap.
X923-2885HA—2 lbs. 12 oz. 4.44



K HUBLEY DOUBLE HOLSTER SET. Pistol packin' fun for the young cowboy. Adds new interest and realism to the wild west games youngsters love to play. Two automatic-action single-shot pistols with bright nickel finish, engraved stock and barrel, white handles—fires perforated roll caps (order roll caps under [M] below). Sturdy black double holster is made of genuine leather with handsome red and ivory screening, embossed horsehead designs—has tubular pockets for lightning-fast draws. Each pistol measures 8½ in. long. A favorite of young cowpokes. At Penneys low price
X 923-2877 HA—Shpg. wt. 14 oz.... .... .. 1.54

L SHOOTIN' SHELL SHOULDER HOLSTER. An authentic snub-nose .38 detective's revolver with adjustable snap-draw shoulder holster for quick-draw action—right from the shoulder. Die-cast zinc pistol shoots six "Shootin' Shells," fires Stik-M-Caps (order under [N] below). Black Dura-Hyde plastic holster fits neatly under any coat—has adjustable back strap, contoured yoke strap. Complete with six "shells," 12 "bullet-noses," metal detective badge, ID card in wallet, and police range target for target shooting. Pistol measures 7 in. long. Great fun playing make-believe private eye!
X 923-2919 HA—Shpg. wt. 1 lb. 8 oz.* .. Set 2.99

G MATTEL SHOOTIN' SHELL HOLSTER SET*. Favorite gunfighter Shootin' Shell Fanners in tough Dura-Hyde plastic fast-draw holster with leather leg ties. Western hand-tooled adjustable belt with 10 metal "bullets." Two die-cast metal Fanner pistols with bone-like plastic grips—each measures 9 in. long. Pistols fire Stik-M Caps (order under [N] below). Set comes complete with 12 cartridge cases, 24 "bullet-noses," and target
X 923-2901 HA—Shipping weight 3 lbs. 5 oz.* ..... Set 5.88

H HUBLEY DOUBLE GUN AND HOLSTER SET. Sure to appeal to every young cowboy. Handsome embossed leather double holster in russet with red and black screening. Fast-draw tubular pockets. Belt holds six "bullets." Cap-shooting repeater pistols are made of sturdy die-cast metal with bright nickel finish and white plastic handles. Barrels break for easy loading. Fire perforated roll caps (order roll caps under [M] at right). Pistols measure 8½ in. long
X 923-2869 HA - Shipping weight 1 lb. 13 oz. 2.19

M PERFORATED ROLL CAPS. Mattel perforated repeating toy paper caps for all guns that use roll caps. Sold in carton of 60 boxes (with five 50-cap rolls per box)—total of 15,000 caps in all. A lot of "shootin' shoots! Shipping weight 1 lb. 2 oz.
X 923-8254 HA—Ctn. of 60 boxes 2.19

N GREENIE STIK-M-CAPS. Use with all Mattel Shootin' Shell guns. Stick them on Shootin' Shell bullets, or any metal "bullets." In carton of 48 boxes (20 shots per box). Total of 5760 caps in all. 1 lb. 6 oz.
X 923 8247HA Ctn 48boxes. 3.44

now—hit the Value Bull's Eye

Mattel Shootin'® Shell
WINCHESTER®

A SHOOTIN' SHELL WINCHESTER. Rootin' tootin' authentic-looking lever-action plastic and metal Winchester rifle. Shoots roll caps, Stik-m-caps, and Shootin' shells and realistically ejects cartridges. A secret compartment in the barrel stores extra Shootin' shells. Has a secret automatic trigger for quick firing. Incl. 2 shell cartridges, and 6 plastic bullet-noses. 28 in. long.

X 923-2695 A—Shpg. wt. 1 lb. 1 oz.*..... .... ..1.97

B BOLT-ACTION TRAINING RIFLE. Loads like a real gun. Pull bolt back and slip non-firing plastic cartridge (included) into chamber. This bolt-action cocks the gun for firing 50-roll caps. Shoulder sling helps "hold 'er steady" on the target. Die-cast cap, firing mechanism, bolt, hinge leaf sights. Stock of high impact plastic. 35 in. long.

X 923-2687 A—Shpg. wt. 2 lbs 1.97

C M-14 U. S. INFANTRY RIFLE WITH RECOILING BARREL. Bright shiny rifle has a muzzle that recoils like the real thing. It will thrill any little soldier with its realistic action. In addition to a recoiling barrel, the gun makes a loud rapid report. This action rifle operates on two "D" flashlight batteries (not incl.). High impact plastic made to look like wood and metal. Rifle measures 34¾ in. long.

X 923-1887 A—Shpg. wt. 2 lbs.....1.97

*** Not sold to residents of Del. or Mass.**
To order caps for rifles—see page 111
Save this catalog—items available till Sept. 21, 1964

D DAISY AUTOMATIC SMOKER. Realistic smoke after each shot—will thrill any young cowboy or cowgirl. Cocks, recoils and goes "bang!" Grained plastic stock and metal barrel. 31 in. long.

X 923-2661 A—Shpg. wt. 2 lbs. 1 oz..2.44

E DAISY LAWMAN RIFLE. Spittin' image of the famous Model-94 Winchester rifle used by "Lawman" on TV. Cock it, fire. Hear loud crack, see smoke, feel recoil. Metal barrel, plastic stock. 34 in. long.

X 923-2679 A—Shpg. wt. 3 lbs. 12 oz..3.77

G INDIAN SCOUT RIFLE. Authentic replica of the old, Rolling Block rifle used by the army cavalry and frontiersmen of the wild old west. It shoots Stik-m-caps and Shootin' shells. Blue steel barrel, wood grain stock and grip, zinc die-cast cap firing mechanism. Includes 2 Shootin' shell cartridges, 6 plastic bullet noses, target on the back of box. 29½ in. long.

X 923-2703 A—Shpg. wt. 1 lb. 4 oz.*..1.77

H WINCHESTER SADDLE GUN. This replica of a Winchester saddle gun loads and ejects 8 toy bullets. It has a secret automatic trigger for blazing rapid-fire, also fires single shots. Uses 50 roll caps has a plastic stock and steel barrel. 33 in. long. Incl. 8 metal play bullets.

X 923-8163 A—Shpg. wt. 2 lbs.*.....3.77

J COWBOY BOOTS—sure to delight all young cowhands! Black smooth leather uppers with festive, multi-color inlays. Squared toes — cowboy heels, leather soles. Stitched construction. Child's D width in full, half sizes: 8½-13½; 1-3. State size.

X 601-1928 B—2 lbs. 4 oz..5.88

Boy's D width in full and half sizes: 3½-6. State size.

X 604-2956 B—2 lbs. 8 oz..7.88

K "FALCON"-PATTERN BOOTS —exciting as a rodeo! Black leather uppers; inlaid "Falcon" pattern in blue, gold-color/white. Leather leg-linings. Neolite soles. Goodyear welt construction. Child's D width in full, half sizes: 8½-13½; 1-3. State size.

X 601-1910 B—2 lbs. 4 oz..7.88

Boy's D width in full and half sizes: 3½-6. State size.

X 604-2949 B—2 lbs. 8 oz..9.88

L "MOONBURST"-MOTIF BOOTS. Ranchcraft cowboy boots; leather uppers inlaid with "Moonburst" pattern in gold-color/white. Narrow toe—cowboy heels. Leather leg-linings. Neolite outsoles. Child's D width. Full, half sizes: 8½-13½; 1-3. State size.

X 601-2728 B—2 lbs. 4 oz.9.88

Boy's D width. Full, half sizes: 3½-6. State size. 2 lbs. 8 oz.

X 604-3525 B.....12.88

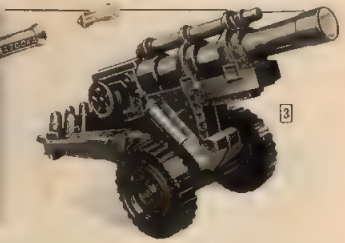
Test your skill with complete safety . . . shoots a bullet of light!

Hit the bull's eye with a bullet of light!

Emenee Electronic Pistol Range. Children (and adults, too) find it a thrill to shoot with this realistic, genuinely balanced replica of a .45 calibre automatic target pistol. However, it's completely safe—because it shoots a bullet of light with precision accuracy at the photo-electric cell bull's eye in the target. When the cell is hit, the word HIT lights up on the target. This is a true test of skill that all the family will enjoy. Pistol uses 9-volt transistor battery; target works on 6 "D" cells.
89-09-21F Pistol and Target. Batteries not incl. 4 lbs. $11.50

Emenee Electronic Rifle Range. More than a toy . . . a true sport in itself! You can become an expert marksman in short order . . . and it's completely safe. Authentic-looking, full-size rifle shoots a harmless bullet of light—with the speed of light—at the electronic target. Timing motor in target keeps the bull's eye in motion and acts as a scoring timer. When hit, the photo-electric cell eye lights up, rings a bell, and then turns off. Rifle uses 9-volt transistor battery; target uses 6 "D" cells.
89-12-00F Rifle and Target Set. Batteries not incl. Wt. 7 lbs. **$14.95**

10-60-05A 9-Volt Transistor Battery. Wt. 2 oz. . . . 44c



1 Remco's Mortar & Helmet Set. Realistic long-range mortar shoots harmless 5 in. polyethylene rockets a surprising distance, has adjustable firing positions. Mortar is 19 in. long. Marine-type helmet is cleverly camouflaged with plastic jungle leaves. Two rockets included, shoots one at a time.
87-22-91F Wt. 3 lbs. . **$3.79**

2 Bazooka Rocket Gun by Remco. Pull the trigger and *WHAMMO!* A full 30 feet away the enemy's pill box "explodes." Just pop rocket into tube chamber, adjust sight for left or right hand firing, settle shoulder rest into position and fire! 4 harmless polyethylene rockets, "exploding" pill box included.
87-23-74F Wt. 3 lbs. **$4.19**

3 "Big Blast" Shooting Cannon. It's a blockbuster, 20 in. long, ruggedly built for hard play. The giant barrel can be raised and lowered for long range or point blank firing. Heavy trail holds six safe, soft shells. Sure firing mechanism works by button release. Moves on 5" wheels, has metal axle.
88-23-57F Wt. 3 lbs. 8 oz. **$3.69**

Special Military Headquarters Outfit (Monkey Division). What an outfit! Includes tent, helmet, canteen, mess kit, automatic pistol, short-range bazooka and ammunition. Everything is just like the real McCoy used by guerilla fighters in jungle warfare. Tent is complete with pole and all set-up materials, helmet has plastic camouflage leaves; bazooka is complete with two harmless polyethylene rockets that fire up to 20 feet, and automatic pistol is latest futuristic model, 9 in. long. By Remco.
87-23-17F Shpg. wt. 6 lbs. 8 oz. . . **$6.49**

Dick Tracy Patrol Squad Gun Set by Mattel. Sensationally popular! Set includes the Tommy-Burst automatic cap-firing gun with sliding bolt action or single-shot firing, uses perforated roll caps. For smaller game, there's the matching shootin' shell snubnose .38 that shoots safe shootin' shells and fires caps. Adjustable Dura-Hyde snap-draw shoulder holster, six shootin' shell cartridges, twelve safe bullet noses included.
88-93-11F Complete Set. Shpg. wt. 2 lbs. 12 oz. . . . **$4.39**
88-93-29F Tommy-Burst Gun only. Shpg. wt. 1 lb. 8 oz. . . **2.19**

89-79-83F Package of Two "D" Batteries. Wt. 8 oz. . . . 29c

On the BUYING Side / A Profile

A SUMMONS to the executive offices of J. W. Robinson Company, Los Angeles department store, early this year seemed routine to Martin "Marty" Tilem who was branch store manager of housewares. It was a complete surprise to him to be offered the toy buyer spot. "My acquaintance with toys was strictly limited to that of a parent," he confides, "but they convinced me that I could do the job and I think it is an interesting challenge."

This sort of challenge is just what Marty Tilem thrives on with his enthusiasm and eagerness to utilize the rich merchandising background he has crammed into his 32 years. For Marty is a retailer by inheritance, aptitude and dedication. His father's hardware store in Manhattan, New York City, cradled his career and nourished its roots throughout his youth.

"One of my earliest memories involves assembling coffee percolator parts in the stockroom when I was a very small boy," he smiles, "and I worked at selling and stock keeping all the way through school in my off time."

While he talked about his past, Marty's mind was very much on the present as he alertly and pleasantly directed the work of clerks, answered questions, and kept aware of the activity on the sales floor outside his office.

After graduating from Stuyvesant High School, Marty filled in his academic background by majoring in the School of Retailing and minoring in marketing at New York University. Then he was faced with a decision—whether to continue in department store work for which he was now trained, or to go into busi-

Martin Tilem

(*Continued on page* 107)

LINES BROS...

Needed a New Look for

DINKY

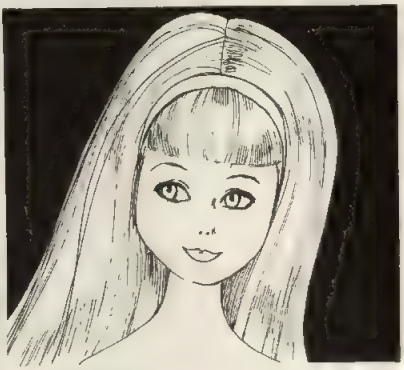
from Packaging, to Displays, to Promotional Material

WE HELPED THEM BUILD A COMPLETE PROGRAM

NORM WYNER COMPANY

156 FIFTH AVENUE, NEW YORK, N. Y. 10010

PHONE — 212 YUKON 9-8272



TV Star for Sale

It's SKIPPER™, BARBIE'S® beautiful little sister! Little girls are crazy about SKIPPER, and you can license her now. (You know the fabulous success of BARBIE!)

For information about all Mattel's licensed characters, write, wire or phone Licensing Division, Mattel, Inc., 5150 Rosecrans Avenue, Hawthorne, California. (OS 9-4611) Ext. 557.

MATTEL INC. TOYMAKERS ®

© 1964 BY MATTEL INC.

"BARBIE" is the registered trademark of Mattel, Inc. for its TEEN-AGE DOLL

On the BUYING Side / A Profile

A SUMMONS to the executive offices of J. W. Robinson Company, Los Angeles department store, early this year seemed routine to Martin "Marty" Tilem who was branch store manager of housewares. It was a complete surprise to him to be offered the toy buyer spot. "My acquaintance with toys was strictly limited to that of a parent," he confides, "but they convinced me that I could do the job and I think it is an interesting challenge."

This sort of challenge is just what Marty Tilem thrives on with his enthusiasm and eagerness to utilize the rich merchandising background he has crammed into his 32 years. For Marty is a retailer by inheritance, aptitude and dedication. His father's hardware store in Manhattan, New York City, cradled his career and nourished its roots throughout his youth.

"One of my earliest memories involves assembling coffee percolator parts in the stockroom when I was a very small boy," he smiles, "and I worked at selling and stock keeping all the way through school in my off time."

While he talked about his past, Marty's mind was very much on the present as he alertly and pleasantly directed the work of clerks, answered questions, and kept aware of the activity on the sales floor outside his office.

After graduating from Stuyvesant High School, Marty filled in his academic background by majoring in the School of Retailing and minoring in marketing at New York University. Then he was faced with a decision—whether to continue in department store work for which he was now trained, or to go into busi-

Martin Tilem

(*Continued on page* 107)

LINES BROS...

Needed a New Look for

DINKY

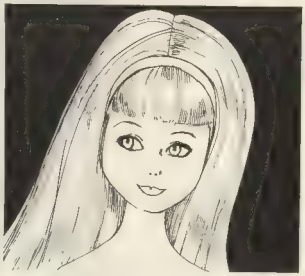
from Packaging, to Displays, to Promotional Material

WE HELPED THEM BUILD A COMPLETE PROGRAM

NORM WYNER COMPANY

156 FIFTH AVENUE, NEW YORK, N. Y. 10010

PHONE — 212 YUKON 9-8272



TV Star for Sale

It's SKIPPER™, BARBIE'S® beautiful little sister! Little girls are crazy about SKIPPER, and you can license her now. (You know the fabulous success of BARBIE!)

For information about all Mattel's licensed characters, write, wire or phone Licensing Division, Mattel, Inc., 5150 Rosecrans Avenue, Hawthorne, California. (OS 9-4611) Ext. 557.

MATTEL INC. TOYMAKERS ®

© 1964 BY MATTEL INC

"BARBIE" is the registered trademark of Mattel Inc. for its *TEEN-AGE DOLL*.

WOOD PARTS

WOOD PARTS

TURNED-SHAPED
SAWED

Wood Specialties
of all Kinds

Handles • Plugs • Balls
Beads • Wheels • Pegs
Cores • Buttons •
Mouldings • Boxes

Plain tumbled, stained, shellacked, varnished or enameled

BOGERT & HOPPER, INC.
101-B West 31st St., N. Y. 1, N. Y.
PE 6-5250

WHITE BIRCH DOWELS
"THOSE SMOOTH ONES"
Dowel Specialties, Drilled, Slotted, Sanded Beaded, etc. Dowels with Tenons, Round Pointed or Square Ends, Tumbled Enamel & Stained or Stained & Waxed Finishes.
We also manufacture
SPIRAL GROOVED DOWEL PINS
Send for prices or special quotations
C. B. CUMMINGS & SONS CO.
NORWAY, MAINE
Cable address: "Cummings" Pilgrim 3-6326
Established 1860

DOWELS

Imported
WHITE BIRCH and BEECH
DOWELS
from 1/8" to 1 3/8" in diameter
from 3" to 72" in length
CURRENT SIZES DELIVERED
FROM NEW YORK STOCK • DIRECT
SHIPMENTS TO YOUR NEAREST
PORT AT CONSIDERABLE SAVING!
LENAL WOOD PRODUCTS Ltd.,
N.Y. Branch
505 Fifth Ave. New York 17 N.Y.
ACademy 2-0559 UNiversity 5-3933

WOOD DOWELS
KILN DRIED WHITE BIRCH
Diam. 3/4" to 1" Lengths up to 48"
WOOD PARTS MADE FROM DOWELS
BESTIX
PLAIN STAINED ENAMELED
MAINE DOWEL CORP.
72 N. MAIN ST. FARMINGTON, MAINE

MORGAN LUMBER CO.
JACKSON, TENNESSEE
★
DOWELS
DIMENSION
TURNINGS

FIGHT CANCER
WITH A
CHECK AND
A CHECK UP!

DOWELS

Xmas Tree Dowels
a Specialty

All kinds for all purposes.
1/8" to 1 1/8" White Birch
(lengths up to 48")
3/4" to 1 3/8" Soft Wood
(lengths up to 12')
Plain, Sanded, Lacquered, Enameled
or any finish you want
Drilled, slotted, rounded, pointed, etc.

WOOD TURNINGS
All Kinds—Flat Work—Plain & Finished
FOR 38 YEARS—SHIPMENTS WHEN PROMISED
We are as close as your telephone
—Call us! Or write for quotation!
Mills in South, West and New England
GEORGE MARNHOUT CO.
1733-T Arch Street Philadelphia 3, Pa.

Turned Hardwood Parts
UP TO 3 INCHES DIAMETER
Specialty Finishes
as required
THE STRATTON CO.
120 Depot St., Wilton, Maine

Wood
Dowels
All Shapes
All Sizes
Lacquer Finish
Our Specialty
SUPERIOR
DOWEL CORP.
7 West 3rd St., New York 12, N.Y.
SPring 7-6470-6471

Save Space ... Cut Costs
pre-cut
wood parts
For complete information, write
Box B-852, Tacoma 1, Washington
Weyerhaeuser Company
Wood Products Division

H. G. WINTER & SONS, INC. KINGFIELD, MAINE

DEALER AIDS

Display pack for Gayla kites

Shipped in a compact display carton, three assortments of Keel Guided plastic kites, with retail value of $59.40, $79.60 and $107.10, are available for Gayla Industries, P.O. Box 13222, Houston, Texas 77019. The line of kites includes Sky Raider, Sky King, Invader, Firebird and Bat, with suggested retail ranging from $1 to $3.50. The tailless kites feature a keel with grommet string attachment.

Moving Valentine stands

A line of three new floor stands, two of them animated, designed to boost juvenile Valentine sales has been marketed by Paper Novelty Mfg. Co., Stamford, Conn., maker of Doubl-Glo juvenile valentines. The animation consists of a boy nodding his head as he peeps over a valentine at a smiling girl.

The three stands are offered complete with novelties and have a retail value of $97.12, $69.68 and $39.36.

DOUBL-GLO VALENTINE STAND

1 Hi! My name is Christine. I am 16 inches tall and I have a five-piece movable body with soft Vinyl head and arms. I close my eyes. See the pretty ribbon in my hair and my Cotton dress. I have socks and shoes and net panties. I'm a Toddler doll.
27-R 1120 2.98

2 Call me Susie-Q. I'm a Toddler too, but I'm littler than Christine. I stand 12 inches tall. I like to play in my sun dress. I have socks and shoes and panties. I close my eyes. I have rooted Saran hair that's styled in a feather cut. My soft Vinyl body, head and arms can move.
27-R 1040. . . . 1.98

3 I'm Donna and I have a pretty Nylon and lace party dress on, that has lots of ruffles. It's taffeta lined, with panties and bonnet to match. White socks and shoes. I'm 15 inches tall with movable Vinyl body and head. I shut my eyes.
27-R 1042. . . 3.98

4 I'm Darlene the Dancing Doll. I stand 38 inches tall. The elastic bands on my feet fit over your feet so we can dance together. I'm Cotton my pinafore and hat are Cotton too. My face is Plastic.
27-R 1160. 3.19

5 Call me Ellen. I stay nice and warm in my flannelette bunting bag. My head, arms, and legs are soft Vinyl. I have a stuffed body. I close my eyes when I sleep. I have Saran hair too. I'm 13 inches tall but I can't stand by myself 'cause I'm a baby so you'll have to hold me.
27-R 1121. . . . . 2.88

6 I'm Penny. I have a 15-inch 5-piece movable Vinyl body and I close my big brown eyes. I have shiny black rooted Saran hair. I wear a Cotton print dress; panties, socks and shoes.
27-R 1116. 2.77

7 I'm Pamela. I'm like Penny except I have blonde curly hair. I'm 16 inches tall too, with rooted Saran hair and a pretty print Cotton dress. My panties, socks and shoes come with me.
27-R 1037. . . 2.77

8 Woo Woo-Wool I'm an Injun' Brave and I wear a heap nice injun' Brave's 2-piece outfit and real injun' Brave's head band.
27-R 1155. 3.44

9 Do you like my pretty Christening dress? It has long ribbons with lacy trim and matching bonnet and panties.
27-R 1157. . . 3.44

10 I'm Billy and I'm beshbul. I have a Cotton shirt that matches my short pants and cap. I like you.
27-R 1158. . 3.44

11 I'm Betty and I look like Billy 'cept I'm a girl. I have a Cotton dress and matching panties.
27-R 1159. 3.44

12 Ockie—That's my name in Eskimo talk. I have a Flannelette parka with wheavy trim and cotton pants.
27-R 1156. 3.44

13 I'm Jennifer and I'm dressed up so I can't play in the mud. I have my good new hat on with my Nylon party dress. It has pretty lace. I have panties and shoes and socks on too. I close my eyes. My Saran hair is curly. I'm 16 ins. tall.
27-R 1153. . . 3.98

14 I am learning to be a nurse. Right now, I'm a "Candy Striper". Call me Ann. I am 18 inches tall and I have a 5 piece body. My Cotton uniform has a two-tone cape and nurse's cap; panties, socks and shoes. I move my eyes.
27-R 1154. 3.98

Baby Brite

She's a
13½-in. bundle of joy
Press a button, and
she raises her arms.
Press another when
you've put her to
bed, and she turns her
head and shuts her eyes!

BABY BRITE NURSERY SET. Appealing Baby Brite will raise her arms to be picked up, turn her head, close her eyes for you. She's so good that any little mother will be happy to take care of her. She's 13½ in. tall, has smooth vinyl head, hard plastic body rooted hair, eyes that open and close and she wears soft pink pajamas. All of this pretty, plastic nursery equipment is included

Baby Tender. With dish and spoon. Top flattens for playtime

Baby Bath With towel, sponge drain pan for baby's bath.

Crib. With pink mattress for naps
X 921 3802 A—7 lbs .Set. 10.44

No more shopping to do! When you buy Baby Brite, you also get everything to keep her happy and fit tender, bath, crib form a complete nursery

BABY BUTTONS has costumes for every occasion

A JUST ONE LOOK at Baby Buttons and any little girl will love her. She's a charmer—from the top of her pert pixie hairdo to the tip of her chubby toes.

She's 11 in. tall, has smooth vinyl arms, legs, and head. Her fancy pants are trimmed with frills of crisp lace She has make-believe pearls, powder puff, and a mirror for primping

With her costumes, she's sure to win any contest for best-dressed baby doll. (Order costumes at right Doll not included with outfits.)
X 921-3760 A—Wt 10 oz Doll 2 44

1 SHOPPING-TIME COSTUME. A smart, young version of the A-line dress With shoes, socks, handbag hair bow
X 921-3786 A—Shpg. wt. 3 oz..... Costume only, 1.22

2 PLAYTIME PERFECT Baby Buttons will be the belle of the playground in this 2-pc overall set Shoes, hair bow
X 921-3794 A Shpg wt. 3 oz.....Costume only, 1.22

3 SCHOOLTIME. A fluffy cotton frock, spiced with ribbon, embroidery With teddy bear socks, shoes, hair bow
X 921 3752 A—Shpg. wt 3 oz.....Costume only, 1.22

4 SLEEPYTIME She'll nap in style in her lace-trimmed 2-pc. jumper set. Includes rattle, shoes, and perky hair bow
X 921 3778 A—Shpg. wt. 3 oz.....Costume only, 1.22

BABY JUNE

and her
magic spoon
Magic spoon "empties" itself
—"refills" automatically!

BABY JUNE AND HER MAGIC SPOON make play meals seem real. Baby June will be in demand at any tea party Feed her, cuddle her—Baby June's cotton fabric body is stuffed with fluffy cotton Her rooted hair is styled in fluffy bangs Vinyl arms legs, head, with moving eyes. Measures 11 in tall. Wears pink, lace trimmed cotton romper set with bib and socks Includes magic spoon, plastic plate (Doll chair not included.)
X 921-3745 A—Wt 1 lb 4 oz . 3.88

Teeny Tiny Tears

1 TEENY TINY TEARS is the cuddly, lifelike baby doll that cries real tears, wets her diaper, drinks from a bottle, sleeps—and even blows bubbles! Her petal-soft vinyl plastic skin loves a bath. Rooted, pixie-style saran hair is fun to shampoo. 12-in. tall. Wears a pastel dress and a diaper. Pacifier, bottle, bubble pipe are included.
X 921 3422 A—Wt. 1 lb. 2 oz. 3.99

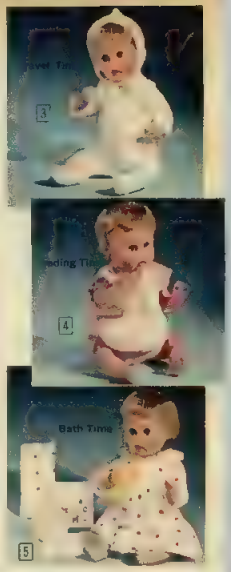
2 TEENIE WEENIE TINY TEARS. Cries real tears, drinks from a bottle, sleeps, wets, just as her big sister Teeny Tiny Tears, does. Vinyl plastic body and rooted saran hair. Give her a bath if you like—she's washable too. Pert cotton romper. Pacifier, bottle. 9 in. tall.
X 921-3414 A—Wt. 5 oz. . 3.19

3 TRAVEL TIME.* Sweater, leggings, and bonnet for Teeny.
X 921-3463 A—6 oz. 2.37
Same, but for Teenie Weenie [2].
X 921-3430 A—6 oz. 1.57

4 FEEDING TIME.* Two-piece play set for Teeny. With bib, dish and spoon.
X 921-3471 A—7 oz. 2.37
Same, but for Teenie Weenie [2].
X 921-3448 A—6 oz. . 1.57

5 BATH TIME.* Bathrobe, towel, sponge, and shampoo for Teeny.
X 921-3489 A—7 oz. 2.37
Same, but for Teenie Weenie [2].
X 921-3497 A—7 oz. 1.57

* From Japan. Dolls not incl.



You'll love this famous drink and wet baby

13½ IN. BETSY WETSY. New tiny Betsy makes a perfect play child for any little girl. Feed this life-like plastic baby doll. Burp her. Betsy can wet, "bubble," shed tears, her lips move when she drinks. She wears a pastel striped dress, white bootees and hair bow. Her own bottle included.
X 921-3455 A—Shipping weight 2 lbs. 5.88

Just look at all our lovely outfits!

6 TEENY TINY TEARS AND TRUNK. 12-in. baby doll and her deluxe traveling outfit. Teeny wears a daintily trimmed dress and panties, booties with rayon satin bows. Traveling trunk with white dress, bib, diaper, blanket, "magic" shampoo, sponge, bottle, pacifier, bubble pipe.
X 921-0378 A—2 lbs. 6 oz. 7.88

7 TEENY TINY TEARS AND BATHER. Teeny takes to the bathtub in her floating safety bather which doubles as a carryall and a feeding or changing seat. 12-in. doll wears a terry robe splattered with polka-dots. Included are her own bottle, pacifier, towel and bubble pipe.
X 921 3505 A—3 lbs. 6.66

8 TINY TEARS AND LAYETTE. 17-in. favorite that cries tears, drinks, wets, sleeps, and blows bubbles. Includes dress, jumper, panties, socks, and booties, checked sleepset, sporty, appliqued jumper with cotton-knit T-shirt. Bottle, pacifier, bubble pipe, "magic" sponge and shampoo.
X 921-3521 A—2 lbs. 8.99

I'll Walk with You

Toddler Dolls walk . . . you lead the way

[1] **36-IN WALKING TODDLER** is the doll that walks with a little girl! Made of lifelike plastic, with jointed arms and legs. Vinyl head turns, eyes move. Permanently rooted saran hair is washable and berib-boned—made for little girls to style and shampoo. Our wonderful walker wears a party-pretty dress of sparkling white nylon and red cotton showered with polka dots. Bouffant skirt is puffed with a taffeta slip. Rayon panties, socks, vinyl shoes
X 921-3877 A—Wt. 6 lbs. 6 oz. 9.99

[2] **23 IN PLAYTIME TODDLER** Popular-size walking doll is all dressed for fun. Her playsuit sports plaid 'n' white blouse atop cotton over-alls. Movable arms and legs in true-to-life molded polyethylene plastic. Her vinyl head turns. Pixie-style saran hair is permanently rooted and washable. Dolly comes in her playsuit, pretty vinyl shoes, and rayon socks.
X 921 3935 A—Shpg wt 2 lbs 6 oz. . . . 4.88

[3] **27-IN. THIRSTEE-WALKER.** The doll that drinks from a real, full-size bottle, wets, cries real tears, and walks. This beautiful doll's realistically sculptured head and body, sleeping glassine eyes and lashes, look just like a real baby's. Saran hair is rooted in a wispy hairdo for true-to-life appearance. Thirstee keeps warm from tip to toe in her merry-go-round-patterned, cotton flannel pajama outfit. She wears 'size one" clothes. With full-sized bottle.
X 921 3885 A—Shpg wt. 4 lbs. 4 oz. 7.88

Order toys from this catalog till Sept. 20, 1965

Bride and Maid of Honor

[A] **BEAUTIFUL BRIDE.** She's a stunning beauty—stands 20-in. in her high heels. She wears luxurious lace and satin gown, veil, fancy pants, lace and ribbon bouquet. Twinkling eyes move. Hair is rooted
X 921-3950 A—1 lb. 4 oz. . . . 3.89

[B] **LITTLE MAID OF HONOR.** Fully jointed, 16-in doll with bright blue eyes, long lashes, rooted hair. Wears a taffeta gown with nylon overskirt, velvet sash, shoes
X 921 3968 A—2 lbs. 8 oz. 4.82

I'm thirsty, Mommy . . .

[4] **14-IN. DRINK 'N' WET BABY** Bright-eyed baby with molded vinyl face, moving eyes, fully jointed plastic body. Rooted saran hair in a sweet "baby-bob." Percale dress ensemble with lace trim. Bottle, vinyl shoes, rayon socks
X 921-3893 A—Shipping weight 1 lb. 4 oz. . . . 2.94

[5] **20-IN. DRINK 'N' WET BABY** Fully jointed plastic doll wears a darling apron-style dress with lace-trimmed yoke. Lifelike vinyl head, go-to-sleep eyes, rooted saran hair in a side-sweep style. Nursing bottle, slip, panty, shoes, socks
X 921-3901 A—Shipping weight 2 lbs. 4 oz. . . . 4.94

Change my diaper . . .

[6] **ROCK A BYE DOLL BABY AND CRADLE.** Cuddlesome drink-and-wet baby in her own beautiful woven fiber cradle with ruffled vinyl liner. Dolly has an 11-in true-to-life, jointed plastic body, molded vinyl head, and twinkling, go-to-sleep eyes. This pretty baby arrives with her snuggly cotton nighty, and printed, ribbon-tied bunting to keep her cozy. Little "mommies" love to feed baby from her own nursing bottle. With bib, bonnet
X 921 3919 A—Shipping weight 1 lb. 3 oz. . . . 2.99

[7] **SLEEPING PRINCESS IN CRADLE.** 15-in fully jointed drink-and-wet doll baby. Plastic body, rooted saran hair, eyes that go to sleep in a wink. Charming dolly sleeps in her gleaming plastic set-up cradle until "mommy" takes her up. Feeding time is fun with baby's own bottle. Her regal nightgown, puffy, lace-edged pillow, and printed satin quilted blanket keep her warm on winter nights. Attractively boxed
X 921-3927 A—Shipping weight 4 lbs. 4 oz. . 4.69

[8] **BABY BATH AND DOLL.** Precious, 12-in doll drinks from her own bottle, wets her diaper. Soft, fully jointed plastic dolly with rooted saran hair thrives on water. When it's bathtime, just lower doll into her folding plastic bathinette—she "plays" with her floating-duck water toy. After bath, little mother can dress dolly in the lovely outfit shown—it's included!
X 921-3943 A—Shipping weight 2 lbs. 3.99

Deluxe English-Style

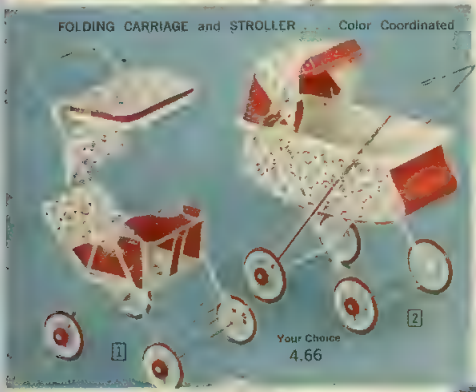
ROYAL DOLL COACH

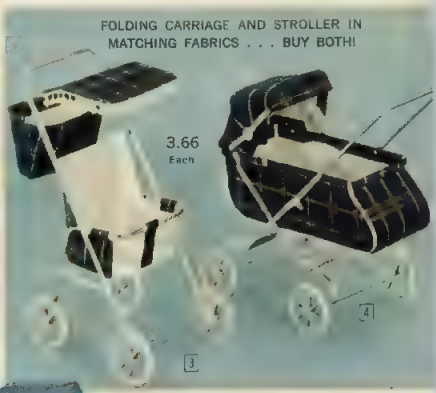
4 suspension springs smooth out the bumps and give dolly a ride fit for a princess. It's so pretty, from the gleaming chrome-plated undergear and pusher handle, to the handsome regal crest on the sides! A doll coach to be proud of!

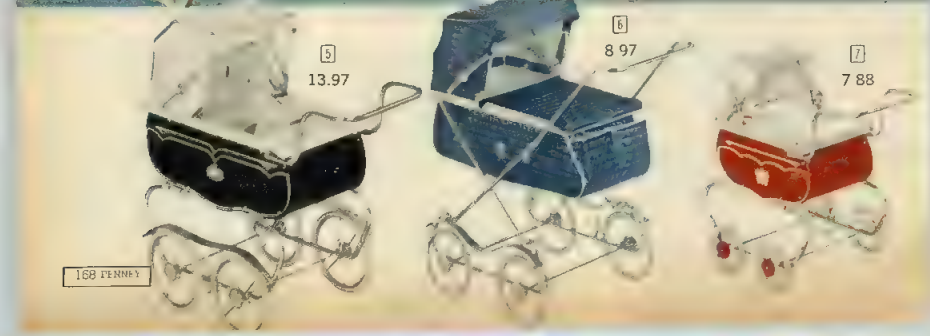
only **9.88**

ENGLISH STYLE DOLL COACH Treat any doll to a stylish stroll in this deluxe pram. Four suspension springs cushion the ride—no more worry about sudden jolts or jars waking up quietly sleeping dolls. Durable cardboard sides are beautifully finished in medium blue with off white trim embossed on each side with distinguishing crests. The protective metal trim adds extra rigidity. Four bow hood is covered with three embossed off white vinyl with blue welting—a snap to keep clean. The carriage is lined with the same easy to clean material. Bright chrome-plated tubular steel undercarriage and pusher handle 26 in. high. Hand brake. Big 8½ in. rubber-tired wheels. Coach body is 24 in. long, holds dolls up to 22 in. long. (Doll shown not incl.) Semi-mailable—see page 284

X 927-1651 A—Shipping weight 17 lbs. 9.88







EARLY AMERICAN

furniture styles for your favorite larger dolls

4
4.22

Cradle and crib for your infant dolls

5
4.88

1
5.84

3
6 88

2
5.84

1 **COLONIAL DOLL CRADLE** Durable hardwood frame has warm maple finish, gracefully turned corner posts. Dowel sides and footboard. Panel headboard, sturdy hardboard bottom, steam-bent rockers. Petit-point design on cotton-padded mattress and pillow. 26 x 14½ x 18 in. high.
X 921-0709 A—Shipping weight 9 lbs. 5.84

2 **COLONIAL HIGH CHAIR.** Makes a charming companion piece for cradle above. High-gloss maple-finished hardwood frame· turned arms and back-posts. There's even a shaped lift-up tray and footrest. Padded seat, pleated skirt, removable cotton pillow back in petit-point design. 12x13x28¾ in. high.
X 921-0717 A—7 lbs. Semi-matiable—see page 284 ..... 5.84

3 **COLONIAL CRADLE.** Truly authentic styling in beautifully-grained hardwood with high-gloss maple finish. Finely turned sides, head and foot ends. Steam-bent rockers. Soft cotton mattress decorated with charming provincial print. All-screw construction, easily assembled. 25 x 18 x 18¾ in. high.
X 921-4057 A—7 lbs. 8 oz. 6.88

4 **CRADLE** features genuine Early American styling. Hardwood and plywood sides, end, hood. Dark maple finish. Firm hardboard bottom. Colorful plastic mattress has fringed edge. Measures 26 in. long, 14½ in. wide, 18 in. high. Semi-matiable—see page 284
X 921-4065 A—Wt. 5 lbs. 4.22

5 **CRIB** Sturdy hardwood frame, finished in high-gloss Salem maple. Wood-grained plastic head and foot panels with cute screen-printed design. Spindle sidewalls handy drop side. Bright-and-bouncy print on pink cotton-padded mattress and bumper. Easy-rolling Lucite® casters. 24 in. long, 14 in. wide, 19 in. high. Charge it—see page 283.
X 921-4040 A—Wt. 10 lbs. 4.88

6 **SHOWER SPRAY BATH.** Folding shower bath actually uses water. "Tangling" shower spray works by hand plunger—water recirculates. Leakproof vinyl tub. Back-splash and dressing table top flip back. Steel tray for accessories: real sponge, diapers, baby powder and soap included. Tubular steel frame with baked enamel finish. Bath stands 2 ft. high
Shipping weight 5 lbs.
X 921-4107 A 3.88

7 **COSCO DOLLE HI-CHAIR & MAGIC BOTTLE FEEDING SET** With Pet Milk Magic Bottle (looks full of milk when upright, but when tilted to feed dolly it drains to "empty") Sliding feeding tray. Plus bottle warmer, 3-section feeding dish, spoon, juicer, strainer cup, half-orange juicer, measuring spoon. Pet accessories. All-steel semi-tubular highchair with pink-and-white baked enamel finish. Chair 28 in. high. Semi-matiable—see page 284.
X 921-4099 A—Wt. 5 lbs. 3.77

8 **DOLL BASSINET.** Its sturdy, collapsible wooden legs fold underneath—lock firmly in place when upright. Sparkling white woven fiber basket and removable hood. Pretty pink liner of ruffled vinyl plastic. Rolls on swivel casters. Measures 22 x 12 x 20 in. long.
X 921-4073 A—Wt. 5 lbs. 5.99

9 **CRADLE.** Matches doll bassinet above. Woven fiber basket, removable hood. Pink plastic liner and ruffles. Wooden rockers. 12 x 14 x 20 in. long. (Doll not incl.)
X 921-4081 A—3 lbs. 8 oz. . 4.22

Doll Cradle Same. 13 x 9 x 16" long.
X 921-4123 A—2 lbs. 5 oz. 2.77

6
3 88

7
3.77

Keep dolly clean

feed her in style

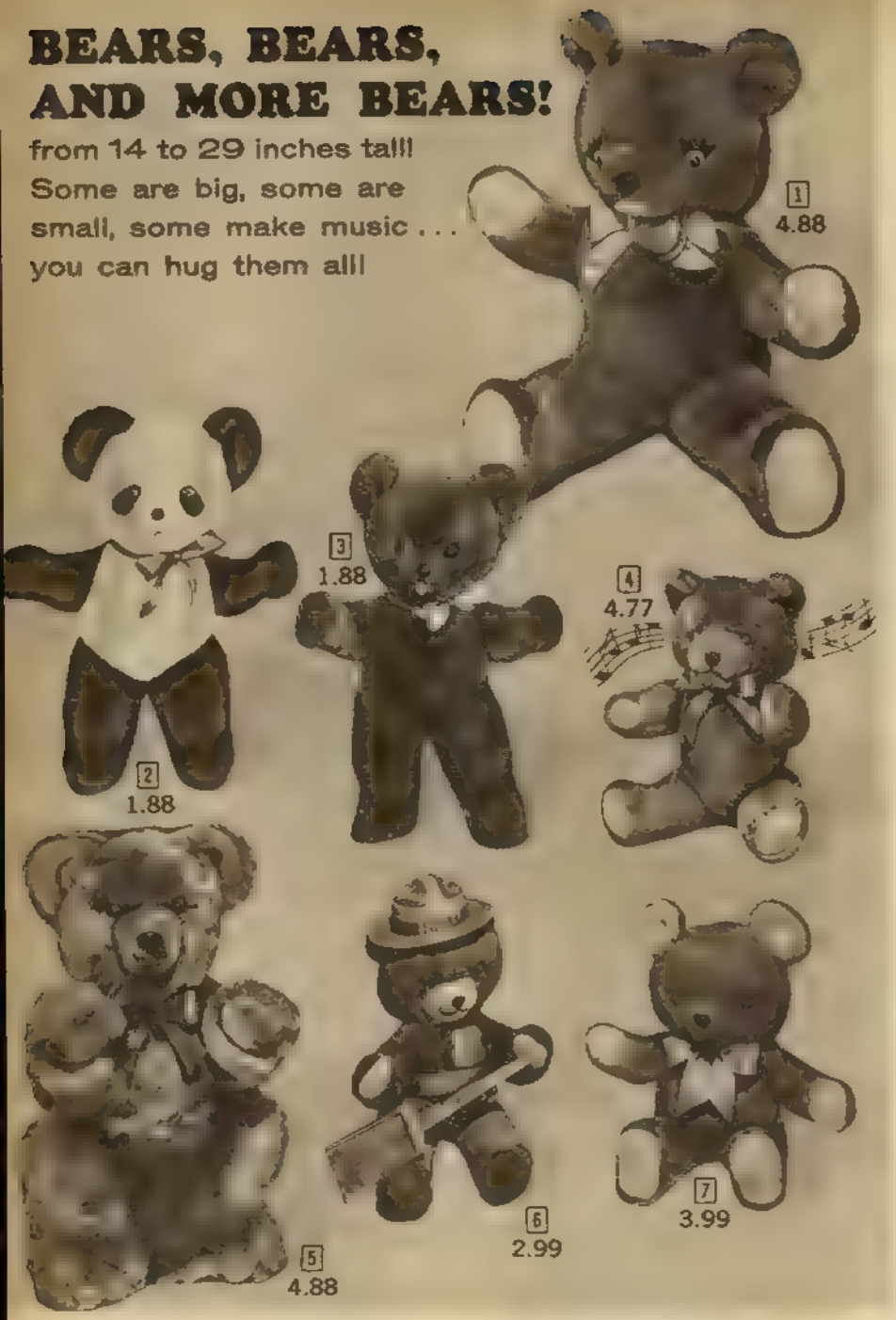
8
5 99

THEY MATCH!
Bassinet on wheels and rocking cradle

9
4.22

BEARS, BEARS, AND MORE BEARS!

from 14 to 29 inches tall!
Some are big, some are small, some make music . . . you can hug them all!



A family of bears . . . choose your favorite

[1] **29-IN. BEAR.** Big and cuddly. Brown rayon plush, cotton filled. Yellow pads on feet, pink tongue, red mouth. Brown button eyes, satin bow. Charge it—see page 283 for details.
X 921-4321 A—Shipping weight 5 lbs. 4.88

[2] **CUDDLE PANDA.** Soft and snuggly. Fine quality delustered plush in black/white color combination. Felt eyes, nose. Satin bow. 15 in. tall.
X 921-4370 A—Shpg. wt. 1 lb. 1.88

[3] **BROWN BEAR.** A real softie. Fine quality plush in deep-toned brown. Felt eyes and nose. Cotton stuffed. Satin bow. 15 in. tall.
X 921-4362 A—Shpg. wt. 1 lb. 1.88

[4] **JOINTED MUSICAL BEAR.** A tuneful playmate. Fine quality rayon plush with safety locked-in eyes, ribbon bow. Brown. 15 in. tall. Choose bear with or without hidden imported music box.
X 921-4347 A—With music box. Wt. 1¼ lbs. . . 4.77
X 921-4354 A—Bear only. Shpg. wt. 1 lb. . . 2.88

[5] **BROWN GRIZZLY BEAR.** A big 22 in. tall. Short pile nose and paws, long pile body and head, twill bottom. Rayon plush. Plastic eyes, nose, felt mouth. Cotton stuffed. Ribbon bow.
X 921-4339 A—Shpg. wt. 3 lbs. 8 oz. 4.88

[6] **SMOKEY BEAR.** Fire prevention mascot. Rayon plush with blue denim trousers. Belt with "SMOKEY" on it. Plastic ranger hat badge, shovel. Locked-in eyes. Foam and cotton stuffed. 14 in. tall.
X 921-4388 A—Shpg. wt. 1 lb. 4 oz. 2.99

[7] **MOVING EYES HONEY BEAR.** What fun. Moves its eyes side to side, opens and closes them. Finest rayon plush stuffed with lightweight foam. Felt tongue. Satin bow. 19 in. tall.
X 921-4396 A—Shpg. wt. 1 lb. 4 oz. 3.99

SAVE THIS CATALOG—toys will be available till September 20, 1965.

Mattel's Talking Toys

[A] **CASPER THE FRIENDLY GHOST.** A talking ghost! Pull Chatty-Ring, he says 11 different things. White rayon plush body, plastic head. 15 in. tall.
X 921-4438 A—Shpg. wt. 2 lbs. 8 oz. . . . 7.22

[B] **SHRINKIN' VIOLETTE.** Lovable TV star. Actually moves her mouth, says 11 phrases and flutters eyelids! Soft, with yellow yarn hair. 12 in. tall.
X 921-4412 A—Shpg. wt. 2 lbs. 4 oz. . . . 9.44

[C] **LARRY THE TALKING LION.** Rayon plush. Says 11 different phrases, moves vinyl mouth. Gold-color. 13 in. tall.
X 921-4404 A—Shpg. wt. 3 lbs. 4 oz. . . . 10.99

[D] **BOZO THE CLOWN.** The hilarious TV favorite. Says 11 different things. In blue and white clown suit. Flaming red hair. Vinyl head. 18 in. tall.
X 921-4420 A—Shpg. wt. 1 lb. 8 oz. 6.44

Chatty Puppets

[E] **MR. ED TALKING HAND PUPPET.** Says 11 phrases. Soft tan-color. Rayon plush body, vinyl head, yarn mane. 12½ in.
X 921-2531 A—Shpg. wt. 1 lb. 12 oz. . . . 4.66

[G] **WOODY WOODPECKER TALKING HAND PUPPET.** Says 11 things—he even does his hysterical laugh! Vinyl head, soft cloth body. 12 in. tall.
X 921-4446 A—Shpg. wt. 1 lb. 5 oz. 4.66

Musical Plush Toys

[H] **MUSICAL SUZY DOLL.** A sleepytime favorite. She stretches, squirms and moves while a Swiss music box plays. Rayon plush body, vinyl face. 11½ in. long.
X 921-4511 A—Pink. 14 oz. 2.88

[J] **MUSICAL FLOPPY HOUND.** As winsome a dog as you'll find. Long-pile rayon plush with locked-in eyes, felt tongue, satin ribbon. Imported music box.
X 921-4529 A—Gold-color. 14 in. 18 oz. 3.94

[K] **MUSICAL SLEEPYHEAD DOLL.** She makes beautiful bedtime music. Fine quality rayon plush, washable vinyl face. Imported music box. Pink. 14 in. long.
X 921-2200 A—Shpg. wt. 1 lb. 3.94

Floppy Friends

[L] **RAGGEDY ANN.** Famous story book character. Dressed in multicolored cotton print dress and white apron. Red woolen wig, locked-in eyes. 17 in. tall.
X 921-4461 A—Shpg. wt. 12 oz. 2.88

[M] **RAGGEDY ANDY.** Raggedy Ann's play pal. Neatly dressed in blue cotton trousers, red and white checkered shirt. Red woolen wig, locked-in eyes. 17 in.
X 921-4479 A—Shpg. wt. 12 oz. 2.88

[N] **BOZO THE CLOWN.** The jolly TV character. Blue and white clown suit, beautifully painted vinyl plastic head with yarn hair. 16 in. tall.
X 921-4495 A—Shpg. wt. 13 oz. 2.88

[P] **PUPINO.** Happy-go-lucky frisky pup. So laughable in his red felt hat. White highlighted with brown markings. All rayon plush, soft foam stuffed. 12 in. long.
X 921-4453 A—Shpg. wt. 1 lb. 2.33

[R] **KEWPIE DOLL.** Extremely huggable. Red rayon plush, red and white striped knitted trim. Cotton and foam stuffed. Vinyl plastic face. 11 in. tall.
X 921-4487 A—Shpg. wt. 1 lb. 2.33

[S] **DANCING DOLL.** Waltz her around the room. A big 42 in. tall, with red "velva" skirt, white satin lameta blouse, elastic foot straps. Blond ponytail. Cotton stuffed, plastic face.
X 921-4503 A—Shpg. wt. 4 lbs. 8 oz. . . 3.88

Use Credit Command to buy it NOW—see page 283 for information

pull the ring and hear them talk

lifelike Tiny Chatty Dolls

A to D **TINY TALKING DOLLS BY MATTEL.** They laugh, cry, talk "baby talk" when you pull their Chatty-Ring. No batteries needed. Vinyl plastic arms, legs, and head are movable. Rooted saran hair can be brushed. About 15 in. Dolls come dressed in blue romper outfits. (Gift set includes doll wearing party dress, plus coat and hat, as well as romper, hat, and shoes.)

X 921-1483 A—Tiny Chatty Baby Gift Set. [A] Shpg. wt. 4 lbs.. . . . .Set 9.99
X 921-1871 A—Tiny Chatty Baby. (Blonde). [B] Wt. 2 lbs. 5 oz .. . . . Doll 6.37
X 921-3596 A—Tiny Chatty Baby. (Brunette). [C] Wt. 2 lbs. 5 oz.... ..Doll 6.37
X 921-3604 A—Tiny Chatty Brother [D] Wt. 2 lbs. 5 oz. .... Doll 6.37

Cute twins in matching outfits

E **BUZZY & LOVEY.** Such a cute pair in their gaily striped cotton outfits—ready to share hours of playtime with a delighted little girl. 11 in. dolls are made of polyethylene and vinyl plastic in life-like colors. Rooted hair can be combed and brushed. See if these twin playmates won't be twice as much fun! Order now!

X 921-3638 A—1 lb. 5 oz. Set 3.88

G **DRINK AND WET TWINS.** A lovable duo to capture the heart of any little girl. They drink from their own bottles—wet like real babies. Vinyl and polyethylene dolls are 14 in. tall, have moving eyes, and movable arms and legs. Look-alike outfits of embossed cotton. Girl in pink, with rooted hair. Boy in blue.

X 921-3646 A—1 lb. 8 oz....Set 5.84

I'M KISSY

H **'TINY KISSY'** by Ideal. She puckers-up and gives you a kiss when you squeeze her arms together. Vinyl plastic body—she's huggable, looks so real! She's 16 in. tall, has sleeping eyes and blond rooted saran hair. Her red-and-white outfit is finished with pretty white starched trim. She's lovely, lovable, and looking for a home.

X 921-0436 A—3 lbs.....7.99

J **KEWPIE DOLL.** Rose O'Neill's 15-in. mischievous looking pixie made of soft vinyl. Hand-painted face is washable. Kewpie wears a pinafore-effect romper of flower-sprigged cotton print. Bright-eyed Kewpie Doll also wears shoes and socks. Order now.

X 921-3653 A—Wt. 1 lb. 3 oz.....2.87

CUP CAKE. 12-in. vinyl baby doll has rooted hair, moving eyes, a sweet face. She drinks and wets—comes with her own bottle. Fully jointed body. She wears a very feminine embroidered dress with lace trim, panties, bow. Shpg. wt 1 lb 8 oz

X 921 3661 A.. ...3.97

TINY PEBBLES. The sweetheart of "The Flintstones"* TV show—an adorable little pixie dressed in a jungle-print smock and bikini panties. Upswept hair held with a "prehistoric" bone. 12 in. tall. Made of vinyl plastic. Shipping weight 1 lb. 8 oz.

X 921 3612 A.....4.22

TINY BAMM BAMM The shy little caveman from "The Flintstones"* TV show. He has a thatch of blond saran hair that peeks out under his cap, a jungle-print outfit, and a powerful club in his right hand. 12 in. tall. Vinyl plastic. Shpg. wt. 2 lbs.

X 921-3620 A.....4.22

See pages 154 to 167 for all our irresistible dolls.

* © Hanna-Barbara, Inc.

new! "Baby Pattaburp"

A BABY PATTABURP. Feed her, put her on your shoulder, pat her on the back—and she burps You never know how many pats before she burps, and she can burp again and again! Put her down for her nap, and she'll close her eyes and sleep. 16 in. tall! She's got a cuddly-soft cotton body. Vinyl head arms, legs Beautiful rooted hair Dressed in lace-trimmed jacket pink panties, and booties. Has her own baby bottle milk "disappears when you feed her It "refills" itself, too

X 921-3547 A Wt. 2 lbs..... 6.33

B CUDDLY KISSY She puckers up and gives you a real kiss whenever you want Her golden saran hair can be washed and set—and she goes to sleep when it's nap time Cuddly Kissy will love to go anywhere with you. She's all dressed, ready to go to playground have lunch, or meet your friends (and she'll give them a big kiss, too if they just gently squeeze her tummy) Her body is made of ever-so-soft cotton, with smooth vinyl arms legs, and head She wears a blue and-white dress, with white panties and knitted booties 17 in. tall

X 921-3539 A—2 lbs. 5 oz .. 11 88

SAVE THIS CATALOG
Use it to order toys the year around—until Sept 20, 1965

633 A

CUDDLY KISSY—squeeze her tummy and she delivers a great big kiss!

BABY PATTABURP — feed her, pat her back, and she burps — you never know when

TINY THUMBELINA — wriggles and stretches. She loves to wear pretty outfits

5.44 C

"Tiny Thumbelina" moves like a real baby

C TINY THUMBELINA DOLL. Just like a real baby—wind the knob in her back and Tiny Thumbelina wriggles and moves Her cute baby face, arms, and legs are vinyl plastic—cuddly cloth body is plastic foam filled Fine, fully rooted saran hair. 14 in. tall. Wears dress, cotton slip, diaper, and booties A delightful little doll made to please

X 921-0600 A—Wt. 1 lb. 8 oz. 5.44

D TINY THUMBELINA PAJAMA SET Colorful two-piece pajamas, hot water bottle, stuffed toy. From Japan. (Doll not incl.)

X 921-0626 A—Wt. 4 oz..... 1.99

E TINY THUMBELINA KNIT SUIT. Smart, one-piece cotton knit outfit, matching beret Booties rattle. From Japan. (Doll not incl.)

X 921 0634 A—Wt. 4 oz..... 2.64

G TINY THUMBELINA CARRYING CASE. Just the right size to hold Tiny Thumbelina and her wardrobe. Has a clear, show-off window for Thumbelina, clothes rack with six plastic hangers, and a roomy accessory drawer. Pink vinyl covering shows the World of Tiny Thumbelina—plastic lining. 14 in. high. (Doll not incl.)

X 921-0675 A—2 lbs. 11 oz... 2.88

H TINY THUMBELINA DELUXE KIT. Includes vinyl plastic formula graduate, sterilizer rack heart shaped dish, four oil jars with lids, oil rack with handle brush and comb, scissors, flower print diaper bag, 2 milk bottles, spoon, juice bottle, talc, and pretty plastic bottle bag

X 921-0667 A—Wt 2 lbs .2.22

Teeny Tiny Tears

Cries Real Tears, Blows Bubbles, Drinks, Wets

$7.64

12

Teeny Tiny Tears in Trunk with Wardrobe

Teeny Tiny Tears

$3.99

11

10

NEW

Teeny Weeny Tiny Tears

$2.83

10-12 POPULAR TINY TEARS DOLLS—CUDDLY BABIES that cry real tears, drink and wet, have soft vinyl bodies that are completely tubbable. Rooted hair can be shampooed, brushed. Moving eyes. (No hair color choice.)

(10) NEW TEENY WEENY TINY TEARS so delightfully dainty and petite she's only 9 in. tall. She's dressed in cotton lace-trimmed romper suit, has pacifier and bottle.
48 T 8331 Ship. wt. 1 lb. 4 oz. . . . **$2.93**

(11) TEENY TINY TEARS is a favorite with "mommies"—she can blow real bubbles, too, with her own bubble pipe. Wears dress trimmed with lace and diapers. Pacifier and bottle included. Doll about 12 in. tall.
48 T 3908 Ship. wt. 1 lb. 3 oz. . . . **$3.99**

(12) TEENY TINY TEARS, TRUNK, WARDROBE includes lace-trimmed dress, blanket, bib, shampoo, sponge, pacifier, bubble pipe and bottle. Teeny wears a pretty dress with lace insert, matching panties and bodies. Doll about 12 in. tall
48 T 8378 Ship. wt. 3 lbs. Complete **$7.64**

13 BABY SWEETUMS, SHE'S ONLY AT WARDS—she's as sweet as a lollipop, drinks, wets and cries real tears. Wears candy-striped rompers under pleated apron, socks and shoes. Rooted hair, moving eyes, fully jointed. Has bottle, too.
48 T 4068 16 IN. Ship. wt. 1 lb 8 oz. **$4.88**
48 T 8379—12 IN. Ship. wt. 1 lb. 2 oz. **$.77**

14 HAPPY AND NAPPY ARE TWINS—Happy smiles contentedly, has moving eyes; Nappy has painted eyes, she seems so sleepy. Snug and warm in flannel bunting, wearing flannel jackets with hoods. Rooted hair, soft bodies. About 10 in. tall
48 T 8381 Ship. wt. 1 lb. 12 oz. **$3.96**

15 REAL TEARS WILL ROLL DOWN HER CHEEKS, you'll have to comfort her, she can be such a crybaby. She drinks, wets, is fully jointed, about 12 in. tall, moving eyes—so charming in dress, panties, socks and shoes. Her wardrobe in trunk includes pajamas, robe, bib, soap, sponge, bottle, rattle, clothespins.
48 T 8380 Ship wt. 2 lbs. . . **$4.99**

ORDER EARLY, CONVENIENTLY BY PHONE. See Pg. 362.

Baby Sweetums

Drinks, Wets, Cries

13 $3.77 12 In.

ONLY AT WARDS

She Cries Real Tears 15

Doll, Trunk, Wardrobe

$4.99

HAPPY and NAPPY TWINS

Twice as Much Fun

$3.96

14

Childhood Favorites

CUDDLY COMPANIONS for Naptime or Play . . ready to be loved every day

1 2 RAGGEDY ANN AND ANDY—world's most beloved rag dolls, are always childhood favorites with their cuddly cotton-stuffed bodies, gay yarn hair and twinkling shoe-button eyes. Percale clothing, well-known painted smiling features.

(1) 48 T 8395 17-IN. RAGGEDY ANDY. Wt. 1 lb. **$2.96**
(2) 48 T 8394—17-IN. RAGGEDY ANN. Ship. wt. 1 lb.. **2.96**
48 T 8396—21-IN. RAGGEDY ANN. Wt. 1 lb. 4 oz.. . **3.93**
NEW MUSICAL RAGGEDY ANN—tune plays in her tummy. 48 T 8398—17-in. Ship. wt. 1 lb. 4 oz.. . . . . **3.97**

3-6 RIGHT OUT OF TOTS' MOST POPULAR NURSERY RHYMES come these cuddly characters with soft stuffed bodies and sculptured vinyl faces with delightful painted features. All have downy-soft hair, vinyl hands, wear fabric and felt clothing, ea. abt. 22 in. tall.

(3) 48T8392–BOY BLUE–HIS HORN BLOWS. 2 lbs. 8 oz. **$4.99**
(4) 48T8393–BO PEEP WITH HER CROOK. Wt. 2½ lbs. **4.99**
(5) 48 T 4313–JACK WITH HIS PAIL. Ship. wt. 2 lbs. **3.94**
(6) 48 T 4314–JILL WITH HER PAIL. Ship. wt. 2 lbs. **3.94**

Shall We Dance?

7 BIG 40-IN. DANCING DOLL—she's almost life-size! Insert your toes through the elastic on her feet, she walks, dances with you. Cotton stuffed body, muckram face, painted features. Yarn hair, percale dress, body She can wear child's own dresses.
48 T 4056—Ship. wt. 3 lbs. 12 oz.... **$3.17**

Suzy Moves, She's Musical
$2.87

8 ANIMATED SUZY MUSICAL moves in her sleep like a real infant as Swiss music box tucked in her tummy plays a soothing lullaby Soft rayon plush, abt. 11½ in. tall. Key wind.
48 T 5530—Wt. 12 oz **$2.87**

Button Me Please
$4.99

9 BETTY BUTTONS is dressed in cotton pinafore trimmed with buttons—her hands and feet have buttonholes helps young tots learn to button their clothes. Cotton stuffed, abt. 21 in. tall, with gay yellow yarn hair, painted features, button eyes. Ship. wt. 1 lb. 8 oz
48 T 8400 . . . **$4.99**

WARDS WISHMAKER TWINS

plus Carriage, Cradle and Twin Layette

ALL FOR ONLY $14.89

SAVE OVER $5

A *Talk of the Town* VALUE

Jerry Only $2.74

Mary Only $2.74

WOULD BE $19.95 IF BOUGHT SEPARATELY. MARY AND JERRY are adorable twin brother and sister dolls, each about 14 in. tall. They both drink from their bottles and wet. Mary is dressed in darling play outfit, Jerry wears his one-piece matching playsuit—both wear booties. Rooted hair, moving eyes, fully jointed.

TWINS' WARDROBE includes pajamas, diapers, twin bibs embroidered with their names, romper suits, a dress for Mary and 2-piece suit for Jerry.

ONLY AT WARDS—FOLDING "HITCHHIKER" CARRIAGE takes both dolls for a stroll. Chrome-plated tubular steel pusher, vinyl wheels. Quilted spongeable body, sun-visor, detachable "hitchhiker" seat. About 20x10x6 in. Easy to assemble.

WICKER ROCKING CRADLE is made just for twins—rocks them soothingly to sleep. Abt. 16x9x14 in. high.

48 T 8303 Y—TWIN DOLLS, CARRIAGE, WARDROBE, CRADLE. Ship. wt. 12 lbs. 10 oz. *Mailable*. . . Complete	$14.89
48 T 8300—JERRY DOLL only. Ship. wt. 1 lb. 6 oz. .	2.74
48 T 8301—MARY DOLL only. Ship. wt. 1 lb. 6 oz. . . .	2.74
48 T 8302—LAYETTE only. Ship. wt. 6 oz.	4.99
48 T 5655 M—CARRIAGE only. Ship. wt. 7 lbs.	5.49
48 T 4465—CRADLE only. Ship. wt. 2 lbs. 8 oz.	3.99

Carriage Only $5.49

Cradle Only $3.99

Layette Only $4.99

Wards Dolls . .

Baby "Name-Me"
Only at Wards

$9.98 26 in.

My New Mommy Can Choose My Name

BABY "NAME-ME" comes with her own "Birth" Certificate, alphabet beads and spacers—just like in a real nursery. "Mommy" can pick out the letters for Baby's name and put them on her bracelet—enough letters included to spell almost any name "mommy" chooses. Fill out her "Birth" Certificate with her own new name.

"WON'T YOU PLEASE GIVE ME A NAME?"—Baby Name-Me seems to say. She's a big, cuddly armful of lovable baby doll that coils her "mama" in her baby voice. Her "mommy" will delight in choosing a favorite name for her and spelling it out on her own alphabet bead bracelet. "Mommy" will also receive Baby Name-Me's own birth certificate complete with footprint. 48 T 8373M BABY NAME-ME DOLL, ALPHABET BEADS, "Birth" Certificate. Ship. wt. 4 lbs. 10 oz. . . Complete **$9.98**

A JOY TO LOVE AND CARE FOR, BABY NAME-ME is 26 in tall, so lightweight, with her soft body formed just like a real baby. She has a round, cherub face, moving eyes, downy soft rooted hair curled in an adorable baby style. She wears a nylon dress trimmed with delicate lace, matching bonnet ties under her dimpled chin. Also wears plastic panties, shoes and socks. *Mail.*

"Living Dolls" love real nursery care

A DOLL CRIB. A most regal crib for dolly. Sturdy all-hardwood frame with handsome natural varnish finish. Pastel pink colored head and footboards with charming screen printed designs. Gaily printed cotton-covered padded mattress and bumper. One drop side. Easy rolling casters. 26 x 15 x 20 in. high.
X 921-0691 A—Shpg. wt. 13 lbs. 4.88

B DOLL HIGH CHAIR. Charming Early American-inspired high chair. Maple-finished hardwood frame. Padded seat and removable pillow back covered in delightful provincial print. Lift-up tray, shaped foot rest. Gracefully turned arms and backposts. 12 x 13 x 28 in. high. Semi-mailable—see page 81
X 921-0717 A—Shpg. wt. 7 lbs. 5.84

C DOLL CRADLE. Add a touch of Early American charm to dolly's nursery. Durable hardwood cradle with maple finish matches high chair (B). Panel headboard, dowel side and foot rails, turned corner posts. Masonite bottom, steam-bent rockers. Softly padded mattress and pillow covered with provincial-print cotton. 26 x 14 x 18 in. high
X 921-0709 A—Shpg. wt. 9 lbs. 5.84

D DELUXE DOLL CRIB. Dolly will slumber like a fairytale princess. Sturdy hardwood frame. Salem maple finish. White finished head and foot panels. Spindle side rails, one drop side. Plastic teething rails. Padded mattress and bumper covered with provincial print cotton. 4 easy-roll caster wheels. 28 x 16 x 20 in. high
X 921-0683 A—Shpg. wt. 13 lbs. 6.57

E MUSICAL DOLL CRADLE. Rock dolly to sleep with a gentle lullaby. White woven fiber cradle lined in pink plastic. Plastic lace trims cradle and removable hood. Plastic rollers for easy mobility. Wind-up music box (attached) plays as cradle rocks. 16 x 10 x 18 in. high.
X 921-0733 A—Shpg. wt. 3 lbs. 4 oz. 4.99

G DOLL CRADLE. Traditional-style cradle of woven fiber in delicate tones of pink and white. Plastic-lined cradle with removable hood. Cradle and hood trimmed with plastic lace. Wood rockers. 16 x 9 x 14 in. high.
X 921-0725 A—Shpg. wt. 2 lbs. 8 oz. 2.77

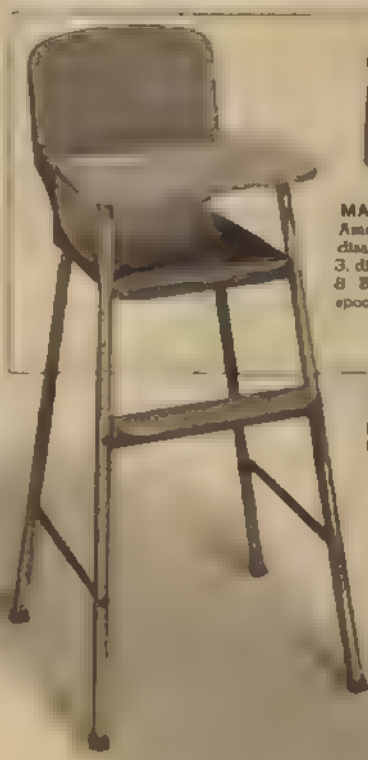
H 16-IN. DRINK-WET DOLL. Soft, lovable bundle with jointed, lifelike vinyl plastic body. She drinks from her own bottle, wets too. Her eyes open and close. Softly styled rooted Saran hair. She wears a pink nylon party dress frosted with lace; panties, and bootees.
X 921-0774 A—Shpg. wt. 1 lb. 7 oz. .. 3.77

J 20-IN. DRINK-WET DOLL. Baby doll of vinyl and polyethylene will capture a little mommy's heart and attentions. She drinks from her own bottle and wets, too. Her rooted Saran hair is cut like a baby's. Her eyes open and close. She's dressed for a party in a delicately embroidered nylon dress, diaper, rayon taffeta slip, shoes, socks
X 921-0766 A—Shpg. wt. 2 lbs. 10 oz. .. 4.83

K DOLL HIGH CHAIR. Feed dolly from the magic bottle feeding set (included) as she sits in her own high chair. All-steel construction, semi tubular frame, sliding feeding tray. Pink and white baked enamel finish. Semi-mailable—see page 81
X 921-0741 A—28 in. high. 4 lbs. 8 oz. .. 3.87

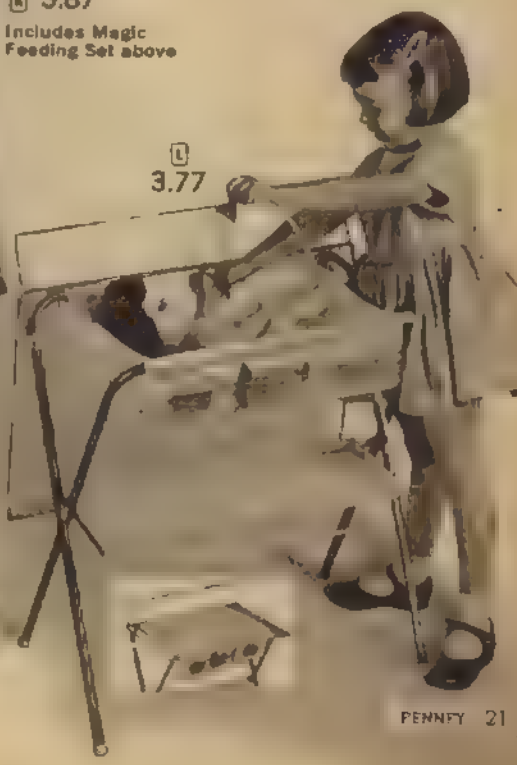
L TRIMBLE DOLL BATH. See complete features at right. Exclusive circulating shower actually sprays water (manually operated). Folding doll bath has adjustable back splash and dressing table. Frame of heavy gauge tubular steel, baked enamel finish. Leak-proof vinyl plastic tub. Vinyl tipped legs. Accessory pockets. 14 x 22 x 24 in. high
X 921-0758 A—Shpg. wt. 5 lbs. 3.77

Buy toys for your child now, there's no down payment with Credit Command—see page 79 for details.



MAGIC FEEDING SET. Comes with high chair (K). Contains: 1. Amaco Pet Milk magic bottle in junior size—till it to dolly's lips, "milk" disappears—refills itself when you hold it upright; 2. bottle warmer; 3. divided feeding dish; 4. spoon; 5. half "orange"; 6. juicer; 7. strainer; 8. Beech-Nut Cereal box (empty); 9. cup; 10. funnel; 11. measuring spoon. Feeding implements of plastic

K 3.87
Includes Magic Feeding Set above



- Comes fully assembled.
- Durable all-steel frame.
- Sturdy, leakproof vinyl tub.
- Handy metal accessory tray.
- Drop-flap accessory pockets.
- Shower recirculates as sprays.
- Back-splash flips back.
- Dressing table flips back.
- Stands a big two feet high.

cuddlesome collection of pert Playtime Pals

[A] BIG BEAR. A cuddly armful. 18 in. high. Light brown rayon plush, filled with shredded cotton. Yellow pads on feet, open pink mouth, red felt tongue. Shiny brown button eyes, black plastic lashes, ribbon bow. He's quite irresistible!
X 921-2879 A—Shpg. wt. 5 lbs.... 4.88

[B] CUDDLE BEAR. He's 18 in. tall and loves to be carried. Soft—cuddly—floppy. Has plastic moving eyes—they open and close realistically. Made of lofty cocoa rayon plush, stuffed with cotton. With rayon satin ribbon.
X 921-2341 A—Shpg. wt. 1 lb. 12 oz..... 3.99

[C] [CC] JACK AND JILL DOLLS . . . right out of the nursery rhyme. 22 in. tall, with soft, stuffed bodies. Pretty vinyl plastic faces and hands. Jack has red hair, straw hat, overalls, carries felt bucket. Jill has fuzzy yellow hair trimmed with daisies, rayon satin ribbon; polka dot dress, apron. 2 lbs.
X 621-2358 A—Jack Doll [C]
X 921-2366 A—Jill Doll [CC]. ... 3.99

[D] [DD] RAGGEDY ANN, RAGGEDY ANDY. Beloved story book characters. Each rag doll 20 in. high. Rust-red yarn hair, bright shoe-button eyes. Dressed in fine quality cotton percales. Wt. 1 lb.
X 921-2325 A—Raggedy Ann [D]
X 921-2333 A—Raggedy Andy [DD]. . . . 3.99

[E] [EE] TWEAK 'N' SQUEAK ANIMALS. Huggable panda and honey bear, each 12 in. high. Panda of white/black rayon plush, honey bear of brown/cocoa-color rayon plush. Both foam rubber stuffed. Tweak 'n' squeak voice in body. 1 lb.
X 921-2374 A—Honey Bear [E]
X 921-2382 A—Panda [EE]. 2.79

[G] SMOKEY BEAR. The fire-fighting forest ranger. Fine cocoa brown rayon plush, stuffed with soft cotton and synthetic fiber. Safety locked-in eyes (tots can't pull them out). 19 in. tall. Precious cuddle-pal that every toddler will love.
X 921-2390 A—Shpg. wt. 2 lbs... 3.99

[H] SLEEPYHEAD DOLL. Soft, huggable sleep-time pal. Pink rayon plush, hand-painted vinyl plastic face, wool yarn curls, pretty ribbon around neck. 15 in. long. Available with hidden imported music box that plays a favorite lullaby; also available without music box.
X 921-2200 A—With music box. Wt. 1 lb. 3.97
X 921-2218 A—Doll only. Wt. 13 oz..... 2.47

[J] CUDDLY BEAR. 15 in. tall. Kids love him. Dark brown rayon plush, cotton velveteen snout and palms. Bright safety-locked eyes can't be pulled out. With or without hidden music box.
X 921-2226 A—With music box. Wt. 1 lb. 3.97
X 921-2234 A—Bear only. Shpg. wt. 1 lb.. 3.33

[K] MUSICAL TWISTER DOLL. So soft and snuggly it will become a youngster's favorite. In pink rayon plush, with vinyl plastic face, curls. Mechanical music box inside body moves the doll's head as it plays. 16 in. tall.
X 921-2267 A—Shpg. wt. 2 lbs. 2.99

[L] BETSY McCALL LAMB. Litelike doll right out of McCalls magazine. Curly long-pile white rayon plush. With ribbon around neck, sprig of flowers. 15 in. long. Lamb is available with or without hidden music box.
X 921-2242 A—With music box. 1 lb. 8 oz..3.99
X 921-2259 A—Lamb only. 1 lb. 6 oz.... 3.33

[M] LOVE BIRDS. Pink/blue rayon plush. Yellow felt wings, tail. Bell on elastic dangle bend to hang in carriage or crib. 9 in. long.
X 921-2291 A—Shpg. wt. 10 oz. .....Pair 1.99

[N] GAYLORD DOG. Rayon plush; synthetic fiber and cotton stuffing—soft, light, stays cuddly. Has safety-locked eyes. 19 in. long.
X 921-2408 A—Shpg. wt. 2 lbs..... 3.99

[P] 16-IN. SNUGGLY SCHNAUZER. Gray rayon plush; deep rayon pile face, chest. Cotton stuffing. Black button eyes, open mouth, red tongue.
X 921-2317 A—Shpg. wt. 1 lb. 3.33

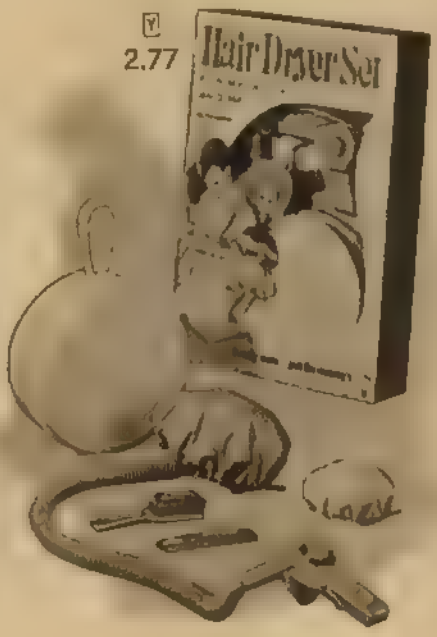
[R] LION-TIGER CIRCUS SET. Lance Lion, Tickey Tiger in rolling circus-wagon cage. Lance is beige rayon plush, white trim. Tickey is orange and black rayon plush. Both polyfoam stuffed, 11 in. high. Corrugated wagon converts to cage quickly.
X 921-2416 A—Shpg. wt. 2 lbs.. . . . Set 5.99

[S] SCHNAUZER-FACE PAJAMA BAG. Lovable gray rayon plush schnauzer face, luxurious deep rayon pile beard, eyebrows. Opening at back unsnaps—holds pajamas, nighties, other toddler or teen personal treasures. 16 x 13 in. wide.
X 921-2309 A—Shpg. wt. 14 oz. 2.47

[T] [TT] PAJAMA BAG ANIMALS. Snoopy dog in pink rayon plush, bear in champagne/brown rayon plush. Both have foam rubber filled heads, safety-locked plastic eyes, ribbons. Zippered pocket—holds tot's and teen's pajamas. 1 lb. 4 oz.
X 921-2275 A—Dog [T]. 20 in. long.
X 921-2283 A—Bear [TT]. 17 in. long 2.99

[V] 9.97

[W] 2.27



[Y] 2.77

[X] 3.77

delightful Grooming Aids for pretty little girls

[V] BUDDING BEAUTY VANITY. A treasure chest, by Marx. Well-made of high-impact plastic. Has flip-top mirror. Includes comb, brush, picture frame, hand mirror, jewelry, 11 pc. assortment of Tussy cosmetics. Plus 12½-in. high hassock of expanded polystyrene, with storage compartment. Vanity is 24 x 11 x 23 in. high.
X 921-2192 A—12 lbs. 8 oz.* 9.97

[W] COSMETIC SET. Good-grooming aids for junior misses. Pa'ema Party cosmetic set features handy curler bag—frilly and lacy, like mom's. Also includes smart, reusable kitten-shaped squeeze bottle, comb, brush, pin curlers, ribbon, bows, powder jar and puff, cotton puffs, shampoo, toilet water, talc.
X 921-2176 A—Wt. 1 lb. 9 oz. 2.27

[X] PLAY COSMETIC VANITY. Beautiful molded plastic vanity bar. 14 x 9 x 7 in. Removable hand mirror in top. Includes hairbrush, comb, 4 bottles play toilet preparations, nail polish, polish remover, perfume atomizer, 2 sifter-top canisters of powder, gilt foil lipstick tube, pomade lipstick.
X 921-2184 A—3 lbs. ... 3.77

[Y] HAIR DRYER SET. Gives little girls and their dolls' hair "professional" beauty salon care. Battery-operated blower—blows cool air—safe for children's use. Uses 2 "D" batteries (not incl.—order at bottom of page 118). Set includes hatbox-type case for carrying or storing. Plus comb, brush, and instruction booklet.
X 921-2168 A—Wt. 3 lbs. 2.77

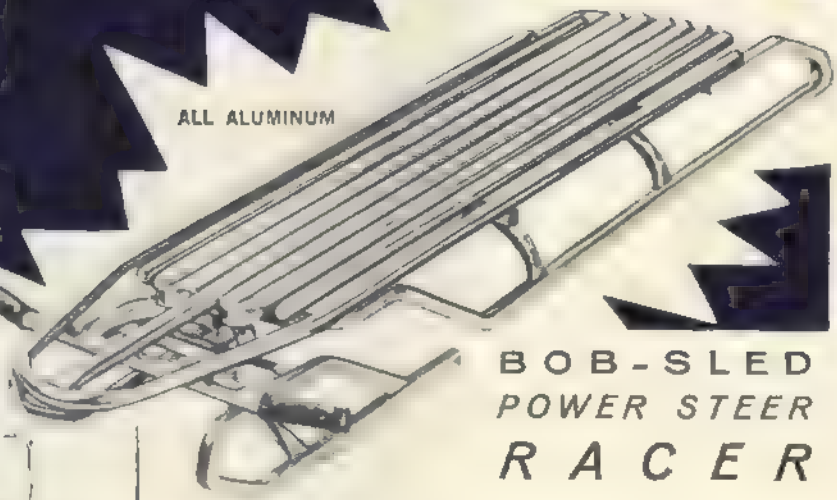
*Semi-mailable—see page 81. Toys are available from this catalog till Sept. 21, 1964.

Nothing like it ever . . . AT A POPULAR PRICE

new, advanced styling combines skillful engineering . . . structural integrity . . . and pre-tested, proven aerodynamic design. Duralite Power-Steer Racer has true bob-sled construction with added spring-action power steering. **Makes every proud owner KING of the HILL!**

MAJOR BREAK-THRU IN SLED DESIGN

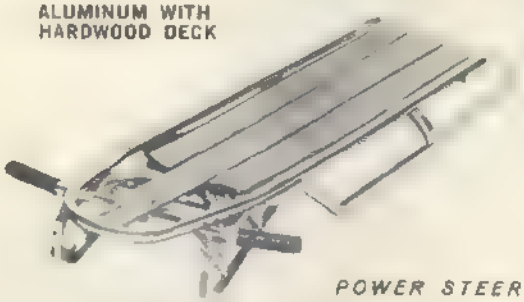
ALL ALUMINUM



BOB-SLED
POWER STEER
RACER

Duralite adds sales appeal to sled design and gives you new opportunity for snow-time profits. Show it and you'll sell it! Every kid and his Dad will want one. . . .

ALUMINUM WITH HARDWOOD DECK



POWER STEER
RACER

SPECIFICATIONS . . .

- ★ Contemporary Bob-Sled construction combined with power-steering assures maximum safety. Swoop down hills and around curves . . . a winner!
- ★ Wide V-groove heavy-gauge square aluminum tubular runners skim over snow . . . eliminate drag . . . give positive traction.
- ■ Aircraft assembly . . . all aluminum bridge-truss reinforced construction for lightness and strength
- ★ Never-slip hand grips . . . provide secure steering action.
- ■ 2 Types — ① All aluminum; 3 Sizes: 3½ ft., 4 ft., 4½ ft.
  ② Aluminum with hardwood deck
  3 Sizes: 3½ ft., 4 ft., 4½ ft.

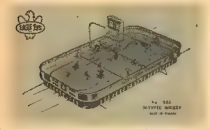
MECHANICAL AND DESIGN PATENTS APPLIED FOR

NEW YORK SHOWROOM:
200 Fifth Ave., New York 10, N. Y.
Wallach Associates • Suite 1163
Telephone: OR 5-4980

Duralite® ALUMINUM PRODUCTS
2 Barbour Ave., Passaic, N. J.

LEADING MANUFACTURER OF ALUMINUM PRODUCTS

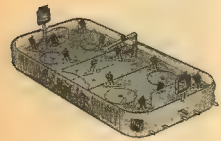
OLYMPIC HOCKEY GAME
EAGLE TOY



Newest play pattern. Complete play behind nets. All plastic players can actually stick handle and can be decorated to suit your favorite team. Red light flashes score. Short folding legs, recessed rods, high metal boards. Size: 36 x 20 x 8¼ inches.

No.	Retail
555	$18.00

HOCKEY FACE-OFF
EAGLE TOYS



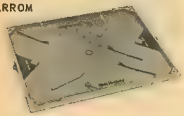
All players move along the ice, defensemen can advance to center ice. Plastic scoreboards.

No.	Retail
527 - Face-off Hockey	$12.00

No. 518 – Family Hockey Game, similar to the above.

No.	Retail
518	$8.50

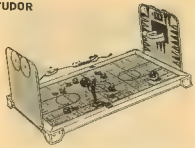
NOK-HOCKEY
CARROM



Reinforced wood frame, playing surface decorated in 3 colors. Fits over standard size card table. Bead score keepers, net pockets. For 2 or 4 players, ages 10 to adult.

No.	Retail
N20	$14.00

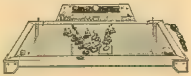
ELECTRIC BASKETBALL GAME
TUDOR



True court action. Life-like model actually shoots baskets. Home Team and Visitors pass and receive, "steal" and "dribble" the ball, roll up points on own scoreboards. Brightly boxed with rules for 7 additional exciting warm-up games.

No.	Retail
575	$7.00

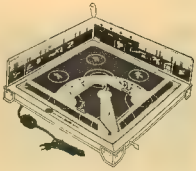
ELECTRIC FOOTBALL GAME
TUDOR



Steel frame, regulation gridiron playing field, 22 action-poised players. Kicker-Passer kicks ball and throws passes. 3-D men run, block, tackle and even fumble. Rules included. Box size: 27 x 16½ x 2⅝ inches.

No.	Retail
500	$7.00

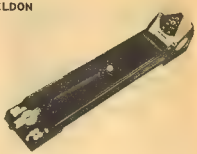
ELECTRIC BASEBALL GAME
TUDOR



Big league style baseball park with changeable scoreboard. Pitching "arm" throws curves, fast, and slow balls. Batter can get any kind of hit from a bunt to a homer. Box size: 20½ x 20½ x 2⅝ inches.

No.	Retail
555	$7.00

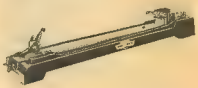
BOWL-A-MATIC BOWLING GAME
ELDON



Strikes, spares and automatic pin spotting. Needs no batteries! Life-like bowler with twisting wrist action holds ball, releases it after player aims and pulls plunger. Standing pins are picked up, alley swept clean, remaining pins reset, and automatic ball return. Alley is 50 inches long, 8 inches wide, and the game stands 7 inches high. Instructions and scoring pad included.

No.	Retail
9804	$17.00

SKEE BALL GAME
ELDON



Balls fall into place in spring shooter. Player aims, pulls plunger and shoots for the inclined ramp. Ball spins up ramp and into one of five rings on target. Automatic scoring mechanism keeps score up to 500 points. Scoring balls drop through hole and are automatically returned and held for next player. 42 inches long, 12 inches high and 6⅝ inches wide.

No.	Retail
9810	$11.50

MAGNETEL
MATTEL

10 different games can be played on 26¾ x 15⅝ inch board with side and corner pockets plus 9 hidden magnets. Also includes 2 cue sticks, 6 Magne-Discs, 10 numbered discs, cue disc and rack.

No.	Retail
459	$7.00

MONOPOLY
PARKER

Set includes playing board, removable "Banker's Tray", tokens, plastic houses and hotels, large dice and pack of Monopoly money completely boxed. Minimum 3 pieces.

No.	Retail
9	$5.00

CLUE
PARKER

The challenge of the thrilling detective-story plot fascinates adults and teen-agers. For 3 to 6 players. Minimum 3 pieces.

No.	Retail
45	$4.00

SORRY
PARKER

A combination of skill and chance. Movement is controlled by the draw and play of the cards. For 2, 3 or 4 players. Minimum 3 pieces.

No.	Retail
390	$3.00

RISK
PARKER

For 2 to 6 players. By mass movement of pieces, players capture territories from opponents. Player controlling all territory wins. Includes playing board, 7 plastic boxes containing 450 highly-polished playing pieces, 6 dice, cards.

No.	Retail
44	$7.50

MILLE BORNES
PARKER

French card game craze. Object is to be first to accumulate 5000 points in several hands of play. Complete with instructions.

No.	Retail
13	$3.00

PRO FOOTBALL
MILTON BRADLEY

A suspenseful game that simulates the strategy and action of real football play. Each player is a quarterback guiding his team through all plays. Fun for ages 10 to adult.

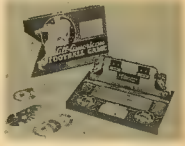
No.	Retail
4400	$3.00

BAS-KET
CADACO-ELLIS

Real basketball in miniature. Sturdy steel mechanism. Contains basketball court, ball, scoreboards. Mechanically controlled levers throw the ball at the basket. Rules and scoring same as real game. Year round sport for all ages.

No.	Retail
165	$5.00

ALL-AMERICAN FOOTBALL GAME
CADACO-ELLIS



Contains realistic football field, 22 play discs, team spinners, scoreboard, etc. fun for all quarterbacks. Based on actual football records where offense battles defense with the action and suspense of real football.

No.	Retail
228	$3.00

ALL STAR BASEBALL
CADACO-ELLIS

Contains baseball diamond, 60 players (40 present day stars, 20 all time greats), scoreboard, team spinners, pegs, etc. Game based on actual records. For fans of all ages.

No.	Retail
183	$3.00

COLUMBIA TOY'S

STAR Performers For Your EASTER Promotion – 98¢ to $2.98 retail

28" TALL

#1751—GIANT BEGGAR
Pack: 1 Doz. Per Ctn.
Cost Per Doz. $13.80

#942—DUCK
9½" Tall
Pack: 2 Doz. Per Ctn.
Cost Per Doz. $7.00

#952—ROOSTER
11" Tall
Pack: 2 Doz. Per Ctn.
Cost Per Doz. $7.00

SAFETY FEATURE EYES

#874—BEGGING BUNNY
14" Tall
Pack: 4 Doz. Per Ctn
Cost Per Doz. $7.00

F.O.B. Factory—Kansas City, Mo.

26" TALL

#2280—SMILING BUNNY
Luxurious Long Pile
Pack: 1 Doz. Per Ctn.
Cost Per Doz. $21.60

ASSORTED EASTER PASTEL COLORS IN EACH CARTON

Especially Designed For Volume Users

EXTRA SIZE AT NO EXTRA COST

WRITE FOR COMPLETE INFORMATION

COLUMBIA TOY PRODUCTS, INC.
MANUFACTURERS OF STUFFED TOYS

1601 BELLEFONTAINE
KANSAS CITY, MO. 64127

New York Showroom:
Alfred Alterman, Price Co.
Room 854, 200 Fifth Avenue

one "DAM" thing • • •

leads to...

another!

But, before you get angry, let us explain that we're not swearing... THOMAS DAM, of Denmark, is our creator, and we've come to fill your lives...and the lives of your customers...with a few more giggles and many more laughs. You may say we're homely, but what person who has ever brought home a stray dog or cat, could resist that wonderfully warm smile? We ask you, could you? of course not! Be sure you stock THE ORIGINAL 'DAM' GOOD LUCK TROLL MASCOTS. They are what your customers will be asking for.

Prompt delivery - as always - of course!

Sole USA Sales Licensee For Dam Thing Establishment :

Scandia House Enterprises, Inc.

P.O. BOX 1711, CORAL GABLES 34, FLORIDA

PHONE (305) 448-1719

TOPO GIGIO

The Lovable Italian Mouse Featured on the Ed Sullivan TV Show

Your customers have seen this adorable rascal on TV and have taken him into their hearts. His wide-eyed, innocent face, his enormous ears and his unruly topknot make youngsters and old folks want to adopt him. He's made of washable vinyl.

A TOPO GIGIO HAND PUPPET

12 In. High

Hours of creative play with this popular puppet. Dressed in outfit with long pants.

Y72-801.....Each **4.20**

B TOPO GIGIO STANDING DOLL

12 In. High

Vinyl doll stands patiently . . . waiting for someone to play with him. Dressed in a cute short suit.

Y72-803.....Each **4.80**

C VINYL-HEAD HAND PUPPETS

10½ In. High...2 Packings

These puppets are made for fun and developing imagination. Painted vinyl heads, printed plastic sleeves, ribbon bow. 12 asstd. characters include pirate, clown, policeman, animals, etc.

EACH in POLY BAG with HEADER

N38-49—2 doz. asstd. N.B.....Doz. **7.20**

2 ASSTD. in POLY BAG with HEADER

Two puppets in a bag for 2-hand entertainment.

T58-98—1 dz. asstd. bags N.B. Doz. bags **14.40**

D DISNEY HAND PUPPET ASST.

11 In. High...Each with Squeaker Voice

Disney character puppets have attractively decorated vinyl head with colorfully printed fabric sleeve costumes. Inside each puppet is a squeaker voice. 8 asstd characters: Mickey Mouse, Donald Duck, Pluto, Dumbo, Dopey, Jiminy Cricket and Pinocchio. Each in acetate window display box.

T70-612—Asst. of 24 N.B.....Asst. **28.80**

E POUTING BEAR CUB

10 In. High...Vinyl Face

Adorable pouting bear made of washable brown plush. His face is just as sad as it can be with closed eyes, button-like nose and pouting lower lip. No one can resist picking him up to comfort him. Striped fabric body; bright satin ribbon bow.

N32-3213——O.S. .....Doz. **45.60**

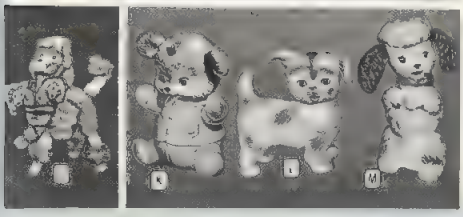
½ doz. N.B. Doz. **43.20**

F CHUBBI-KIN ANIMAL ASST.

8 In. High...4 Kinds

Whatever these characters lack in size, they more than make up in appeal! Their impish vinyl faces are easy to wash. Made of soft stuffed plush in an asst. of 2-tone color combinations. Satin ribbon bow. Asstd. 3 each bear, cat, dog and fox.

N4270—Asst. of 12 N.B.....Asst. **17.28**



G PAJAMA BAG ASST.

3 Asstd. Plush Characters

Novel pajama bags make fine bed ornaments too. Sizes range from 11½ to 13½ in. Made of silky plush and featuring delightful felt and yarn appliques. With either snap or zipper closure. Asstd. white cat's head, gray schnauzer's head and purple swan.

N4295—Asst. of 6 N.B.....Asst. **14.40**

H SHAGGY DOG PAJAMA BAG

16 In. Long

Extra-long pile plush scotty dog equipped with long zipper. Lazy, lounging position. Big black button eyes, plastic nose, fancy satin ribbon bows.

N4298.....Each **7.20**

J POODLE FAMILY

8 In. High

Mama poodle carries basket with 2 poodle puppies. All bendable wire covered with white cotton yarn decorated with asstd. color pompons and loops. All animals have movable eyes.

Y294—1 doz. asstd. N.B.....Doz. **14.40**

VINYL SQUEEZE TOYS

- **Moving Eyes**
- **Turning Heads**
- **Squeak Voice**

10 to 12 In. High

Increasingly popular vinyl animals are deeply embossed and skillfully decorated in non-toxic colors. Heads turn. Beautiful eyes open and close; long lashes. These animals take a lot of punishment and come back for more. They wash up as good as new. Each in gift-display box.

K T559—BUSTER BEAR

10 in. high. Brown, yellow & white.

L T563—WOOFIE DOG

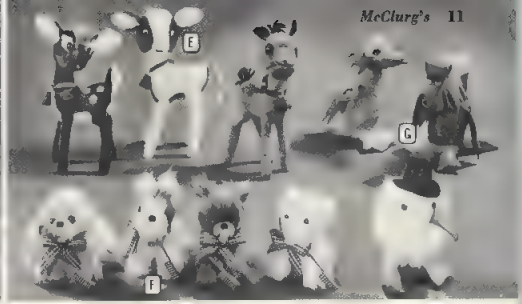
10 in. high. Brown and white.

M T558—BON BON POODLE with plush ears

12 in. high. Gray and white.

½ doz. 1 no. or asstd. N.B.

Doz. **43.20**



A ANIMATED MUSICAL TOYS
3 Styles...8 to 10 In. High

Asst. consists of a pink vinyl face Suzy doll, a pink poodle, an orchid & white swan. Swiss musical mechanism plays lullaby while toy moves.

N4296—Asst. of 6 N.B...Asst. **28.80**

B PLUSH MUSICAL TOYS
3 Styles...11 to 15 In. High

Asst. consists of a floppy-eared pup, an adorable kitten and a cuddly bear. Swiss music box plays merry melody.

T117-MC342 Asst. of 6 N.B
Asst. **28.80**

C MUSICAL BEARS
Jointed...15 In. High

Fawn colored rayon plush, locked-in eyes, felt nose. Imported windup music box plays lullaby

N32-9506.....Each **7.20**

D MUSICAL POODLES
11½ In. High

Bon Bon is made of gray plush. Removable felt coat, ribbon bows, plastic chain and leash. Music box plays popular tune.

N33-550.....Each **6.00**

E PLUSH TOY ASST.
3 Styles...13½ In. High

Plush long legged baby animal asst. consists of 2 white & brown calves, 2 brown & white fawns, 2 auburn colts. Button eyes and felt bells at neck.

T120-7880 Asst. of 6 N B
Asst. **21.60**

F BRUSH & BOW ANIMAL ASST.
Each with Brush...7½ In. High

Plush silky haired asst. consists of 3 cinnamon bears, 3 white & brown scotch terriers, 3 yellow kittens, 3 pink dogs.

T120-7872—Asst. of 12 N.B.
Asst. **36.00**

G PINK FAMILY
3 Styles...10½ In. High

Unique asst. of "way out" members of the Pink family consists of 2 Think Pinks, 2 Gink Pinks, 2 Stink Pinks. Each character is made of colorful combination of felt, long and short pile plush and imitation wig material. Button eyes on felt. The teen-age rage.

T117-1432 Asst. of 6 N B.....Asst. **21.60**

PLUSH PULL TOYS
3 Styles...6 to 8 In. High

Enchanting, petite, red plush horse, brown bear and pink elephant are securely mounted on wire frame with 4 plastic casters. Horse has felt tail and mane; bear and elephant have pompon tails, plastic eyes. All have plastic collar and leash with attached jingle bell. Special "small fry" entertainment.

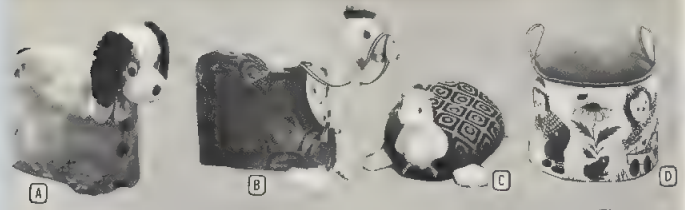
N4297—Asst. of 6 N.B.
Asst. **21.60**

DEM and GOP ANIMAL PARTY SYMBOLS
Leading Candidates for Top Sales in 1964!

6½ in. high stuffed animals are made of soft velour. They're decorated with felt appliques and saddles indicating their party. Donkey is brown and white; elephant is gray and pink.

DEM DONKEY
N4272—1 doz. N.B.
Doz. **15.60**

GOP ELEPHANT
N4273—1 doz. N.B.
Doz. **15.60**



A DOG HASSOCK
16 In. High, 18 In. Long

Gold color cocker of short pile plush has white face and feet; washable vinyl bottom. Contoured seat, bright plastic eyes, pompon nose, felt tongue, pompons on chest and satin lined floppy ears.

T70-303.....Each **9.60**

B TURTLE TUFFET
16 In. High, 20 In. Long

Green turtle hassock of short pile plush with yellow head, tail and feet; washable vinyl plastic bottom. Contoured seat, clamped-in eyes, felt nose, tongue and hat. Wears dainty collar and has cotton reins.

T70-336.....Each **9.60**

See Inside Front Cover for "Rocking Dog"

C PLUSH PRINCESS TURTLE
19 In. Long

Royalty among the "Kingdom Toys." A quality plush toy that will delight any child. It's beautiful deep green body with modern design is complemented by a canary yellow plush head and feet, pink felt collar with ties, pink cap and black button eyes on white felt patches.

N32-4515.....Each **6.00**

D RAGGEDY ANN & ANDY HASSOCK
12 In. High

Charming little hassock has washable plastic sides decorated with Raggedy Ann and Andy pictures. Has red plush top and red plastic bottom with plastic handles on either side. Has a variety of uses for tots and older children.

N32-0424——O.S.....Doz. **57.60**

"RIDE-ON" TOYS

E Wheeler Pony
20x19 In.

Ride 'em cowboy! Short pile plush toy. Canary yellow with large brown spots; black nylon tail. Attractive hand painted vinyl head with plastic bridle and reins. Mounted on a caster wheel base. Wonder pony serves as tots "ride-on" toy or hassock.

T58-8823
Each **8.40**

F Ride-On Bear
21x18 In.

On with the show! Short pile brown plush bear with snout and insides of ears of contrasting honey color Ride-on toy is welded on steel frame with large unbreakable poly wheels. Locked-in eyes, pompon nose, plastic collar and leash.

T710 Each **12.00**

See Page 3 for Other "Ride-On" Toys

EFFANBEE had a great year because —

EFFANBEE delivered creative merchandise . . .

EFFANBEE delivered fine quality . . .

EFFANBEE delivered excellent value . . .

Work with **EFFANBEE** in '64

for greater profits in your store!

OUR GREATEST YEAR IN 55 YEARS OF DOLL-MAKING

THE PROFIT-PROTECTED LINE

EFFANBEE DOLL CORPORATION

EFFANBEE DURABLE DOLLS

REPRESENTATIVES: SOUTHEAST David Jaron 200 Fifth Ave., New York N. Y.
EAST Castro & Hassen 200 Fifth Ave. New York N. Y.
WEST COAST James Skarpit 2500 W. 6th St. Los Angeles, Ca.
MOUNTAIN STATES Robert Fritzle 10643 W. 62nd Place Arvada Colo.
SOUTHWEST Galen Brawner 1450 Dallas Trade Mart, Dallas, Texas
MID WEST A. C. Kirchof 200 Fifth Ave., New York N. Y.

"ELDON" ELECTRIC ROAD RACE SETS

CHANGE-LANE ROAD RACE SET

Operates on 2 No. 6 (1½V) Batteries (Not included)

48 x 32 in. track layout. 2 completely assembled Indy-formula gear-driven cars with powerful motors; hand-painted drivers; rubber racing tires. Change-lane tracks allow cars to change lanes for equal distance races. 9-pcs. of pre-assembled power track measure 6 ft. Features: 2 on-off switches, sectional fence, 10 banked curve supports. Decals and labels, start-finish banner with colorful flags, battery box instruction manual. Full color pilfer-proof display box

Y59-9516.....Set **12.00**

POWER "8" ROAD RACE SET

Includes UL Approved Electric Power Pak

56 x 32 in. track layout. 2 Indianapolis-formula, gear driven cars with pre-wired motors, rubber racing tires. Over 9 ft. of pre-wired power track. 2 rheostat switches with speedometers. Includes 8-pc. bridge set, 2 bridge fence sections, 6-pc. track fence, car decals, labels, start-finish banner with colorful flags. Instruction manual. Full-color, pilfer-proof display box.

Y59-9517.....Set **20.40**

INTERNATIONAL GRAND PRIX Road Race Set

Includes UL Approved Selectronic Electric Power Pak

101 x 44 in. track layout. Includes 4 interchangeable bodies (Lotus, Sting Ray, Ferrari and Porsche) with headlights, clear windshield, interchangeable chassis, hand-painted drivers. Pre-wired carbon brush electric motors; dual speed rear axles. 2 rheostat switches with speedometers, automatic 50-lap counter. Banked curve supports, change-lane switch tracks, bridge supports and fence, track fence, over 17 ft. of pre-wired power track. Start-finish banner with flags, car decals, flags and poles. Instructions included. Full-color, pilfer-proof display box

Y59-9818.....Set **48.00**

"AURORA" ELECTRIC SPEEDWAY SETS

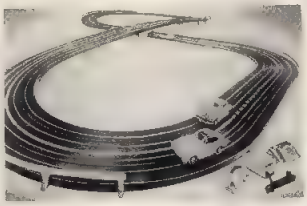
Power Pak Included

FIGURE "8" ROAD RACE SET

Includes 18V Power Pak

48 x 25 in. track layout. Thunderjet "500" racers can exceed the speed of sound in scale MPH. 2 racing speed control switches. Set includes 2 Thunderjet "500" cars, 2 racing speed controls, 12 pieces of straight and curved track, 2 trestle posts, 18V DC power pak with cord and plug (Plugs into regular house current.) In HO scale for use with similar scale train sets. Set in colorful gift-display box with complete instructions

Y6D-1307.....Set **24.00**



THUNDERJET "500" SPEEDWAY SET

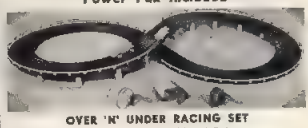
Extra-Power, Extra-Fast Racing Cars

86x35 in. track layout. Thunderjet "500" racers will exceed the speed of sound in scale MPH. Speed control switch has reverse and brake as well as speedometer that measures scale MPH. Set includes 2 Thunderjet "500" cars, 2 reversing speed controls, 8-pcs. of 9 in. radius curved track, 7-pcs. of 9 in. straight track, one 9 in. terminal straight track, 4 trestle posts, 1 set of guard rails and posts and 1 D.C. power pak. Set in colorful gift and display box with complete instructions.

Y6D-1302.....Set **30.00**

"GILBERT" ELECTRIC ROAD RACE SETS

Power Pak Included



OVER 'N' UNDER RACING SET

With Power Pak...Bi-Level Setup

57 x 30 in. track layout. 2 Indianapolis racing cars travel equal distance on figure 8 layout. Each car operated from remote accelerator-type controller, gear drive, ready to run. Includes 20 pieces of curved and straight track, plastic fence set, plastic ramp set, speed controls and power pak for plugging into regular house current. Attractively boxed with instructions

N5-19050.....Set **24.00**

ABOVE SET in COUNTER DISPLAY SETUP

T19-19051.....Each **28.00**

GYMKHANA RACING SET

With Power Pak...Features See-Saw Jump

57 x 29 in. track layout. Cars speed into see-saw jump; up and over they go to land in the groove and continue racing if the drivers are skillful. Exciting Flip-Flop Chicane feature creates excitement when leading car operates a special flip-flop switch causing other car to change lanes. Includes 2 Ford stock cars, 22 pieces of wired track, ramp and fence sets, Flip-Flop Chicane and See-Saw Jump, speed controls, UL approved power pak for plugging into house current. With instructions. In colorful display box

N5-19160.....Set **33.60**

JAGUAR CROSS-COUNTRY ROAD RACE SET

With Power Pak...New Select-A-Lane Switch

71 x 30 in. track layout. When Jaguar hits the tread section, Select-A-Lane feature allows it to throw roadway switch sending it into the other lane . . . maybe! Takes skill and precise timing. Over-and-under layout. Includes 2 XKE Jaguars, 26 pieces of pre-wired track, Select-A-Lane accessory, plastic ramp and fence sets, 2 speed controls, UL approved power pak for plugging into house current. With instructions. In colorful display box

N5-19164.....Set **40.00**

"STROMBECKER" ELECTRIC ROAD RACE SETS

Each with UL Approved 14V POWER PAK

INTERNATIONAL ROAD RACE SET

A Lot of Value at a Low Cost

72 x 26 in. track layout. Features 2 built-up racers, the D-Jaguar and Ferrari Testa Rosa. Includes power pak, 2 rheostat control throttles, 145 in. of official black asphalt track, 12 overpass supports, 10 fence sections, locking lugs, connector wires. With road racing guidebook. In full-color gift carton with pilfer-proof vinyl overwrap

Y6V-9935.....Set **36.00**

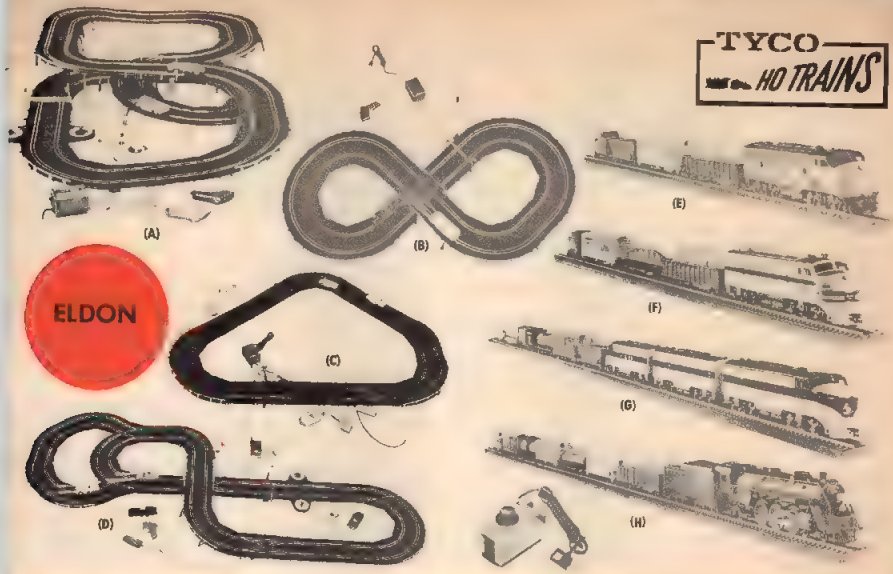
FORMULA I ROAD RACE SET

Tracks Set Up in Many Competition Layouts

Up to 80x34 in. track layout. Over 206½ in. of track! Ready-to-run 500-mile Indy Racer and Cooper Formula I. Includes power pak, 2 rheostat control throttles with brake, starting flagman, automatic lap counter, track, hump track with bridge, chicane obstacle track, pylon, overpass supports, 16 fence sections, road racing guide, etc. Colorful gift ctn. with pilfer-proof vinyl overwrap.

Y6V-9940.....Set **48.00**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.



ELDON

(A) SKY-HIGH TRIPLE LEVEL ROAD RACE — Four interchangeable sports car bodies . . . Ferrari, Lotus, Sting Ray, Porsche . . with dual speed rear axles, rubber racing tires. 2 rheostat switches with speedomatics, automatic 50-lap counter, over 20 feet of track makes layout 3' 8" x 6'. Exciting racing at its best.
9817/2097 **LIST $34.95**

(B) OVER & UNDER FIGURE 8 — Exciting banked-curve set has Ferrari and Lotus cars, each with its own rheostat control. Dual-speed rear axles, clear windshield, rubber racing tires. Over 10' of track makes 3' x 5' layout. Includes 4 pit men for added play value.
9518/1397 **LIST $23.95**

(C) FORMULA 11 SELECTRONIC — Sting Ray and Porsche sports cars, each with its own rheostat switch with speedometer 2 change-lane switch track with push button controls for passing, blocking, or cutting off. Over 12' of track makes 4½' x 5' 8" layout
9816/1597 **LIST $26 95**

(D) GRAND PRIX SELECTRONIC ROAD RACE — 4 interchangeable sports car bodies with headlights, dual speed rear axles 2 rheostat switches with speedometer, 50-lap counter, 2 change lane switch tracks with controls for passing, blocking, and cutting off Escape route track forces cars into longer route if they hit the curve too fast. Many variations for endless exciting hours.
9818/2533 **LIST $39 95**

(E) DOMINION EXPRESS – Husky, lighted Canadian National F9 "A" Diesel, gondola car with pipe load, refrigerator car, operating hopper car, and 4-wheel caboose. All track section for 36" circle
76402C/1132 **LIST $16.98**

853/532 **Tyco Power Pak** **LIST $ 7.95**

(F) BURLINGTON PACEMAKER – Powered by lighted F9 "A" Diesel, it carries a gondola car with culvert pipe load, flat car with girder load, refrigerator car and 4 wheel caboose. 11 track sections make big 45" x 36" oval. Set includes Tyco Power Pak
T6421B/1663 **LIST $24.95**

(G) C & O OVERNIGHT SPECIAL — Powered by a lighted F9" A" Diesel Chesapeake & Ohio with matching, non-powered, F9 "B" Diesel and trailing non-powered F9 "A" Rolling stock includes an operating hopper, stock car, chemical tank car, box car, skid flat car with pipe load, and 8-wheel caboose Track sections for 45" x 36" oval
T6409A/1997 **LIST $29.95**
853/532 **Tyco Power Pak** **LIST $ 7.95**

(H) PENNSY EARLY BIRD EAST — This one still needs a fireman! Powerful 4-6-2 lighted locomotive and tender, gondola with culvert pipe load, operating covered hopper car, skid-flat car with pipe load, refrigerator car, chemical tank car, stock car, and 8 wheel caboose Track sections make 45" x 36" oval.
T6413A/2663 **LIST $39.95**
853/532 **Tyco Power Pak** **LIST $ 7.95**

5-UNIT STEAM FREIGHT — "027" train outfit, packed solid with fun and action: 2-directional steam engine with track scanning headlight, tender, hopper car, gondola, caboose. 10 sections of track including remote coupling and uncoupling section. 25 watt transformer.
11430/997 **LIST $14.95**

LIONEL

Hubley

METAL CAR KITS

DIE CAST CHASSIS RUNNING GEARS, STEERING MECHANISM, ENGINE BLOCK RUBBER TIRES. EXCEPTIONAL DETAIL FOR GREATER AUTHENTICITY. SCREW DRIVER ASSEMBLY

(A)

(A) S J DUESENBERG PHAETON – La Grande body, 12¼" long, 1/18 scale: worm and sector steering, fold down windshield, movable rear cowl. 6 white wall, spoked wheels Over 150 parts
4864/667 **LIST $10.00**

(B) CHEVROLET PHAETON – 6 white wall tires; die cast body, fenders, frame, and motor block. Hood lifts off to show detailed engine.
4865/233 **LIST $3.49**

(C) PACKARD ROADSTER Highly detailed chassis and motor, including fan that turns, real radiator hose Luggage rack, rumble seat, 6 spoke wheels
4860/333 **LIST $4.98**

(D) PACKARD DIETRICH – A 1930 classic, authentic in every detail. 140 parts. Car actually steers by worm and sector gears
4863/333 **LIST $4.98**

(C) (D) (B) (E)

(E) PACKARD SPORT PHAETON – 1930 model has 135 pieces. Movable rear seat cowl, chromed mirror, door handles. White walls on 6 open spoke wheels.
4859/333 **LIST $4.98**

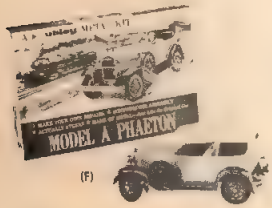
(F) MODEL A PHAETON – Removable top. 4 door model with detailed interior
4856/199 **LIST $2.98**

(G) MODEL A TOWN SEDAN – Complete metal body, luggage rack, and trunk Original hard top.
4857/199 **LIST $2.98**

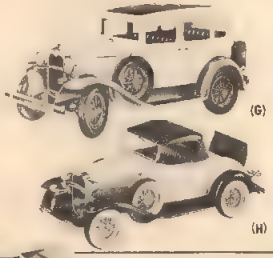
(H) CHEVY ROADSTER – 6 white wall rubber tires; chrome hood vents, door handles, headlights, cowl lights, windshield frame. Rumble seat, luggage rack. Hood lifts off.
4862/233 **LIST $3.49**

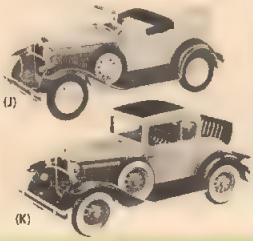
(J) MODEL A ROADSTER – Can be built with top up or down. White wall classic
4850/199 **LIST $2.98**

(K) MODEL A FORD COUPE – Authentically detailed engine with real radiator hose, turning fan Removable rumble seat
4861/199 **LIST $2.98**



(F)


(G) (H)


(J) (K)

(M)

(N)

(O)

(R)

(P)

SCALE AURORA MODELS

(M) BLUENOSE SCHOONER With a history that can be told and retold The pride of any model shelf
431/167 **LIST $2.49**

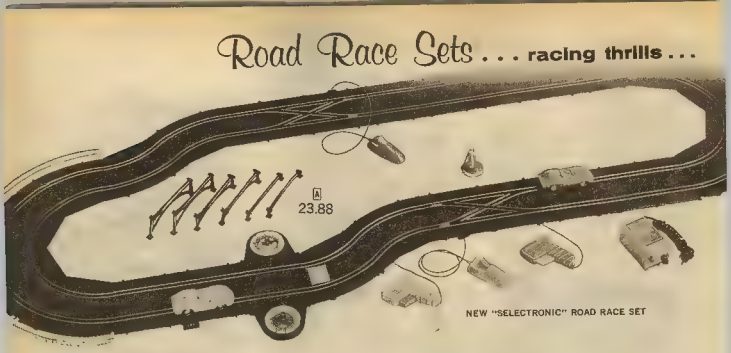
(N) UNITED BOEING 727 Latest 3-jet commercial plane put into service
353/139 **LIST $1.98**

(O) B-58 HUSTLER Backbone of SAC our first line of defense Beautifully detailed model
375/139 **LIST $1.98**

(P) B70 VAKYRIE – The model of tomorrow, built by today's hobbiest
370/167 **LIST $2.49**

(R) P61 BLACK WIDOW The fighter designed to catch any super sonic bomber.
392/139 **LIST $1.98**

Road Race Sets . . . racing thrills . . .



NEW "SELECTRONIC" ROAD RACE SET

A NEW "SELECTRONIC" ROAD RACE. By Eldon. Cars' speed can be controlled independently while on same track. They pass, block, switch lanes. Set includes: 2 plastic 1/32 scale Ferrari Testa Rosa sports cars with dual-speed rear axles—wheel assembly can be changed to adjust speed; 2 new rheostat speed controls with speedometers; 2 new "change lane" switchtracks with push-button controls; new lap counter—counts up to 99 laps for each car no matter how often car switches lanes. New starter-flagman—turns current on to start equal-timed races. Set shown in 2 x 7 ft. New plastic power track—27 sections (13 straight track, 12 curved track, 2 short straight track). All track pre-wired, pre-assembled—sets up easily and quickly. Complete with 6 cross-over supports to make bridge. 8 pcs. of fence decal set. Set powered by new, special 2-amp., 6-volt power pack with circuit breaker, on-off switch. UL listed. Operates on 110-120 volt, 60 cycle, AC. No down payment—months to pay. See page 79.
X 923-5573 A—Wt. 7 lbs. 12 oz. 23.88

B NEW OVER/UNDER ROAD RACE. Speedy miniature racing cars shoot around curves and zoom down straightaways. Set features: 2 newly designed plastic 1/32-scale Ferrari-type sports cars, pre-wired motors, metallized trim, rubber racing tires, metallized wire wheels. 2 pre-wired rheostat speed controls let you apply power as if you were driving. New pre-wired asphalt-black plastic power track—17 pre-assembled sections form 2 x 4 ft. "figure 8" without glue or tools. 6 cross-over supports—for building bridge. 8 sections of break-resistant polyethylene plastic fence. Decal set. Complete with power pack—2 amp., 6 volt—UL listed. Operates on 110-120 volt, AC.
X 923-5565 A—Shipping weight 6 lbs. 12.99

C NEW INDIANAPOLIS-"B" ROAD RACE SET. Economy-priced set complete with power pack brings Indianapolis speedway racing thrills into your home. Action-packed set includes 2 gear-driven 1/32-scale Indianapolis-type cars with newly designed wheels, rubber racing tires, 2 speed push button controls. 16 sections of asphalt-black plastic track (12 curved, 3 straight, 1 cross track). All track pre-wired, pre-assembled—snaps together easily, to form 2 x 4 ft. "figure 8" layout. 4 sections of break-resistant polyethylene plastic fence. 1.5 amp., 6-volt power pack—UL listed. 110-120 volt, 60 cycle, AC.
X 923-5557 A—Shipping weight 4 lbs. 8 oz. . . . 9.99

Order extra sports cars for these road race sets under (G) and (H)

D 4-POSITION LAP COUNTER. Counts to 50 laps for each car.
X 923-5607 A Wt. 5 oz. 2.44

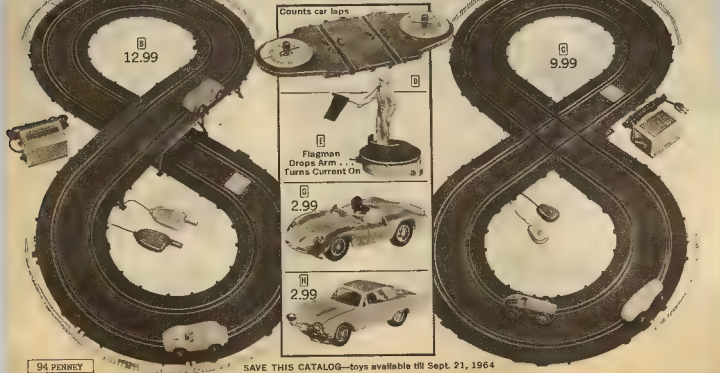
E STARTER-FLAGMAN.
X 923-5623 A—Wt. 3 oz. 1.44

G TESTA ROSA FERRARI. 4 oz.
X 923-5649 A—For Set A . 2.99
X 923-5664 A—For Set B, C . 2.69

H STOCK CAR. Thunderbird. 4 oz.
X 923-5656 A—For Set A. 2.99
X 923-8023 A—For Set B, C 2.69

TRACK SECTIONS. Not shown. Pre-assembled, asphalt-black plastic. Shipping weights 4 oz., 4 oz., 3 oz., 5 oz.
X 923-5581 A—Straight. 5¾". 39c
X 923-5599 A—Curved. 7 in . . . 59c
X 923-5615 A—Cloverleaf. 1.44
X 923-5631 A—Crossroad . 79c

exciting road races and accessories



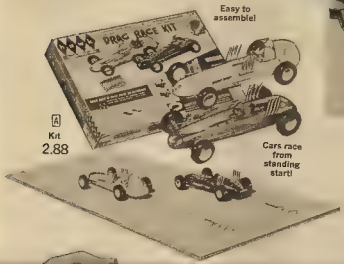
SAVE THIS CATALOG—toys available till Sept. 21, 1964

play and learn with

Hobby Kits

[A] **DRAG RACE KIT.** Dad! Junior! Assemble your own drag racers and drag race system! Line up 2, 3, as many as 6 cars at one time. Start them simultaneously—watch them dig out and roar for the checkered flag! Kit includes two 7½-in. long dragsters with battery-operated motors, colorful decals, starter-tripper, and 2 sets of racing tethers to lay out a drag strip anywhere—in your front room or front yard. Tires are rubber-type racing slicks. Sturdy plastic construction, bright chrome-plated parts. Operates on two "AA" Penlight batteries (not included). A thrilling hobby for Dad and his lad

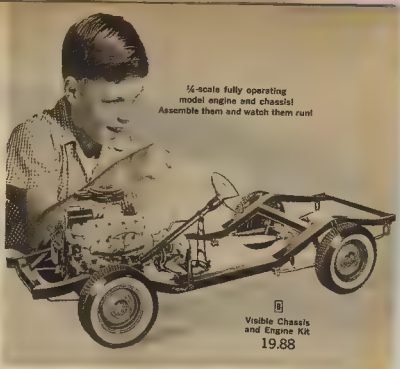
X 923-5227 A—Shipping weight 1 lb. 7 oz.. .....2.88



Easy to assemble!

[A] Kit 2.88

Cars race from standing start!



¼-scale fully operating model engine and chassis! Assemble them and watch them run!

[B] Visible Chassis and Engine Kit 19.88

[B] **VISIBLE AUTO CHASSIS WITH VISIBLE V-8 ENGINE KIT.** ¼-scale replica of auto chassis. Watch transmission shift through 1 reverse and 3 forward speeds. See drive shaft and universal joint transmit power. Watch differential function. Even hydraulic brake system works realistically. Press pedal—fluid travels to wheel cylinders—forces brake shoes against drum. You can "change" tire, wheels. Ready-to-assemble plastic parts. Operates on three "D" cell flashlight batteries (not included). Measures 37 in. overall.

Plastic "see-through" V-8 engine "powers" above chassis. See working pistons, rods, rocker arms and timed spark plugs! Scaled to ¼-size. 9 in. high. Has motor, metal parts. Over 350 plastic parts; with "tech" manual. Uses 2 "C" batteries (not included*). No down payment with Credit Command—see page 79.

X 923-5243 A—Chassis and engine. Shipping weight 10 lbs. 19.88
X 923-5250 A—Chassis alone. Shipping weight 7 lbs. 13.99
X 923 5268 A —V-8 engine alone. Shipping weight 4 lbs. 7.49

[C] 1.49

Ask question, turn ball—get answer in bottom window!

[D] Kit 3.69

See-through model of WW II fighter! Engine turns over, you release bombs!

[E] Kit 2.88

Create over 4000 fighter planes. Parts snap together tight—no glue.

[C] **MAGIC "8" BALL.** Does she really love me? Should we invest? Will it rain today? Amazing 4-in. fortune-telling "8" ball gives you the answers to these and other questions. When black ball is turned over, written answers appear mysteriously in window at bottom. Great fun as a party "ice-breaker," makes a fascinating conversation piece. Comes in handy as a paperweight too. Made of acetate and glass.

X 923-8015 A—Wt. 1 lb. 8 oz.....1.49

[D] **PHANTOM MUSTANG KIT.** Build and operate a model of the best fighter plane of World War II. Inside transparent plastic shell are all major components in black, red, green, and silver plastic. 2 electric motors let you control landing gear, "rev"-up or stop the prop at will, even drop a 2-bomb "salvo"! Has sliding canopy. Plane mounts on plastic pylon. Uses 2 "D" batteries (not incl.*). 12 in. long, 14-in. wing span.

X 923-5300 A—Wt. 1 lb. 12 oz..... 3.69

* Order batteries at bottom of page 118.

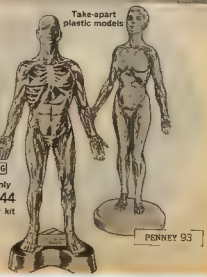
[E] **DESIGN-A-PLANE KIT.** You can design and build over 4000 different jet fighters—incl. U. S. F-86 Sabre and Russian MIG-15—using only the parts in this kit! Exclusive "Design-a-Matic Computer" shows you how. Snap together plastic parts—no cement needed. Easy to take apart to create experimental designs. Removable decals allow you to redecorate design after design. Plastic parts colored silver, blue, crystal, gold. Lengths: 12 to 14 in.

X 923-5235 A—Wt. 1 lb. 8 oz.** 2.88

[G] **VISIBLE FIGURE KITS.** Now children and adults can study wonders of the human body. Visible Man and Visible Woman—10 in. high—have vital organs, bone structure, veins, arteries, etc., visible through clear plastic "skin." Learn by putting internal parts of body properly into plastic skeleton. ⅙-scale of human body. Study-guides and assembly-instructions incl. Semi-mailable—see page 81.

X 923-5276 A—Visible Man kit. Wt. 2 lbs.
X 923-5284 A Visible Woman kit. 2 lbs. 3.44

** Semi-mailable—see page 81 for details.



Take-apart plastic models

[G] Only 3.44 per kit

Standard 1/32 Scale Sets

Racing Cars for Eldon Standard Road Race Sets. Plastic and metal replicas of famous racing cars. Each powered by electric motor (rear-driven). Rubber racing tires. Decals included. Each about 6 inches long. Fully assembled.

1 **Indianapolis Formula 1.** Hand-painted driver. "Wire" wheels.
49 N 9995–Shpg. wt. 7 oz. $1.97

2 **Ferrari Testa Rosa.** Dual-speed rear axle. Clear windshield.
49 N 9993–Shpg. wt. 8 oz. $2.97

Racing Cars for Eldon Selectronic Road Race Sets. Can be controlled on either lane. Made of plastic and metal. Electric motor drives dual speed rear axles (change assembly to adjust speed). Hand-painted driver, clear windshield and rubber tires on "wire" wheels. Decals. Fully assembled.

3 **Porsche RSK.** About 6 in. long.
49 N 9992–Wt. 8 oz. . . $3.89

4 **Lotus 23.** About 6 inches long.
49 N 9989–Wt. 8 oz. $3.89

Track and Accessories. Use with all Eldon Standard or Selectronic Road Race Sets. Enlarge your racing layout with these track sections made of asphalt black plastic with metal conductors. Pre-assembled.

5 **Straight Track.** 6 inches long. Shipping weight 5 ounces.
49 N 9986 . . . . . Each 39c

6 **Curved Track.** 6 inches long. Shipping weight 5 ounces.
49 N 9985 . . . . . Each 59c

7 **Lap Counter.** Counts up to 50. Pre-assembled track section has dial on each side. Keeps accurate record of laps for each car even when they switch lanes.
49 N 9988 - Wt. 11 oz. . . $2.44

8 **Selectronic Power Pack.** For use only with Eldon Selectronic road race sets. Has on-off switch and circuit breaker to prevent power pack from burning out due to shorts. UL approved for 110-120-volt, 60-cycle AC.
49 N 9987-Wt. 1 lb. 8 oz. $5.87

Racing Car Kits. About 5 to 6 in. long. Plastic with electric motor, rubber tires, decals. Unassembled.

Jaguar XKE. Fast-back styling.
49 N 7602-Wt. 8 oz. Kit $2.94

10 **BRM, "62" Formula 1 champion.**
49 N 7605-Wt. 8 oz. Kit $2.94

11 **Porsche RS61, "Silver Stormer."**
49 N 7606-Wt. 8 oz. Kit $2.94

12 **Lotus MK19. Sleek 2-seater.**
49 N 7607-Wt. 8 oz. Kit $2.94

13 **Indy 6-in-1, Customize 6 ways.**
49 N 7621-Wt. 8 oz. Kit $2.94

14 **Ferrari Berlinetta, G.T.O. racer.**
49 N 7603-Wt. 8 oz. Kit $2.94

15 **Cooper Formula 1. Ran in Indy.**
49 N 7601-Wt. 8 oz. Kit $2.94

16 **Midget 6-in-1. Customize 6 ways.**
49 N 7604-Wt. 8 oz. . . . Kit $2.94

17 **Dragster, "Silver Ghost."**
49 N 7620-Wt. 8 oz. Kit $2.94

Racing Accessories. Plastic, metal.

18 **Curved Track.** Package of 2.
49N7609–Wt. 12 oz. Pkg. $2.77

19 **Straight Track.** Package of 2.
49N7608–Wt. 12 oz. Pkg. $2.27

20 **Lap Counter.** Up to 99 laps.
49N7615–Wt. 1 lb. 8 oz. $4.97

21 **Starting Mon.** Drops flag opens circuit. All cars start equally.
49 N 7613—Shpg. wt. 4 oz. $1.00

22 **Jump Track.** Set of two sections.
49 N 7611—Shipping weight 1 lb. 4 oz. Set. $2.97

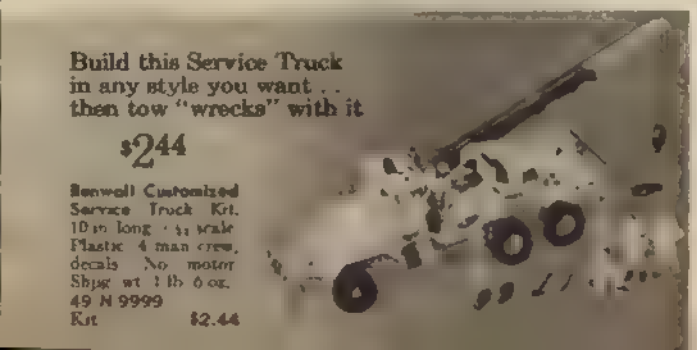
23 **Rheostat with Brake.** Pistol-grip throttle, thumb brake control.
49 N 7614—Shpg. wt. 4 oz. . $1.89

24 **Power Pack.** Circuit breaker. On-off switch. 12-14 volts. UL approved, 110-120-v., 60-c AC.
49 N 7616—Wt. 1 lb. 8 oz. . . $6.97

25 **LeMans Start Track.** The famous action-filled racing start.
49 N 7610—Shpg. wt. 12 oz. $2.27

26 **Lane Changer.** Package of 2.
49N7617–Wt. 12 oz. Pkg. $2.97

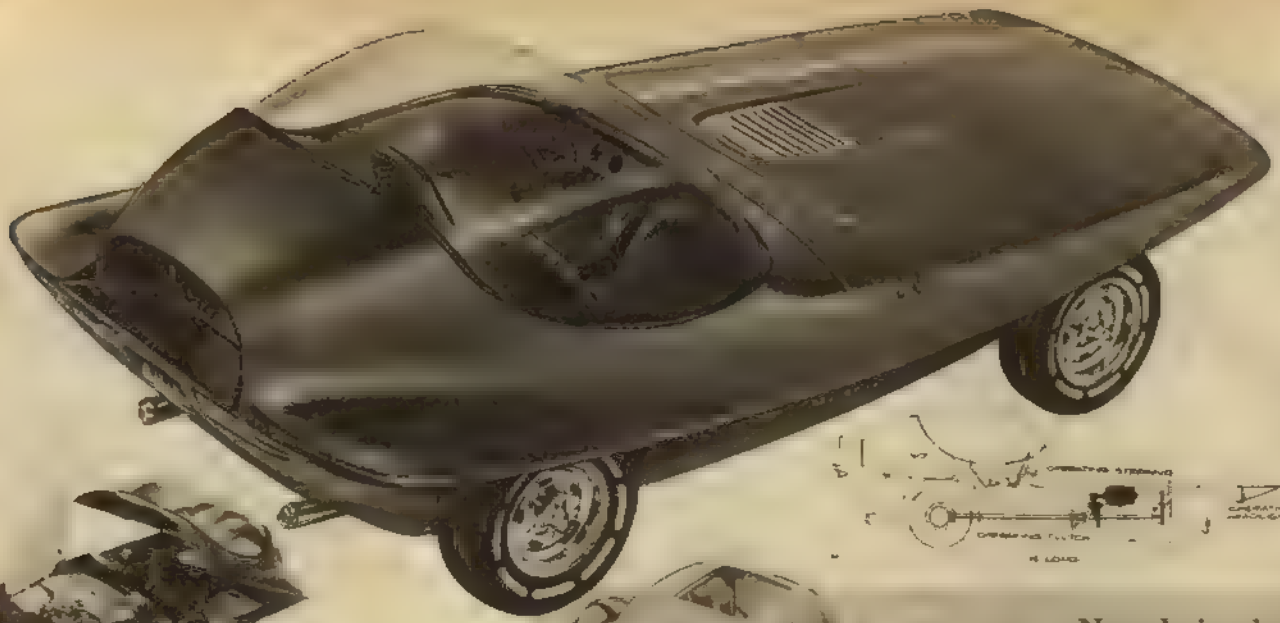
Car Repair Kit (not shown). Includes 4 pick-up wires, 4 tires and 1 guide pin.
49 N 7627—Shipping weight 4 ounces. . $1.19



Build this Service Truck in any style you want . . then tow "wrecks" with it

$2.44

Renwall Customized Service Truck Kit. 10 in. long · 1/32 scale. Plastic. 4 man crew, decals. No motor. Shpg. wt. 1 lb. 6 oz.
49 N 9999
Kit $2.44



Build the SC-100

With advanced aerodynamic styling and fine interior trimmings. Big 15-inch body in the car designers' 1/12 scale (1 in. to 1 ft.). Motorized . . run it, shift gears, steer it, turn on headlights

300-piece kit $5.99 without batteries

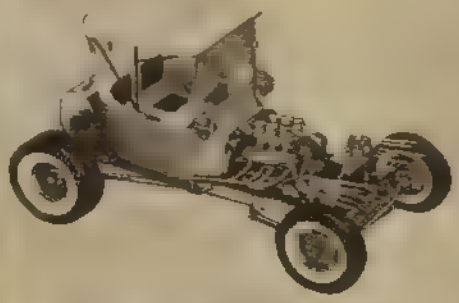
The grand touring car of tomorrow—conquers even the most rugged terrain at high speeds with its wide-track wheels, reverse airfoil design and independent 4-wheel suspension. Splendidly detailed with scaled 1960 Chrysler engine, twin Carter 4-barrel carbs, Halibrand disc brakes and mag-type wheels. Interior has bucket seats, padded dashboard. Steering, real clutch and lights work. Purple plastic, clear and chrome-color parts. By Lindberg. Order 2 "D" batteries below
49 N 1990C—Shipping weight 5 pounds $5.99
49 N 4660—"D" Battery. Wt. ea. 4 oz. 2 for 32c, 4 for 60c

150-piece kit
$5.66
without batteries

New design in drag racing . . Fiat Drag Coupe 12 inches long

Powerful electric motor . . you shift gears, even steer

The "top eliminator" could be that flash of a Fiat. The 1949 body has been completely customized with 1960 Chrysler engine, Ford transmission with Hurst conversion, etc. Follows National Hot Rod Association rules for competition coupes. 1/12 scale. Motor drives wheels through differential like a real car. Plastic. By Lindberg.
49 N 1997—Shpg. wt. 4 lbs. 8 oz. *Order 1 "D" battery separately at left* . . . $5.66



16-inch Bobtail "T"

Electric motor . . steer, shift gears

250-piece kit
$6.99
without batteries

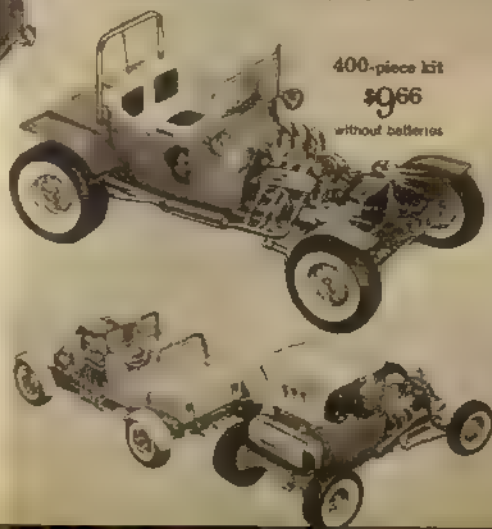
Motor drives wheels through differential. Gear shift disengages drive shaft. Gear-operated steering. Headlights work. Detailed classic hot rod with "souped-up" engine, 1914 "T" bucket body on "A" frame, back spring mount. Plastic. By Lindberg.
79 N 2389C—Shpg. wt. 5 lbs. *Order 2 "C" batteries separately below* $6.99
79 N 4665—"C" Battery. Shipping weight each 2 oz. . . . . 2 for 32c; 4 for 60c

200-piece kit
$7.44

Jaguar XK-E

Authentic 21-inch model . . steers, doors, hood open, windows go up, down

This Jaguar XK-E is exactly 1/8th the size of the actual car that you may hope to own some day. Hood lifts up to show a detailed replica of a 6-cylinder XK-E engine with "twin overhead cams." Learn how it's built while you assemble it. Accessorized even to wire spoke wheels. Red plastic with clear and chrome-color parts. Operating front suspension unit. Soft, rubber-look whitewall tires. By Monogram.
Shipping weight 5 pounds.
79 N 2344C $7.44



400-piece kit
$9.66
without batteries

Build any of 3 16-inch hot rods

3-in-1 Customizing Motorized Kit

Giant "show and go" hot rod has 1914 Model "T" Ford bucket body, parts from the hottest cars to the present. ⅛ scale. Gear-operated steering. Motor drives wheels through differential. Drive shaft disengages. Headlights work. Plastic. By Lindberg. Order 2 "D" batteries below
79 N 2052C—Wt. 6 lbs. $9.66

"D" Battery. Shpg. wt. each 4 oz.
79 N 4660—2 for 32c; 4 for 60c

Model Cement. 1-ounce tube.
9 N 8050—Shpg. wt. 4 oz. 16c

Cement not in kits, see at right

Change lanes by just pressing a button

ELDON Selectronic Road Race

Selectronic Speed Control gives independent control of each car—even when both cars are in the same lane

$24.79

- Over 17½ feet of running track . . banked turns
- Dual-speed rear axles . . adjust for speed or pick-up
- Blazing headlights for realistic night racing
- Big *PLUS* feature . . the exciting Obstacle Route! If your car hits the sharp curve too fast, it automatically switches into the long, rippling route, losing valuable seconds from your lap time. A real test of driving skill and control.

Standard 1/32 scale road race includes two sleek-lined racers about 5 in. long. Removable chassis. Two pistol type rheostats to control speed have built-in speedometers. Two lane-changer buttons. 10 straight, 16 curved tracks, 2 switch-lane tracks, Obstacle Route switch-off and LeMans start-pit turnout. Guard rails, banked curve supports, bridge supports. Start-finish banner. UL approved power pack (110-120-volt, 60-cycle AC). Instructions for hook-up and assembly included. Colorful decals and labels.

Shipping weight 9 pounds

49 N 7624C $24.79

No Money Down on anything Sears sells

SEE PAGE 302

ELDON Figure 8 Set

Over 9½ feet of running track . . with powerpack, two gear-driven racers and two rheostat speed controls

Only $9.99

Standard 1/32 scale set. It's a real test of driving skill to keep cars from spinning out as they fishtail on the curves. Modeled after famous Indianapolis speedway racers, each 5-in. plastic car has electric motor. Two rheostat switches, with speedometers, let you control speed—fast, slow, stop, start or speed up. UL approved powerpack (110-120-volt, 60-cycle AC). Plastic bridge set, track fence set. 12 curved, 5 straight track make 2½x4½-foot layout. Pre-wired power track. Start-and-finish banner, instructions, decals, labels.

49 N 9582—Shipping weight 7 pounds..... Set $9.99

Grand Prix Road Race

by MARX

- 35½ feet of running track
- Reckless sky driver jump
- Sweeping banked curves
- Stick-shift speed controls
- Standard 1/32 scale racers

$39.88

Our biggest road race set with exciting features for thrills galore, from Le Mans start to checkered flag finish. Two Indianapolis style racers (about 6 in. long) controlled by stick-shift speed controls. Shift through 4 gears just like the pros . . learn to down-shift for the sharp curves and lane changes. Full speed is needed for the daring Sky Driver Jump, where car actually leaves the track to jump across raceway beneath. Watch cars fishtail and spin as you roar around the high banked turn at top speed.

All the realism of an Indianapolis race with pit stops, crew members to change tires, re-fuel, etc., even grandstands for spectators. Also pennants, flags and spare racing bodies for cars. 18-volt power pack UL approved (110–120-volt, 60-cycle AC).

79 N 9521L—Shpg. wt. 14 lbs. . . $39.88

No Money Down on anything Sears sells

Pacesetter Timer

. . automatically starts and stops cars

- 25 feet of running track
- Tilt-bridge obstacle
- Exciting loop-the-loop

$29.89

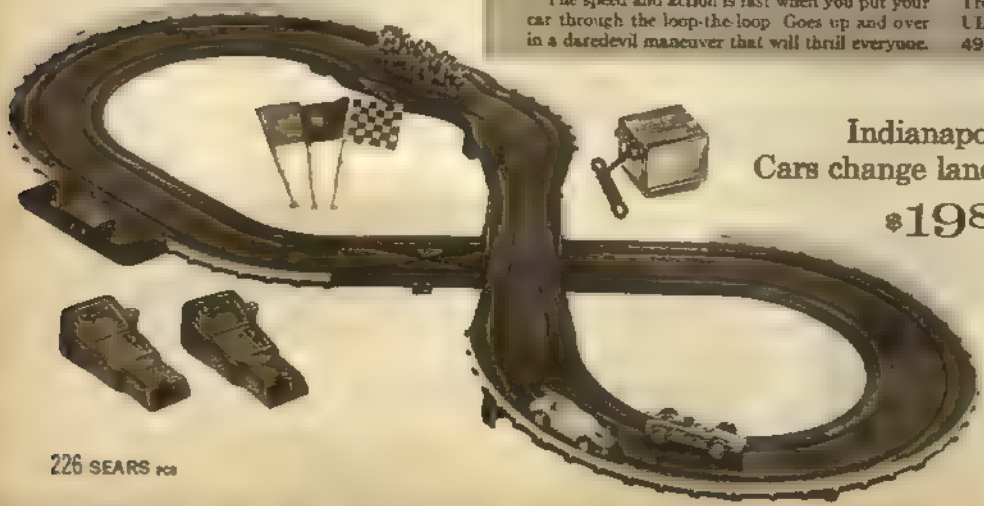
Giant Loop by LIONEL

Race against the clock with the Pacesetter Timer . . set the dial, press a button and the race is on. When timing cycle is completed, both cars automatically come to a halt to show winner. You run car up tilt bridge that drops it back on the track . . a real test of skill.

The speed and action is fast when you put your car through the loop-the-loop. Goes up and over in a daredevil maneuver that will thrill everyone. Change lanes if you want by pressing your car lane control. Two 1/32 scale racers 5 in. long plus 26 sections of track, loop-the-loop, tilt bridge, lap counter track, set of guard rails to help keep racers on the straight and narrow.

There's a set of track flags to lend atmosphere. Trestle set, two rheostat controls, power pack. UL listed (110–120-v., 60-c. AC)

49 N 9531C—Shipping weight 12 lbs. $29.89



Indianapolis Speedway by MARX

Cars change lanes . . controlled by stick shift

$19.89

- 14½ feet of running track
- Unique lane-changer track section
- Standard 1/32 scale . . cars 6 in. long

Willard Special and Lotus Ford scoot around the track, over bridge, past narrow lane changer and through obstacle track. Shift up or down with Sears exclusive stick-shift controls. Cars even can race on one lane at the same time. Change lanes by slowing down at lane changer or stay in same lane by speeding up. Power pack, UL approved (110–120-v, 60-c AC).

79 N 9510C—Shpg. wt. 8 lbs. . . . $19.89

EMENEE

formex "7"

CASTING SETS

The talk of the Toy Fair!

An entirely new concept in Casting Sets—completely safe, easy to operate, re-usable molding material, unlimited play value, beautiful packaging.

#4000/800-MILITARY CASTING SET makes soldiers, jeeps, cannon. #4005/800-DOLL FAMILY CASTING SET makes a family of dolls and pets.

ALSO AVAILABLE: Kits for casting Cowboys and Indians, Jungle Animals, Monsters, Military Mobile Units, School Room, Dolls of other Countries.

FREE!

EMENEE Electric, Formex "7" DISPLAY STAND, AVAILABLE

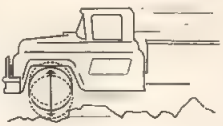
Phone, wire or write for details

EMENEE INDUSTRIES, INC.

200 Fifth Avenue, New York, N.Y. 10010

Buddy L smoothes out the bumps just like real trucks with exclusive knee-action SPRING SUSPENSION* wheels

here's how it works!



here's why it sells!

SPRING SUSPENSION
Furniture Safe Bumper
PRESS HERE

prominent descriptive label appears right on the hood, invites participation

Spring Suspension is the delightful touch of realism, the added feature that puts Buddy L a step ahead with youngsters and parents. And at no extra cost!

By capturing the imagination, Buddy L captures sales! This added play value and continuous realism has rocketed Buddy L sales across retail counters everywhere. Results are faster turnover, volume profits.

So move up to Buddy L. Make Spring Suspension work for you. You'll see why Buddy L is the established name in quality toys your customers have respected for over 52 years.

Order early. The reorders will convince you.

*Patented

EXCLUSIVE INTERNATIONAL SALES REPRESENTATION
HENRY KATZ ORGANIZATION

BUDDY L CORPORATION

Tenth Floor 200 Fifth Avenue New York 10, N.Y.

EXCLAIM!
EXAMINE!
EXPLORE!
ROOM
1434

the sparkling new showrooms of

EMENEE

Musical Toys / Electronic Toys / Art & Skill Games / Youth Physical Fitness Equipment

EMENEE INDUSTRIES, INC

200 Fifth Avenue, New York, N.Y. 10010 • Phone: ORegon 5-4700

EMENEE 1964

1 **Erector Lunar Vehicle Set.** All new—to help you "explore the moon". Packs a wealth of new shapes, tapered girders and plates for realistic space-age construction of Lunar Vehicle, Space Platform, Space Scanner and much, much more. Power the vehicle or any other lunar creation you build with the powerful new battery-operated motor (batteries not included). Nothing missing but giant moon craters and cosmic rays—and you imagine them.
88-35-79F Packed in rugged steel chest. Shpg. wt. 11 lbs. $16.50

2 **Erector Master Power Set.** Lets you make dozens of space-age models, even an operating auto assembly line! Not only does it come with a huge assortment of new girders, plates, shapes and wheels designed for space-age building—it also provides a new Powermatic Motor that works either from batteries or from a plug-in power pack—plus a new heavy-duty Hoist—plus a scientific Programmer! With this you can make a whole series of powered models work together, each performing its operation at just the right moment, as in an assembly line. You're really boss of this set, and there's practically no limit to what you can do. Steel chest
88-35-53F Master Power Set. Shpg. wt. 28 lbs $39.95

3 **Erector Action Helicopter Set.** Builds the Action Helicopter, an Airplane Ride, a battery-operated Truck—actually hundreds of all-steel action models. Sound like fun? You bet it is. If you have a liking for all the mechanical marvels that roll and fly and crawl about this globe, then here's your chance to play inventor and designer and mechanical engineer and builder, all wrapped up in one. Fun, challenging and thrifty too! In steel chest
88-36-03F Action Helicopter Set. Shpg. wt. 6 lbs. . $9.44

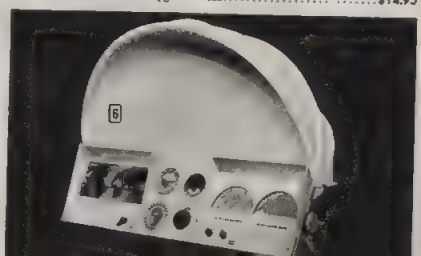
4 **Erector Planetary Probe Set.** Enough equipment for you to plan a planetary expedition! Think of it—you can build giant, intricate working models of the Astro Digger, the Rocket Service Gantry, the Moon Bulldozer, the Lunar Transmitter, the 70-ton Crane, the Dual Inclined Railway—dozens and dozens of models for taming all the satellites of the sun. The new Powermatic Motor provides the power, and it runs either from batteries (not included) or from plug-in power pack. Many of the girders, plates and slopes feature brand-new design to meet space-age construction requirements. Husky new Hoist Assembly is actually modelled after the huge ones used on ships, so you're set for the heaviest planetary work. Steel chest
88-35-61F Planetary Probe Set. Shpg. wt. 22 lbs $26.50

THE GILBERT ERECTOR SETS

The ones designed for space-age building

5 **Student Mineralogy-Geology Lab.** Right in your home you can examine real gold ore and 17 other rock specimens as well as real dinosaur bones and other fossils. Then you can grab your geologist's pick and hike off to collect more specimens for study. What a thrill when you learn to identify everything! You get loads of testing and lab equipment including a high-power magnifying glass and a precision balance for finding specific gravity, plus a picture-packed manual. Bet you'll know more than Dad about the world around you in no time at all. In 2-wing 19x13½ in. steel lab cabinet.
89-58-21F Mineralogy-Geology Lab. Shpg. wt. 5 lbs. 8 oz.....$7.39

6 **The Cosmorama—an Operating Planetarium.** Believe it or not, it works like a real planetarium! Select any spot on earth, any day, any hour. Suddenly you're there, with the exact sky picture thrown on the domed screen. Sky picture changes from night to day to night for further reality, going through a full 24-hour cycle—sunrise, sunset and all. Stops at any time for thorough examination. Sky charts, earth map and control panel all light up. Picture booklet tells about astronomy and its use in navigation and space travel. Uses 3 batteries, not incl. Easy to assemble. 2 ft. wide.
87-55-59F Cosmorama. Shpg. wt. 5 lbs.....$14.95



We interrupt this program to bring you this important message...

"Hear this, Hear this. I'm Steve Zodiac, right out of television's new big kid show, FIREBALL XL-5. I must warn you not to miss Multiple's great new, out-of-this-world line of FIREBALL XL-5 toys that includes all the characters, all the space ships, all the rockets and the Space City that appear regularly on our show."

Millions of boys and girls watch "STEVE ZODIAC AND FIREBALL XL-5 every Saturday morning on 144 network NBC-TV stations. They will be looking for FIREBALL XL-5 toys on your counters, too, so don't disappoint them.

All this adds up to profits for you, so come in to Multiple Products' new Showrooms, Suite 1228, 200 Fifth Avenue.

ASK FOR
OUR 1964
CATALOG

multiple
toy-makers

MULTIPLE PRODUCTS INC.

Showrooms: Suite 1228, 200 Fifth Avenue, New York 10, N.Y.
Offices & Plant: 1260 Zerega Avenue, New York 62, N.Y.

We interrupt this program to bring you this important message...

"Hear this. Hear this. I'm Steve Zodiak, right out of television's new big kid show, FIREBALL XL-5. I must warn you not to miss Multiple's great new, out-of-this-world line of FIREBALL XL-5 toys that includes all the characters, all the space ships, all the rockets and the Space City that appear regularly on our show."

Millions of boys and girls watch "STEVE ZODIAC AND FIREBALL XL-5 every Saturday morning on 144 network NBC-TV stations. They will be looking for FIREBALL XL-5 toys on your counters, too, so don't disappoint them.

All this adds up to profits for you, so come in to Multiple Products' new Showrooms, Suite 1228, 200 Fifth Avenue.

ASK FOR
OUR 1964
CATALOG

multiple
toymakers

MULTIPLE PRODUCTS INC.

Showrooms: Suite 1228, 200 Fifth Avenue, New York 10, N.Y.
Offices & Plant: 1260 Zerega Avenue, New York 62, N.Y.

STRUCTO MANUFACTURING COMPANY

General Offices and Factory · Freeport, Illinois

New York Offices: Rooms 412-14-16, 200 Fifth Avenue

Lively Game Bird for Preschool Pursuits . . . by Fisher-Price

NEW fun and excitement for staple FISHER·PRICE Winter/Spring displays..."DUCKY FLIP-FLAP"! As he waddles side to side, his long, flexible, reinforced rubber feet comically rotate flippity-flap! Concealed voice calls "Quack! Quack! Quack!" Big, colorful, 10¾" long wood body...21" push stick with polyethylene Fisher·Price Safety Knob. No. 715...boys and girls 1-4.

FISHER·PRICE TOYS

East Aurora, Erie County, N. Y • New York Suite 417 200 5th Ave. Bldg.

Write for new Winter/Spring/Easter Catalog. Reorder FISHER·PRICE TOYS now...THE ALL-YEAR LINE

INTRODUCING *Wobbles* . . . ONE OF 8 NEW MONEYMAKERS FROM

FISHER•PRICE TOYS

Wobbles • Creative Coaster • Music Box Lacing Shoe • Giant Screen Music Box TV
Mother Goose • Fisher-Price Chug Chug • Ducky Flip Flap • Mary's Little Lamb

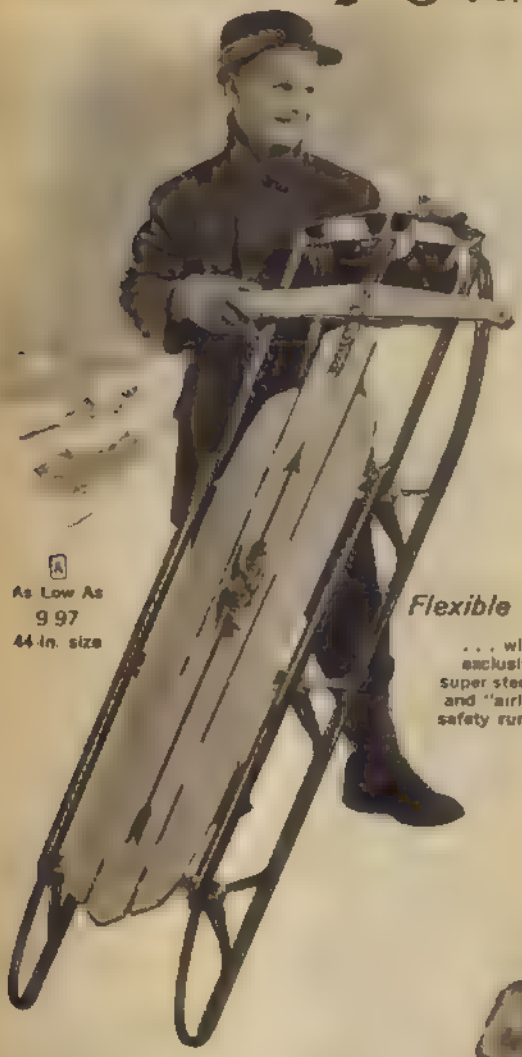
Write for full color catalog of 57 preschool toys

"Our work is child's play"

1964 **FISHER•PRICE TOYS • EAST AURORA, ERIE COUNTY, N. Y.**

TOY FAIR HEADQUARTERS: Suite 417, 200 5th Avenue Building

the best thing *Next to Snow* *sleek, easy-gliding sleds—extra-flexible, extra-strong*



A
As Low As
9.97
44-in. size

Flexible Flyer

. . . with exclusive super steering and "airline" safety runners

C
As Low As
7.97
48-in. size

D
As Low As
4.47
40-in. size

A "FLEXIBLE FLYER" SLED. White ash deck, hard varnish finish. Grooved steel safety runners. Chromed auto-type bumper. Extra flexible, "super-steering." Sturdy steel knees support deck.
X 923-5805 A—4 knee supports. 44-in. 11 lbs.* . 9.97
X 923-5813 A—4 knee supports. 51-in. 13 lbs.* . . 12.47
X 923-5821 A—4 knee supports. 55-in. 18 lbs.** . 14.47
X 923-5839 A—6 knee supports. 60-in. 30 lbs.** 15.97

B BABY PUSHER SLED. Bundle up baby sit him down—he's off for a pleasant ride in the snow. He's held securely, comfortably in this quality-constructed 38-in. sled. Pusher and frame made of sturdy steel tubing and strip steel with finely finished wood back. T-shaped grooved runners are curled at ends for added safety. Convenient 34-in.-high handle makes sled easy to manage. Great for baby's winter airings.
X 923-5672 A—Wt. 15 lbs.* 6.88

B
6.88

C GARTON "COMET" SLED. Grooved steel safety runners. "Y" steering mechanism turns sharply. Strong steel knees support the hardwood deck. Durable high-gloss finish.
X 923-5722 A—Four knee supports. 46-in. 14 lbs.** 7.97
X 923-5730 A—Six knee supports. 54-in. 15 lbs.** 9.47
X 923-5748 A—Six knee supports. 60-in. 15 lbs.** 10.47
X 923-5755 A—Eight knee supports. 66-in. 16 lbs.** 12.47

D GARTON "SILVER STREAK" SLED. T-shaped grooved runners have no sharp edges—an important safety feature for your child. Extra flexible for easy steering. Steel knee braces give dependable support to deck. Hardwood body with durable varnish finish.
X 923-5763 A—Four knee supports. 40-in. 15 lbs.** 4.47
X 923-5771 A—Four knee supports. 46-in. 20 lbs.** 5.77
X 923-5789 A—Six knee supports. 52-in. 22 lbs.** 6.97
X 923-5797 A—Six knee supports. 58-in. 24 lbs.** 7.97

E G

J

H

E "SNO WING." Versatile 37-in. steel coaster combines the fun of a toboggan with the control of a sled. Easy to direct just by leaning to desired side. Speed and fun galore. Extra safety factor—no dangerous projections or sharp corners. Goes equally well in deep or packed snow.
X 923-5680 A—Shipping weight 10 lbs. ** 4.77

G "SNO COASTER." Shaped like a saucer to spin and turn as it slides gaily down snowy slopes. Controlled by simply shifting weight. Strong and sturdy aluminum that will not rust. No sharp edges. Two reinforced tow rope holes. Two web handle loops. 25-in. diameter.
X 923-5698 A—Shipping weight 3 lbs. 2 oz.* 3.77

H WINGEES BEGINNER'S ICE SKATES. Designed especially for the younger set. Easy skating for even the smallest tot on dual-runner cadmium-plated blades that help build confidence on the ice. Lightweight, yet built to resist rust and breakage. For tots up to 6 years.
X 923-5706 A—Shipping weight 1 lb. 2 oz. . . . . Pair 1.47

J ZIPEES SNOW SLIDERS. A laugh-a-minute snow toy that combines the thrills of skating, walking, and sliding on ice or snow. Sturdy plastic over-the-shoe slider has slip-resistant inner foot tread. Spring action secures slider to shoe. Perfect for children from 2 to 8 years old.
X 923-5714 A—Shipping weight 1 lb. 6 oz. . . . . Pair 2.27

*Semi-mailable—see page 81. **Not mailable—pay shipping charges on delivery.

Figure on Penneys for quality Ice skates

- *All fully insulated for cozy warmth*
- *Genuine Sheffield steel blades**
- *Nylon-stitched at points of stress*

[A] [B] **DELUXE FIGURE SKATES.** Deluxe in all respects—these handsome smooth-skaters from Penneys. Sheffield steel "Kingswood" blades. Man-made cushion insoles, foam-cushioned tongues. Orthopedic counters. Steel arch support shank. Nylon-stitched at points of stress. Polyurethane foam insulation provides "fireside warmth" for your feet on cold days. Added winter comfort—the cotton flannel lining. The uppers are made of top grain leather—your assurance of quality long wear. Men's and women's skates in medium width, full sizes only.

[A] **Women's Skates.** In sizes 4-10. Please state size.
X 606-0024 B—White. Shipping weight 4 lbs. 11.88

[B] **Men's Skates.** In sizes 5-13. Please state size.
X 606-0032 B—Black. Shipping weight 4 lbs. 5 oz. 11.88

*Juniors' [H] [J] have Canadian tempered steel blades.

[H] [J] **JUNIOR SKATES.** Designed to cater to young, growing feet. Steel arch shank provides good support so important for youngsters. Split leather uppers. Soft sponge rubber-lined tongues for added comfort. Nylon stitched at stress points. Man-made cushion [illegible] the joints and carry out of skating. Good Canadian blades of tempered steel can be sharpened repeatedly. Long-lasting rustproof eyelets. Warm cotton flannel lining and Polyurethane foam insulation protects against winter chill. Available in medium width in sizes: 11, 12, 13, 1, 2, 3. State size.

[H] **White.** Shipping weight 3 lbs.
X 606-0040 B 7.88

[J] **Black.** Shipping weight 3 lbs.
X 606-0057 B. . . . 7.88

[K] **GLAMOUR SKATE.** Something new makes the ice scene—white Dynel® modacrylic cuff, looks like fur—for extra glamour on the rink. Split leather uppers. Fully insulated with Polyurethane foam. Sheffield steel "Ice Wing" blades. Steel arch support shank. Nylon stitched at stress points. Sponge rubber-lined tongues. Man-made cushion insoles. Cotton flannel lined. Medium width, full sizes 4-10.
X 606-0842 B—White.
Wt. 4 lbs. 9.88

[L] **SKATE GUARDS.** Rubber guards keep all skate blades sharper. Size [illegible] 4 [illegible] 5-7 [illegible] From Japan. State size number.
X 606-0826 B—White. 84c

[C] [D] **PENNEYS FINEST FIGURE SKATES.** Have outstanding support features: Goodyear-stitched double leather [illegible] steel arch support shank. Top grain leather uppers, nylon stitching at stress points for longer wear. Polyurethane [illegible] split leather lining, sponge rubber-lined and shaped tongues. Canadian Royal tempered edge [illegible] steel blades. Medium width. A Penney-quality buy at this low price!

[E] **Women's.** Full sizes 5-10. State size.
X 606-0792 B—White.
4 lbs. 8 oz. 14.88

[G] **Men's.** Full sizes 7-12. State size.
X 606-0800 B—Black.
4 lbs. 8 oz. 14.88

[E] [G] **QUALITY FIGURE SKATES** are carefully constructed to assure you of smooth skating ahead. Fine Sheffield steel blades, steel arch support shank. Sturdy split leather uppers with Polyurethane foam insulation; sponge rubber-lined tongues. Nylon stitching at points of stress means longer-lasting skate for you. Warmly lined with cotton flannel. Available in medium width that will fit most feet.

[C] **Women's.** Full sizes 4-10. State size.
X 606-0008 B—White.
Shipping weight 4 lbs. 8.88

[D] **Men's.** Full sizes 4-12. State size.
X 606-0016 B—Black.
Shipping weight 4 lbs. 8.88

HOW TO ORDER SKATES:

Men and Women. If full size desired in width stated or narrower—order same size. If half size, or full size in widths larger than stated, order next larger full size.

Children. If full size desired, order next full size. If half size, then order skate [illegible] size larger.

Buy skates NOW for everyone in your family with Credit Command—see page 79

MARX
TOYS
While
others roar
about '64
and their
bigness
in TV;
MARX
once again
will deliver
more—
even more
than in '63!
MORE INSIDE

▷ A SIMPLE STATEMENT ABOUT MARX TV IN 1964

No big claims, no loud shouting...just a simple statement of fact from MARX – the manufacturer who pays off on TV promises! *Let's look at the record:*

1962 MARX promised

4 Network TV Shows – delivered 6.... plus Saturation Spot TV locally.

1963 MARX promised

6 Network TV Shows – delivered 10.... plus a powerhouse of extra Local Spot TV.

Again in 1964

MARX starts with the premise that the Toy Business begins with *toys* (not TV promises).

We're starting off with the greatest line of TV merchandise in toy history ...a quality line with *broad age-appeal, boy and girl appeal* and *long-life play appeal.* All supported by the most powerful wave of NETWORK and LOCAL SPOT TV ever rolled out by MARX– the toy maker who *pays off* on TV promises!

PERILS OF PAULINE
PLUS—Some Great "Repeat Successes" for EXTRA Volume!

CASH-IN On "CARRY-OVER" CUSTOMER DEMAND

with Big Bruiser and Budding Beauty Vanity!

BIG BRUISER by Marx

A hit in 1962, a big demand TV Toy in '63 — and it's still going strong! Yes, this battery-operated wrecking car is packed with go-power and sales power for you!

BUDDING BEAUTY VANITY by Marx

A little girl becomes a lovely lady with this child-size vanity. A winner with the Junior Miss set in '63 and sure to be just as big a profit maker for you in '64.

LOUIS MARX & CO., INC.
200 Fifth Avenue, New York, N. Y. 10010

The Total Performance Fairlane 500 Sports Coupe

Now Fairlane bolts 271 solid-lifter horsepower to a high-shift automatic!

The next time somebody quotes that old bit about "Well you can't please everybody!"—just point a stubby finger at Fairlane. In particular, point at Fairlane's marriage of the 289-cu.-in. High Performance V-8 to a special version of Ford's three-speed automatic.

Everybody knows about *this* 289 by now; 271 horsepower, beautiful balance and breathing and revs that just never quit, a solid little classic of a V-8. But mostly you think of it with four-on-the-floor and some big muscular chap (you?) throwing power shifts.

Scratch that; you can now think of your wife or Good Friend opening the gate on all those shaggy little horses while a beefy Cruise-O-Matic sits on the lid up to 5000 r.p.m.!

How's that for an option? It's certainly a big step in the something-for-everyone direction How can she complain about shifting when you've provided an automatic—it just happens to be tied to the saltiest little V-8 in the business. She sure won't complain if the whole package comes in a Fairlane Sports Coupe – with Fairlane's big-car ride and room, its easy-to-park size, its modest appetite for gas, its 14-inch wheels and low-silhouette tires, its very unobtrusive price and . . .

Come to think of it, we hope we're able to make enough of these.

Best year yet to go Ford
Test Drive Total Performance '65

FORD

A PRODUCT OF Ford MOTOR COMPANY

ANNOUNCING

the NEW NATIONAL PRO FOOTBALL HALL OF FAME GAME

MR. FUN

Cadaco

Creators of
- TRIPOLEY
- BAS-KET
- ALL-STAR BASEBALL
- ALL-AMERICAN FOOTBALL

and other fast-selling games

"FOTO • ELECTRIC FOOTBALL"

Selected by Experts to be the NATIONAL PRO FOOTBALL HALL OF FAME GAME, this outstanding edition of Foto•Electric Football® gives you hard-hitting Football as it is played by the Mighty Pros! Teen-age and Adult Football Buffs are going to want this great game, for they know that nowhere else can they find the realism, the strategy, the thrills of actual football. Newly designed Spectacular Playviewer shows every play in motion, with new plays to test the Football savvy of the most experienced players. It is the *Must* game for everyone who knows and appreciates good football #233 in self-selling Display Carton, 18¾" x 14" x 5¼" complete with Field, Scoreboard, Plays, Kick and Run-back Dials. U.L. approved Viewer.

List Price Per Dozen **$96.00**

CADACO-ELLIS, INC.

1458 Merchandise Mart
Chicago, Illinois

TOY FAIR DISPLAY:
Room 407
200 Fifth Avenue, N.Y.C.

[1] **REALISTIC FIRE TRUCK.** Fully equipped for volunteer firemen—junior sized! Bright chrome-plated alarm bell. Pedal-operated, with jet-type steering wheel. Wooden ladders, [illegible] rear platform. 8-in. molded rubber tires. Red/white enameled steel. 40 in. long.
X 927-2089 A—Shipping weight 28 lbs.* 12.88

[2] **TEXACO FIRE CHIEF GAS PUMP.** Large steel replica of actual Texaco Gas Pump. Turn crank, bell rings, dials register gallons, tenths of gallons. Realistic hose and nozzle, sponge and spray bottle for cleaning windshields. 30 in. high.
X 927-2071 A—Shipping weight 9 lbs. 8 oz. 6.99

[3] **SLEEK FIRE CHIEF'S CAR.** Gangway! It's a 4-alarmer! You're off with big bell clanging. Pedal-operated car moves easily on 8-in. rubber-tired wheels. Flaming red enameled steel—white trim. Bumper, dashboard. 33 in. long.
X 927-1354 A—Shipping weight 25 lbs.* 9.66

Miles and miles of happy traveling

[4] **MURRAY TEE-BIRD AUTO.** Real sports car styling. Pedal operated with jet-type steering wheel, simulated head lights, grill. Steel construction. Bahama blue finish/white trim. 8-in. red wheels, molded rubber tires. 33 in. long.
X 927-1404 A—Shipping weight 25 lbs.* 9.88

[5] [6] **DELUXE TRACTOR WITH DUMP-TRAC TRAILER.** Tractor has ball bearing chain drive—shift gear to hear "motor sound." Simulated spark plugs, ignition wires. Spring type adjustable seat. Trailer has operating dump box plus passenger seat. Both made of heavy-gauge steel, red finish/white trim. Tractor 37 in. long, trailer 33 in. long.
X 927-1370 A—[5] Tractor only. 34 lbs.* 17.77
X 927-1388 A—[6] Trailer only. 16 lbs. 6.97

[7] **MURRAY SUPER TOT ROD WITH NYLON-BEARING CHAIN DRIVE.** Pedal-operated, adjustable bucket seat, vinyl-covered roll bar. 10-in. rear, 8-in. front ball-bearing wheels. Semi-pneumatic rubber tires. Heavy-gauge ⅞-in. steel tubing. Red/white finish. 41 in. long.
X 927-1420 A—Shipping weight 30 lbs.* 14.44

[8] **RADIO TOWN-AND-COUNTRY HARDWOOD STAKE WAGON.** Hauls big loads, converts to fast coaster when sides removed. Natural-finish body, red stakes. Front back edges of bottom beveled for smooth stake fit. Fit-Grip handle. Graphite bearings never need oiling. 38 in. long, 18 in. wide.
X 927-1529 A—Shipping weight 42 lbs.* 15.97

[9] **RADIO FLYER WAGON.** 1-pc. all-steel body. Rolled-under flange edge protects riders. Baked enamel finish—Fire Engine red. Steel hubcaps brightly plated. Graphite bearings never need oiling. 36 in. long, 17½ in. wide.
X 927-1511 A—Shipping weight 32 lbs.* 8.88

Watch him go on an all-steel tractor!

* Fast and easy pedal drive
* Full 360° turning wheel
* Adjustable bucket seat

Only **9.97**

BIG 37-IN. GARTON TRACTOR. For the little farmer or rancher who wants to check his "hides" or "livestock." Ball bearing rear axle supports, pull straps. New universal steering joint or front wheel permits full 360-degree turns. 8-in. front wheel. 10-in. ball bearing rear wheels with large tractor-tread semi-pneumatic tires. Adjustable bucket seat, trailer hitch. Red finish decorated with black, white. Steel construction.
X 927-1453 A—22 lbs.* 9.97

Bright red all-steel wagon **2.97**

REX PAL COASTER WAGON. Ideal choice for youngster's "first" coaster wagon. Bright baked enamel body in Fire Engine red. Cloud-white wheels and molded rubber tires. Smooth protective corners and rolled under flange edge. Sturdy steel sleeve bearings. Body is 25 in. long, 12½ in. wide.
X 927-1495 A—12 lbs. 2.97

WELCOME TO FUN TOWN U.S.A.

3.77 **CRAWL-IN SERVICE STATION.** Perfect spot to gas up and lubricate play cars, trucks. 45 in. high, with swinging doors, 3 windows. Corrugated fiberboard finished in red, white, gray. Folds away on snap-on plastic straps for convenient storage.
X 927-2063 A—Shpg. wt. 8 lbs. 8 oz. 3.77

CRAWL-IN FIRE HOUSE. Home of Engine Co. 10 and the place to be when an alarm sounds. 45 in. high with swinging doors, 3 windows. Corrugated fiberboard—finished in attractive red, white, gray. Folds away on snap-on plastic straps for easy storage.
X 927-2055 A—Shpg. wt. 8 lbs. 8 oz. 3.77 **3.77**

* Semi-mailable—see page 284

Use Credit Command—see page 283 for details.

complete farm set 2.44

over 85 realistic pieces, each perfectly detailed

HAND-PAINTED EUROPEAN FARM SET Complete with thatched-roof farmhouse large haystack, prize bulls, cows, and work horses. Farmer, wife, sons, and daughters are all a full 2 in. high Set also includes chickens, ducks, pigs, sheep, lambs —all the livestock a busy "young farmer" needs. Set is made of durable plastic.

X 923-9831 A—Shipping weight 1 lb. . 2.44

combat sets

Your troops are pinned down by enemy fire on Utah beach. The entire Allied Invasion Force awaits the outcome of this key battle. You send out a distress signal Planes zoom in low, firing rockets at enemy positions. Landing craft hit the beach with reinforcements, tanks, and heavy artillery. Paratroopers drop behind the lines. The enemy is overwhelmed. The beach is yours!

1 BEACH LANDING SET. This exciting set comes equipped with 211 individual pieces—more than enough to stage a full-scale "invasion." All pieces are fully detailed models of actual fighting equipment Features 4 rolling tanks, an entire squadron of planes, landing craft, personnel carriers, paratroopers, camouflage-net emplacement, artillery [illegible] howitzers. Set also includes a [illegible] U.S. [illegible] Durable plastic.

X 923-9724 A—Shipping weight 5 lbs 5.99

•

With a reinforced combat platoon guarding the convoy, you move out on a dangerous mission through enemy territory. Suddenly the convoy is attacked! You call up the tanks, position the howitzers, mortars, and machine guns. Shells fly, scattering the enemy. A counterattack, led by the platoon leader, completely routs the enemy, inflicting heavy losses

2 COMBAT MILITARY PLAY SET. Recreate the exciting battles of World War II Set contains 70 pieces including 72 soldiers 9 tanks 36 [illegible] 6 trucks—enough equipment and rolling stock to outfit a complete convoy! All plastic

X 923-9757 A—Shipping weight 2 lbs. 3.99

■

The big offensive is bogged-down all along the front line. Casualties are running high, reinforcements badly needed. You arrive with fresh troops, equipment, and vital air support. Helicopters and ambulances evacuate the wounded. Supply trucks deliver fresh food and ammo. The enemy fights hard, but is beaten.

3 MILITARY SET 106-pc. plastic set is designed for coordinated all-around missions. Comes with realistic jets and helicopters. Also includes tanks, jeeps, trucks, motorcycles. From Hong Kong

X 923-9740 A—Shipping weight 1 lb. . 2.44

SAVE THIS CATALOG—toys will be available till September 20, 1965.

3.99 over 130 pieces

COUNTY FAIR FARM SET. Give your young farm hands endless hours of educational fun! Completely equipped farm set comes with over 130 individual pieces—it's a precisely detailed, scale-model modern farm! Lithographed-metal barn measures 13 x 9 x 10 in. high, stands on metal base-plate. 12-in. high silo connects to barn and second-story hayloft. Durable polyethylene plastic bale-lift, tractor with accessories, pickup truck, live stock, farmers, tools.

X 923-9716 A—Shipping weight 4 lbs 4 oz. 3.99

Big mechanical barn has moving hay-lift, litter carrier and conveyor 247-pc. set 7.88

"BLUE RIBBON" MECHANIZED FARM SET Move bales into barn on mechanized hay lift, direct litter carrier in and out of barn, load and unload corn on mechanical conveyor—247 pieces, and many operate mechanically. All pieces are beautifully detailed—everything a "young farmer" could want. Lithographed metal barn measures 13 x 9 x 10 in. high, has sturdy metal base-plate, 2 silos. Plus '64 pickup truck, tractor, 2 chicken coops, 6 farm workers, vegetable garden, livestock Accessory pieces of plastic. Assembles easily

X 923-9706 A—Shipping weight 4 lbs. 2 oz 7.88

Flashy Riding Toys

for children "on the go"

A MURRAY HOOK AND LADDER FIRE TRUCK. Clang! Clang! Clang! Here comes the new streamlined, heavy-gauge steel fire truck—perfect for junior firemen. Just like the real thing—has revolving-type red light and bright chrome-plated gong bell. (Spotlight uses two "C" batteries—not incl.) Equipped with jet-type steering wheel, ball-bearing pedal drive. 5-position pedals adjust for 2 to 6 year olds. Two real wood ladders, rear step plate for extra rider. Has 8-in. ball-bearing wheels, ⅞-in. molded rubber tires, automotive spinner-type hub caps. Red with white trim. Body is 40 in. long, 15 in. wide.
X 927-1362 A—Shipping weight 28 lbs.* 13.88

B MURRAY SUPER DELUXE TRACTOR. A sure hit with any boy! Heavy-gauge steel with full ball-bearing wheels—8-in. front wheels with 1⅝-in. semi-pneumatic rubber tires, 10-in. rear wheels with 1¾-in. rubber tractor treads. Ball-bearing chain drive—motor-tone gear shift. Simulated spark plugs, ignition wires. Trailer hitch (order trailer below). Spring-type adjustable seat. Heavy-gauge steel, red finish, white trim.
X 927-1370 A—37 x 22 x 25 in. Shipping weight 34 lbs.* 17.77

BB Murray Dump-Trac Trailer. Attaches to [B], matches too! Operating dump box, passenger seat. 8-in. wheels with molded rubber tires. Trailer measures 33 in. long, 15½ in. wide.
X 927-1388 A—Shipping weight 16 lbs.* 6.97

C MURRAY FIRE BALL RACER. This Gold Cup Special is waiting in the pits for dynamic young racing fans. Sturdy all-steel construction. Has adjustable bucket seat, simulated bright chrome-plated exhaust pipes, vinyl-covered roll bar, deluxe spinner-type hub caps. Nylon-bearing chain drive for pedaling ease. 8-in. ball-bearing front wheels, 10-in. rear wheels; rubber tires. Frost-white finish, red trim, red wheels. Body measures 41 in. long, 23 in. wide. Fun for ages up to 6 years.
X 927-1396 A—Shipping weight 35 lbs.* 17.97

D MURRAY TEE-BIRD AUTO. Sleek, modern sports-car styling for youngsters "on the go"! With jet-type steering wheel, simulated headlights, grill. Full ball-bearing pedal drive. 8-in. ball-bearing wheels with ⅞-in. molded rubber tires. Sturdy steel construction. Bahama-blue finish with white trim, red wheels with white stripe. Body measures 33 in. long, 15 in. wide. Lots of fun for ages up to 6 years.
X 927-1404 A—Shipping weight 25 lbs.* 9.88

E MURRAY ASTRONAUTS' CAR. Modeled after the car used to carry astronauts Glenn, Cooper, etc. in ticker-tape parades, etc. With windshield, automotive-type spinner hub caps, and fender ornaments with reflectors. 5-position pedals adjust for 2 to 6 yr. olds. Ball-bearing pull straps and rear axle hangers. Has 8-in. wheels with molded rubber tires. All-steel construction. Body is finished in Arctic white with dayglow and dark blue trim. Body is 36 in. long, 17 in. wide.
X 927-1412 A—Shipping weight 27 lbs.* 13.97

G GARTON U.S.A.F. JEEP. Has authentic markings that children will love! Easy-operating chain drive with ball-bearing pedal cranks. Ball-bearing rear axle supports. 8-in. wheels with nylon bearings. Semi-pneumatic rubber tires. Has adjustable two-position windshield. Heavy-gauge steel construction. Blue baked-enamel finish. Body is 41½ in. long, 17¾ in. wide. For ages up to 6 years.
X 927-1461 A—Shipping weight 36 lbs.* 13.97

H RADIO TOWN & COUNTRY HARDWOOD STAKE WAGON. Hauls big loads easily. Converts to lost coaster when sides are removed. Natural-finish body—red stakes. 10 x 1¾-in. puncture-proof rubber tires. Lifetime-lubricated bearings. Rustproof hardware. 38 in. long, 18 in. wide.
X 927-1529 A—Shipping weight 42 lbs.** 15.97

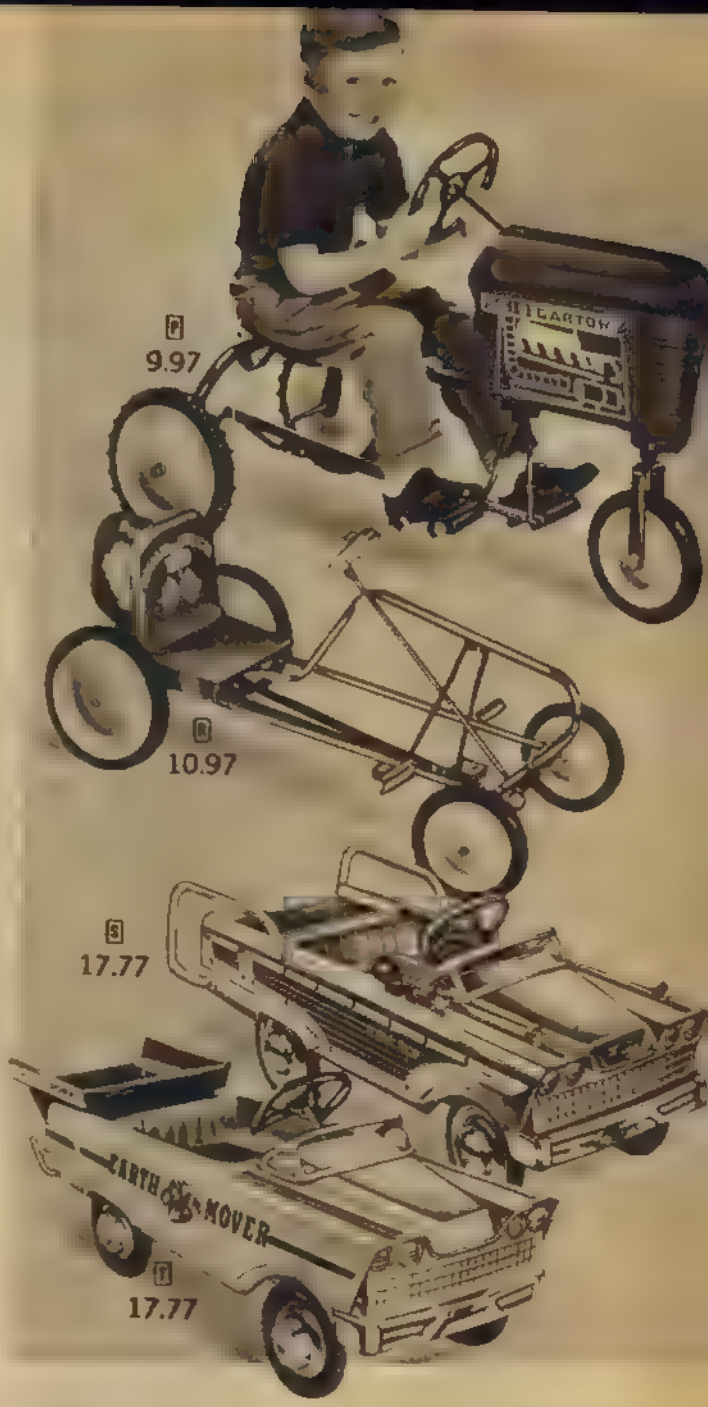
J JET RACER. "Speed Stick" and drive mechanism have oil-lubricated bearings. Adjustable steel seat. 10-in. wheels, 1½-in. rubber tires. Protective edges on steel body. Red/white trim. 41 in. long, 17½ in. wide.
X 927-1487 A—Shipping weight 25 lbs.* 12.97

K MURRAY CHAIN DRIVE SUPER TOT ROD. Nylon-bearing chain drive offers easy pedaling, smooth ride. Has adjustable bucket seat and vinyl-covered roll bar. 10-in. rear, 8-in. front ball-bearing wheels. Rubber tires. ⅞-in. tubular steel wedge frame for maximum stability. Red/white trim, white wheels. Body is 41 in. long, 23 in. wide.
X 927-1420 A—Shipping weight 30 lbs.* 14.44

L RADIO FLYER WAGON. The world's most popular wagon. One-piece all-steel body—rolled-under flange edges protect riders. Semi-pneumatic 10 x 1¾-in. rubber tires. Red. Body is 36 in. long, 17½ in. wide.
X 927-1511 A—Shipping weight 32 lbs.* 8.88

M RADIO SUPER WAGON. Has new "Fit-Grip" handle. Husky steel construction—sturdy axles and front gear. Puncture-proof 7 x 1¼-in. rubber tires. Fire-engine red, white wheels. 28½ in. long, 13½ in. wide.
X 927-1503 A—Shipping weight 18 lbs. 5.44

N REX PAL ALL-STEEL WAGON. Favorite coaster has smooth, protective corners and edges. Double-disc white wheels, 6 x ⅝ in. molded rubber tires. Fire-engine red. Body is 25 in. long, 12½ in. wide.
X 927-1495 A—Shipping weight 12 lbs. 2.97



P GARTON TRACTOR. Put a boy on this toy and watch him go! Universal steering joint on front wheel permits full 360° turn. 8-in. front wheel, 10-in. ball-bearing rear wheels have large-size tractor-tread semi pneumatic rubber tires. Ball-bearing rear axle supports. Equipped with adjustable bucket seat, trailer hitch. Steel construction. Red/white trim. 37 in. long, 17½ in. wide.
X 927-1453 A—Wt. 22 lbs.* .. 9.97

R JUNIOR SCAT CAR. New airplane-type steering wheel gives e' ogue appearance. Nylon bearing pedal drive adjustable to 5 positions for 2 to 6 yr. olds. 8¾ in. rear and 7½-in. front wheels have 1¼-in. puncture-proof rubber tires. Retractable foot rests. ⅞-in. steel tubular frame. Bright red finish, black and white trim. Measures 39 in. long, 19½ in. wide. No down payment.
X 927-1479 A—21 lbs.* 10.97

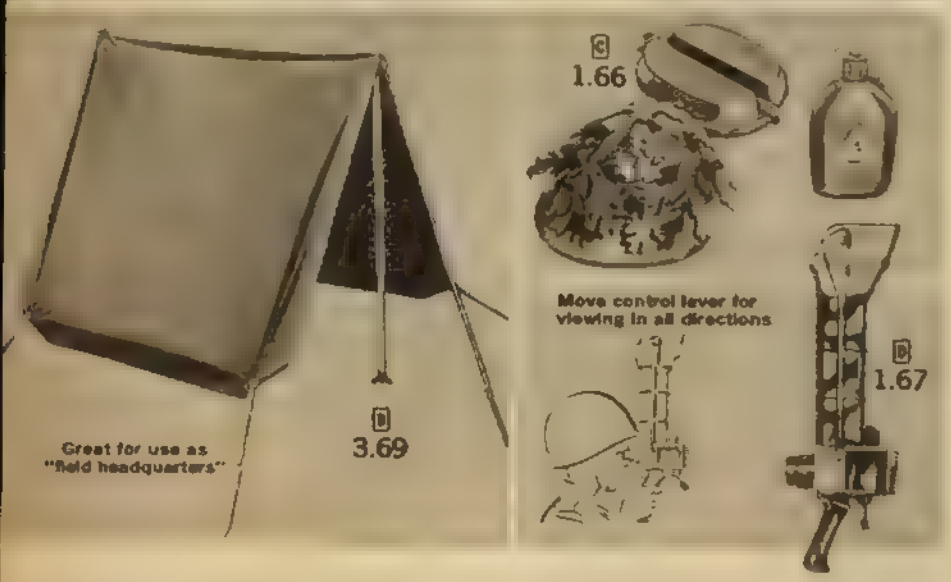
S DELUXE STATION WAGON. Sleek and classy! Has "jeweled" bulb horn, spinner hub caps, gun-sight fender ornaments with reflectors, windshield and rear compartment with tailgate. Ball-bearing pedal drive. 5 position pedals are adjustable to 8 in. ball-bearing wheels with molded rubber tires. Steel—beige metallic finish. 45 in. long, 17 in. wide.
X 927-1438 A—Wt. 32 lbs.* .. 17.77

T DELUXE DUMP TRUCK. "Earth Mover." Playload truck has easily operated dump mechanism. With truck tread design tires, spinner hub caps, windshield. 5-position adjustable pedals. 8-in. wheels. All steel construction. Yellow enamel body with black trim; black enamel dump box. 47 in. long, 18 in. wide. Use Credit Command—see page 79.
X 927-1446 A—34 lbs.* 17.77

Save this catalog to order toys the year 'round—available until Sept. 21, 1964

* Semi-mailable—see page 81 for further information. ** Not mailable—pay shipping charges on delivery.

boys . . . get set for backyard *mock-combat!*



Everything you need for make-believe warfare

E MATTEL GUERILLA GUN SET. Here is the set for every active boy—has everything needed for make-believe guerilla warfare! Authentically camouflaged cap-shooting "guerilla" machine gun with snap-on sling strap gives continuous firepower with fully automatic action. Fires shots in bursts or single shots. Realistic bolt-action and smoking barrel. For automatic firing-action, pull bolt back, squeeze trigger. Caps not included. Plastic gun is 25 in. long. (Order gun separately below.) Set includes authentically styled camouflage-pattern plastic poncho, green brushed cotton commando beret with official insignia, completely flexible, harmless soft-plastic commando knife and belt scabbard. (Order caps on page 111.)
X 923-2786 A—Wt. 2 lbs. 10 oz. . . . Set 3.27
X 923-1770 A—Gun only. 1 lb. 11 oz. . . 2.44

G COMBAT OUTFIT. Authentically patterned camouflage outfit will make you a real "jungle fighter." Consists of Sanforized print cotton-twill jacket with patch pocket and matching trousers. Handsomely decorated with ranger emblem and sergeant stripes. With camouflage plastic helmet. Standard olive-drab color. Small (ages 4-3), Medium (ages 6-7), and Large (ages 8-10). State size when ordering—Small, Medium, Large.
X 923-2729 A—Wt. 1 lb. 8 oz. 4.44

H REMCO LONG RANGE MORTAR. Looks, shoots like a real 60mm trench mortar. To fire just activate harmless plastic shell, drop it into muzzle, and watch it "explode" enemy pillbox. 19-in. long plastic mortar has detailed elevation markings and striking "jungle-fighter" motif. Even has telescopic sight. Four plastic shells included.
X 923-1796 A—Wt. 3 lbs. 5 oz.** . 2.99

J .50 CAL. MACHINE GUN. Modeled after 50 caliber air-cooled machine gun used by U. S. Army. Rapid-fire plastic machine gun on detachable tripod has recoiling barrel—makes impressive "rat-tat-tat" shooting noise. You can even see bullet flashes. Black and olive camouflage coloring. Mounted on swivel with 18-in. steel tripod legs. 28½ in. long. Uses 2 standard ("D" cell) flashlight batteries (not incl.—see page 118).
X 923-2810 A—Wt. 3 lbs. 3.88

K REMCO LONG-RANGE BAZOOKA. Pop rocket into tube chamber. Adjust sight for right or left-hand firing. Settle shoulder rest into position. Pull the trigger and whammo!—a hit! 30 feet away, enemy's pill-box "explodes!" Rugged plastic construction. 39 in. long. With 4 harmless plastic rockets, pill-box.
X 923-1291 A—Wt. 3 lbs. 12 oz.** . . 3.88

L REMCO MONKEY GUN. Three guns in one! First, young "guerilla" has an automatic pistol. More firepower needed! Add barrel extension, pistol becomes "powerful" tommy gun. Pop in a grenade and monkey gun has added weapon power of a long-range rifle grenade. Pistol, tommy gun and rifle grenade have motorized "rat-tat-tat" sound effects. Gun with extension measures 24¼ in. long. Blue and olive drab camouflage markings. Complete with 2 harmless grenades. Gun uses 2 "D" batteries (not included—to order see page 118). All pieces are of high-impact plastic.
X 923 2760 A—Wt. 3 lbs. 3.44

M REMCO MONKEY HELMET. Now you can be equipped properly as a member of the Monkey Division for Jungle Warfare! Authentically detailed helmet has moveable visor, specially tinted to shield eyes. Adjustable chin-strap holds helmet in place. Extension radio antenna pulls up and down for pretend reception. All plastic. Use with Monkey Gun (L) above.
X 923 2778 A—Wt. 1 lb. 4 oz. 1.99

N HUBLEY PISTOL AND HOLSTER SET 45 cal. cap-repeater pistol fires 50 shots. Die-cast metal with bright nickel finish, plastic grips. Scrollwork throughout. 7 in. long. Camouflaged leather holster, 1½-in. belt. Order caps—pg. 111.
X 923-2737 A—Wt. 13 oz.* 1.44

A MARX "G. I. RANGER" SET. Boys everywhere! You can be a one-man army when you start blasting away with this set's 19-in. pull-back ejector tommy gun with camouflage coloring. Has recoiling barrel—makes "rat-tat-tat" shooting sound. Pull-back bolt lever sets gun at ready-to-fire position. Trigger activates rate of fire—gives single shot or automatic firing. Shells are ejected as gun is fired. 19⅝ in. long. (Order gun separately below.) Set includes 17½-in.-long cap-firing, bullet-shooting pistol, camouflaged boy-sized G.I. helmet, 2 soft non-exploding play hand grenades with pull-out pins, canteen, camouflaged poncho, simulated walkie-talkie, and 8 soft plastic play bullets. All pieces except metal belt hook on canteen are high-impact plastic. (Order caps on page 111.)
X 923-2794 A—3 lbs. 13 oz.*/** Set 4.67
X 923 2828 A—Gun only. 1 lb. 7 oz. . 1.79

B REMCO WEATHER-RESISTANT FIELD TENT. Just like equipment used by guerilla fighters in jungle warfare. Junior jungle-fighters can use this tent for shelter and as field headquarters. Durable canvas duck. 8 x 6 ft. high.
X 923 2745 A—Shipping weight 3 lbs. 8 oz. . . . 3.69

C REMCO CAMOUFLAGE HELMET, MESS KIT AND CANTEEN Adjustable helmet is camouflaged with realistic "leaves"—ideal for jungle maneuvers. Measures 9¼ x 7½ x 3½ in. high. Mess kit (7⅝ x 5⅜ x 1⅞ in. high) and canteen (3⅜ x 1½ x 6 in. high) come in handy at "chow" time. All pieces are made of high-impact plastic.
X 923-2752 A—Shipping weight 2 lbs. 1.66

D MARX 4-WAY COMBAT SCOPE. Spot the "enemy" before you, behind you, to your left and right, without disclosing your position. Plastic. 15½ in. high.
X 923-2802 A—Shipping weight 1 lb. 8 oz. 1.67

*Pistols not sold to residents of New York City **Not sold to residents of Del., Mass

Popeye invites all you swabs in the business to enjoy his beautiful 35th birthday

59 TV stations are throwing parties on their Popeye cartoon programs the week of January 13-19.

They'll play Popeye games, award Popeye prizes, cut a Popeye birthday cake.

And they'll introduce "Popeye's Birthday Song," dedicated to children everywhere who'll have birthdays in 1964.

After that, leading local children's shows from coast to coast will throw "Happy Birthday from Popeye" specials every month.

Millions of kids will thus enjoy Popeye's Big Birthday Year because it will be celebrating their own birthdays.

You too could enjoy Popeye's birthday . . . by an appropriate tie-in. Just ask us about it.

And if you'd like a copy of "Tale of a Sailor," the charming story of Popeye's first 35 years, just drop us a line. It's free.

Go Popeye! Happy Birthday, everybody!

King Features Syndicate, 235 East 45th Street N. Y. 17, N. Y. • Tel. MU 2-5600

GAYLA

The Outstanding Plastic Kite Line in 1964

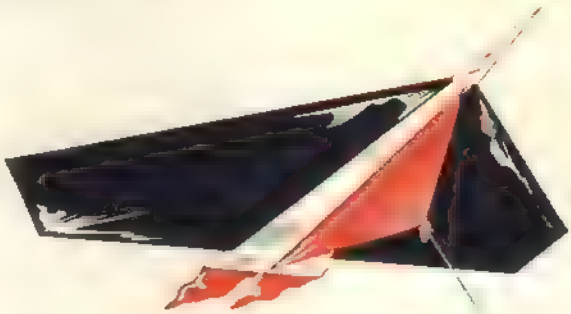
Ready To Boost Your Spring and Summer Sales In 1964

Ready to Fly in Seconds . . . [illegible] needed because of [illegible] patented [illegible]

★ new designs in '64

NO 10 SKY RAIDER

Wing span 4 ft., $1.00 retail. Assorted combination colors. Six each per carton. Four dozen to a shipper; 12 Lbs



NO 30—INVADER

Wing span 4 ft. $2.00 Retail. Individually packaged in display carton. Two dozen per shipper 12Lbs

★ new sales appeal for '64

RETAIL FROM $1.00 to $3.50

COLOR CATALOGUE AVAILABLE

NO 86—BAT

Wing span 5 ½ ft. $3.50 Retail. Individually packaged in display carton. Two dozen per shipper 15 Lbs.

★ New colorful packaging for '64

Says the Baltimore Sun: "Hottest item of its kind! And the 1964 line is the most outstanding line of plastic kites we have ever made".

The 1964 line has new packaging, and even a greater variety of colors. 5 models in the line. 3 assortment deals. No better flying kites anywhere in the world.

GAYLA INDUSTRIES • P.O. BOX 13222 • HOUSTON, TEXAS

NATIONAL SALES—**GEORGE PERLIN**, 1424A Merchandise Mart, Chicago, 54, Ill. **Ivan G. Herman & Co.**, Room 448—200 Fifth Avenue, New York, N.Y. Eastern sales mgr. **Hal Schollenberg**, 1432 Merchandise Mart, Chicago 54, Ill. **Louis Anderson**, 3006 West 50th Street, Minneapolis 10, Minn. **Geo. Koehler & Associates**, 9207 West 97th Street, Overland Park, Kans. **Erlach-Lee Co.**, 1335 Market Street, San Francisco, Calif. **George Olson**, 1137 So. Valencia Street, Alhambra, Calif. **Chas. P. Swift Jr.**, 3117 Sperry St., Dallas, Texas, **James P. Corkren Co.**, 1050 Robinhood Lane, Memphis, Tenn.

GAYLA

The Outstanding Plastic Kite Line in 1964

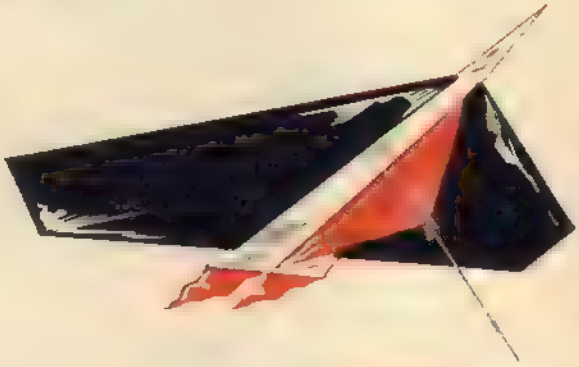
Ready To Boost Your Spring and Summer Sales In 1964

Ready to Fly in Seconds . . . no tail needed because of exclusive patented keel!

★ new designs in '64

NO. 18 SKY RAIDER

Wing span 4 ft., $1.00 retail. Assorted combination colors. Six each per carton. Four dozen to a shipper, 12 Lbs.



NO. 30 INVADER

Wing span 4 ft. $2.00 Retail. Individually packaged in display carton. Two dozen per shipper. 12 Lbs.

★ new sales appeal for '64

RETAIL FROM $1.00 to $3.50

COLOR CATALOGUE AVAILABLE

NO. 84 BAT

Wing span 5 ft. $3.50 Retail. Individually packaged in display carton. Two dozen per shipper. 15 Lbs.

★ New colorful packaging for '64

Says the Baltimore Sun: "Hottest item of its kind! And the 1964 line is the most outstanding line of plastic kites we have ever made".

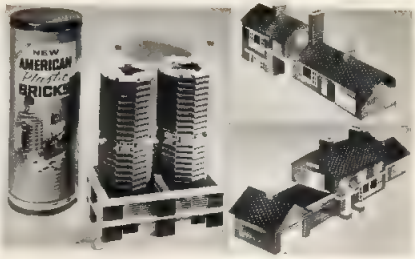
The 1964 line has new packaging and even a greater variety of colors. 5 models in the line. 3 assortment deals. No better flying kites anywhere in the world!

GAYLA INDUSTRIES • P.O. BOX 13222 • HOUSTON, TEXAS

NATIONAL SALES—**GEORGE PERLIN**, 1424A Merchandise Mart, Chicago, 54, Ill. **Ivan G. Herman & Co.**, Room 448, 200 Fifth Avenue, New York, N.Y. Eastern sales mgr. **Hal Schollenberg**, 1432 Merchandise Mart, Chicago 54, Ill. **Louis Anderson**, 3006 West 50th Street, Minneapolis 10, Minn. **Geo. Koehler & Associates**, 9207 West 97th Street, Overland Park, Kans. **Erlach-Lee Co.**, 1335 Market Street, San Francisco, Calif. **George Olson**, 1137 So. Valencia Street, Alhambra, Calif. **Chas. P. Swift Jr.**, 3117 Sperry St., Dallas, Texas, **James P. Corkren Co.**, 1050 Robinhood Lane, Memphis, Tenn.

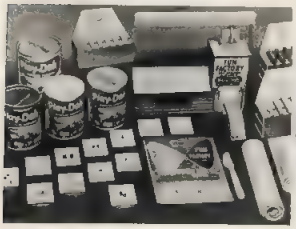
Gibco Blocks Scaled Model Construction Set . . . keeps little architect-builders busy planning and building colorful modern homes, garages, schools, churches, etc. . . all in perfect scale. Each 1 in. long plastic block is ½ the size of a regular concrete building block. Blocks interlock quickly; fit securely so buildings go up fast! Each set contains building blocks, cardboard roofs, doors and transparent plastic windows that open and close

88-92-79F	Set of 630 Pieces. Shpg. wt. 3 lbs	$7.49
88-92-87F	Set of 335 Pieces. Shpg. wt. 1 lb. 12 oz.	4.49
88-92-95F	Set of 205 Pieces. Shpg. wt. 1 lb	2.99



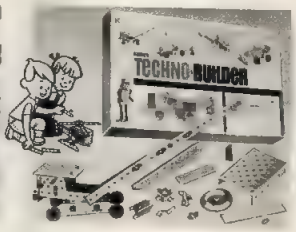
NEW! American Plastic Bricks. Little builders can make model houses, train stations or dream castles with these clever interlocking bricks in 3 sizes and shapes. Sets include green roofs, red bricks, white tile trim, picture windows, transparent jalousie windows that open and shut, sliding overhead garage doors, etc. It's new and improved: in materials, in styling. Virtually unbreakable.

89-75-61F	Set with 909 Pieces. Shpg. wt. 8 lbs	$10.95
89-75-38F	Set with 585 Pieces. Shpg. wt. 5 lbs	7.95
89-75-53F	Set with 455 Pieces. Shpg. wt. 3 lbs. 8 oz	5.49
89-75-46F	Set with 291 Pieces. Shpg. wt. 2 lbs. 8 oz	3.79



Play-Doh Master Plan Fun Factory. Build a whole city . . . a railroad with freight trains and streamliners . . . an airport with airplanes. Make jewelry and flowers, different buildings. Set includes 30 extrusion dies, Play-Doh Fun Factory, plastic trimmer, four 7-oz. cans Play-Doh, Master Plan City Map, 36x36 in. plastic table cover. With instructions. For 7-year olds and up

89-43-52F Shipping weight 5 lbs $3.79

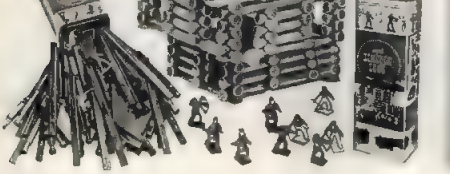


Techno-Builder . . . lets youngsters from age 4 and up make an endless variety of fascinating, moving vehicles (cranes, tractors, etc); mechanical men and toys. Durable plastic and metal pieces snap together easily without screws or fasteners. Can be taken apart . . . put together any number of times for hours of creative fun. Contains 378 pieces. Box size: 18½x11½x1¾ in.

89-02-10F Shpg. wt. 3 lbs . $3.79

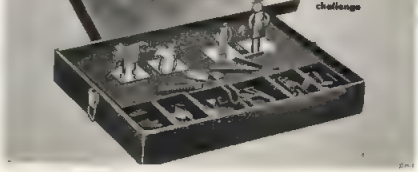
"Big-Boy" Tinkertoy . . . all-wood construction set that builds action models up to 8 ft. high! Child selects right parts by color for any of hundreds of fun-packed toys he can make. "Big Boy" has more and larger parts (365 of them) for the older child. Parts are precision-made of white birch with colorsafe finish. With 16-page instruction book.

89-11-50F	"Big Boy" Set. Wt. 2 lbs	$3.79
89-11-68F	"Grad", 215 pcs. (1 lb.)	2.39



Original Lincoln Log Sets . . . with 32 scaled vinyl figures, including settlers, Indians and forest animals! Now, pint-size pioneers 3 yrs. old and up can build cabins, forts, wagons—arrange and people whole trading posts. Logs, notched as they were in pioneer days, are 1¾ to 16¾ in. long, ¾ in. diameter—require no tools to put together. Set contains brightly colored roofs, gables, chimneys as well as a book of models and complete instructions. Shipping weights: large set, 7 lbs.; medium set, 4 lbs

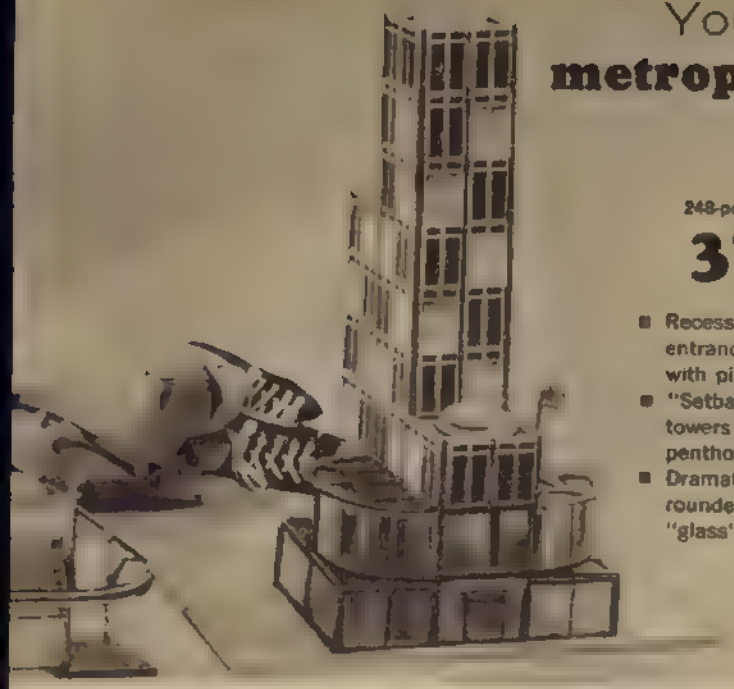
89-34-20F	Contains 178 wood pieces, 32 vinyl figures	$4.49
89-34-12F	Contains 129 wood pieces, 32 vinyl figures	2.99



A game for the whole family — full of fun and challenge

Magnastiks . . . a new game of skill to challenge the ability of the whole family . . . Mom, Dad, Grandpa and all the youngsters! Uses the magic and mystery of magnets for endless hours of exciting fun. Over 100 construction pieces (metal and plastic) in assorted shapes combine with lifetime magnets to create an almost unlimited number of intricate geometric designs . . . different animals and amusing figures . . . buildings and forms. It's a pastime youngsters won't quickly tire of for the challenge is ever new, for years of play. In beautiful 12½x9x3 in. luggage-type carrying case.

89-02-85F Shpg. wt. 2 lbs. 5 oz. $3.19



You can begin building the **metropolis of tomorrow** . . . today!

248-pc. set

3.77

- Recessed entrances with pillars
- "Setback" towers and penthouses
- Dramatically rounded "glass" walls

Completed plastic structures are sturdy enough to be carried from room to room

Kenner girder and panel building set

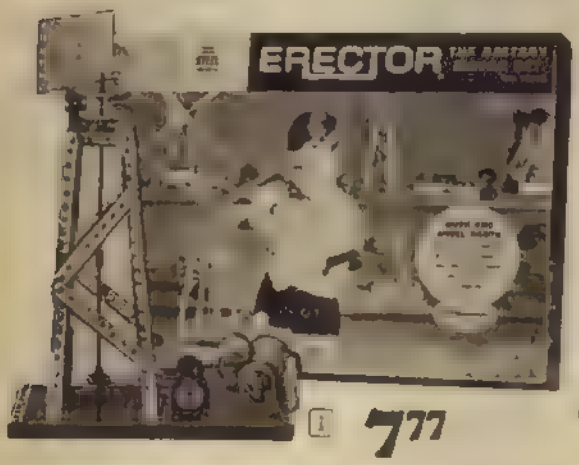
MODERN BUILDING SET includes a great many of the spectacular construction features seen on the newest buildings all over the world. "See-through" panels show lobbies, banks, offices. Brightly colored interior panels. Rounded "glass" walls are reversible—curve in or out for dramatic styling effects. Newly engineered roof panels support setback walls and realistic penthouses. Dual panels have vertical center divisions—give effect of twice as many panels and soaring height. Modern pillars make interesting recessed entrances and walk through open construction. Build skyscrapers, railroad stations, sports arenas, apartment houses with just 3 basic parts: columns, beams, panels. Rugged polyethylene plastic girders and high-strength plastic panels interlock to form sturdy structures. Includes hardboard foundation—10 x 13 in. overall.

X 924-1696 A—Shipping weight 2 lbs. 3 oz. 3.77

138-Pc. Girder and Panel Building Set. Same ultra-modern parts as set above but on a smaller scale. Builds many of the same structures as the bigger set. Includes 10 x 10-in. hardboard foundation.

X 924 1704 A—Shipping weight 1 lb 4 oz. 2.27

Robots, rockets, radar sets—build them and hundreds of other action-packed models!

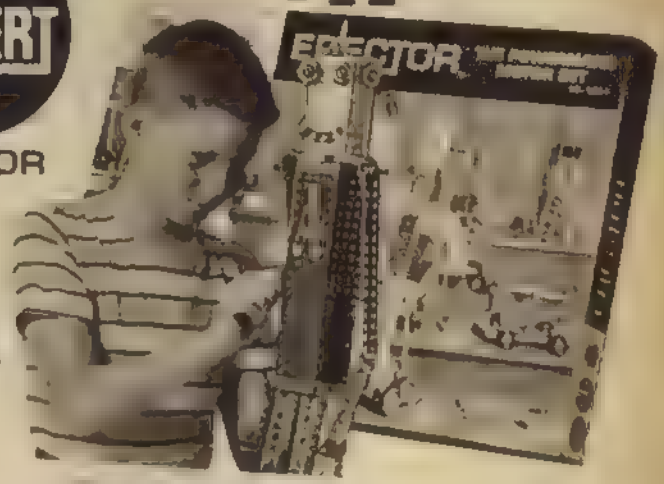


1 **7.77**

GILBERT ERECTOR

All Erector sets complete with large number of nuts, bolts, washers

2 **11.44** Has over 350 parts!



- More than 290 newly designed steel parts, plus a small but mighty electric motor

1 **BATTERY MOTOR SET.** Hook up the battery-operated motor and watch the blades of your giant helicopter revolve faster and faster. Set includes enough steel parts to build: airplane ride, walking beam pump, radar antenna, [illegible] robot, and many others. Uses 2 "D" batteries (not incl.—see page 269).

X 924-1720 A—Shipping weight 4 lbs. 8 oz. 7.77

- Powermatic motor operates many models automatically

2 **POWERMATIC MOTOR SET.** Build modern all-steel models of lunar surface probe, mobile crane with brand new block and tackle operating drawbridge, pile driver, walking-beam engine, radar scanner and many more. 3-volt motor operates on 2 "D" batteries (not incl.—see page 269).

X 924-1712 A—Shipping weight 6 lbs. 11.44

- Brightly colored panels for realistic effects and variety

3 **ENGINEER'S SET.** Build and rebuild dozens of all-steel models—rocket [illegible] tower, jet bomber, radar installation, submarine, mobile radar scanner, and lots more. Put modern girders and brightly colored panels together on the famous Erector nut and bolt principle. Steel pieces. Storage box. Charge it—see page 283 for details.

X 924-1738 A—Shipping weight 2 lbs. 4 oz. 3.47

- Just the set to fascinate budding "architects"

4 **MODEL MAKER'S SET.** The perfect starter set. Easy to follow diagrams make it a cinch to build a robot, revolving crane, battleship, airplane, space ship, elevator and plenty of others. Steel pieces. With convenient storage box. Charge it—see page 283.

X 924 1746 A—Shipping weight 1 lb 9 oz. 2.47

3 Over 200 parts **3.47**

4 Over 150 parts **2.47**

Buy toys for every youngster on your list with Credit Command. See page 283

1 6.99

2 American Logs: 250 realistic pieces—build cabins, trading posts, forts 3.34

3 291 Army green and white plastic pieces make barracks, command towers, missiles 3.49

4 120 versatile engineering pieces, create hundreds of mechanical toys 3.49

BUILD YOUR VERY OWN CITY

-make houses, schools, motels

1 **AMERICAN PLASTIC BRICKS** 585 red and white pieces. Build houses, garages, motels, schools. Movable doors and windows [illegible] Transparent [illegible] windows. Sliding garage [illegible] Patented interlocking pieces—pegs and pockets are built to give a firm hold, yet come apart easily. Durable plastic. With instruction book.
X 923 7090 A—Shipping weight 5 lbs 6.99

Same as above, but with 291 pieces.
X 924 1597 A—Shipping weight 2 lbs. 1 oz 3.99

2 **AMERICAN LOG BUILDING SET** Fun and educational [illegible] 250 pieces. Authentic pioneer buildings—log cabins, trading posts, forts and barrels. Set has brown logs, green roof slats, and red chimneys. Hardwood logs are notched for positive interlocking to give a [illegible] construction. All pieces realistically colored and waxed smooth for sure handling. Instruction book included.
X 923-7108 A—Wt. 6 lbs 3.34

Same as above, but with 150 pieces.
X 924 1589 A—Wt. 4 lbs 2.34

3 **AMERICAN PLASTIC ARMY BRICKS.** [illegible] piece set for young "Army engineers." Interlocking green and white plastic bricks build command towers, barracks, bunkers, missiles. Windows, doors open and close. Camouflaged roofs. Instructions included.
X 924 1548 A—Wt. 2 lbs. 1 oz 3.49

Same as above, but 173 pieces.
X 924 1555 A—Wt. 1 lb. [illegible] oz 2.49

4 **DELUXE AMERICAN ENGINEERING SET** Versatile set of [illegible] plastic pieces makes countless toys or objects—[illegible], cranes, airplanes, hundreds more. Fully detailed step-by-step instruction booklet is provided—shows dozens of projects for inventive minds.
X 924 1563 A—Wt. 3 lbs. 3 oz 3.49

Same as above, but with 60 pieces.
X 924 1571 A—Wt. 2 lbs. 6 oz 2.49

3.88

Make push-pull toys galore

TOY MAKER SET. 105-piece set by Tinkertoy—ready to assemble. Build mobile vehicles for land and sea, plus many other push-pull toys. Durable wood and plastic parts snap together and come apart easily for use again and again. For ages 2 to 8 years.
X 923-6969 A—Wt. 2 lbs. 4 oz. 3.88

Same as above, but with 53 pieces.
X 923 6977 A—Wt. 1 lb. 6 oz. 2.24

1.66

56 soft-plastic blocks

SNAP 'N' BUILD BUILDING SET. The great new building set for children ages 3 and up. Soft blocks snap together for an endless variety of buildings, towers and skyscrapers—and they won't tumble! Easy to snap apart—use them over and over again.
X 924 1530 A—Wt. 1 lb. 1.66

3.39

The original Tinkertoy

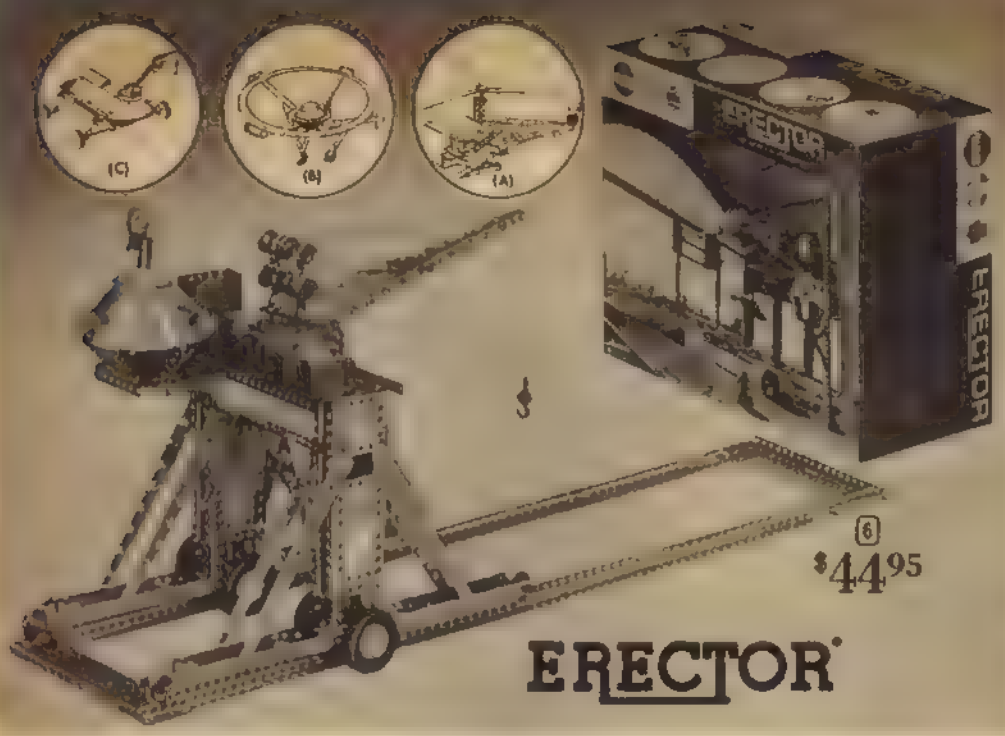
FAMOUS TINKERTOY SET. 1000 toys in one! Favorite with children of all ages. This set has 3.8 pieces—precision made of plastic and white birch. Color-coded [illegible] make it easy to assemble 1000 toys. Finishes are non-toxic. Like it? You can charge it—see page 283 for details.
X 923-6985 A—Wt. 4 lbs. 3.39

Same as above, but with 183 pieces.
X 923-6993 A—Wt. 2 lbs. 5 oz. 1.99

3.77

Build exciting mobile toys

STAX TOY-BUILDING TOY. Ideal for ambitious children who like to create their own toys. 290 high impact plastic pieces make many movable playthings. Build a 3-car train, crane, windmill and many others. With 9 sizes of color-matched Stax stix, plus clips, wheels, and axles. Wt. 2 lbs. 8 oz.
X 923-7066 A. 3.77



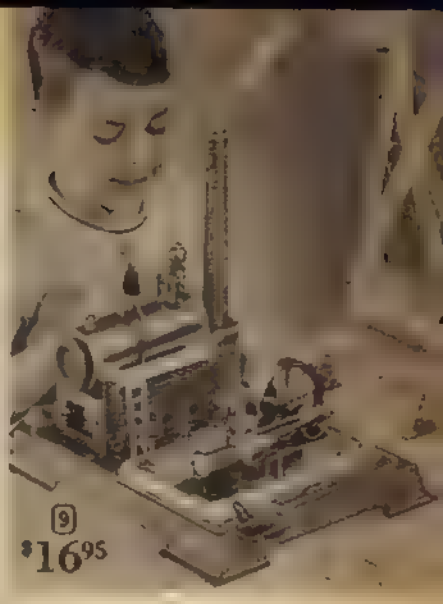
Famous A.C. Gilbert Erector Sets feature interchangeable steel parts. All Gilbert Erector sets can be combined with older sets. New sets (Master Power, Planetary Probe, and Lunar Vehicle) have tapered girders and multi-colored steel parts. All sets have complete instructions. See Page 301 for batteries.

6 **The Master Power Set** builds unlimited space age models. Try the operating Auto Assembly line made possible with the vast assortment of newly designed girders, plates, wheels, gears, and the Powermatic motor that operates from either a remote control battery case or UL Listed electric power pack—both with forward, reverse and on/off switch. The Programmer with special reversing switch sets up an entire automatic sequence of movement—complete with powermatic hoist. Needs 2 "D" batteries.
48 T 2436M—Ship. wt. 28 lbs. *Mailable*..... **$44.95**

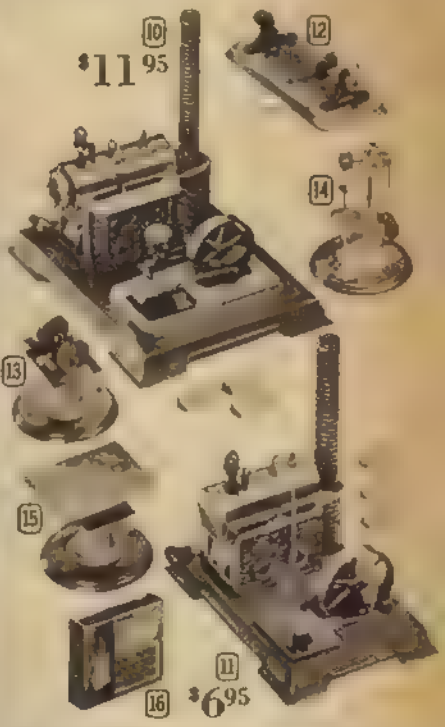
(A) **Build A Modern Helicopter**, Radar Scanner, Airplane ride, and more. Motor needs 2 "D" batteries.
48 T 2461—Ship. wt. 6 lbs. 8 oz..... **$7.99**

(B) **Build A Model Planetary Probe** that may soon operate on Mars. Newly designed parts for Moon bulldozer, floating salvage crane, dual inclined railway, lunar transmitter. Countless models can be built—use ingenious powermatic hoist modeled after ship hoists. Powermatic motor with remote control battery case and reversing switch needs 2 "D" batteries.
48 T 2435 M—Ship. wt. 22 lbs. *Mailable*..... **$27.88**

(C) **Get realism never before possible in Erector Sets.** Lunar vehicle set has redesigned parts—builds ultra modern devices: Space platform, radar scope, and many more. Powermatic motor has remote control battery case and reversing switch. Needs 2 "D" batteries.
48 T 2434 M—Ship. wt. 11 lbs. 13 oz. *Mailable* **$16.99**



Steam Engines: Mirror polished boilers; copper-plated furnaces—chimneys, brick design, safety valves, whistles, power take-off pulleys. Uses dry fuel included in each set from W. Germany.



7 **Advanced Electric "build-it" sets** give unlimited opportunity for displaying creative ability. Contains hundreds of parts, including an electric motor, working panels, buzzer units, code keys and 2 "D" batteries, to build real working models.

Illustrated instructions show how to make an electro magnet, flashlight, sending and receiving telegraph set, four-way traffic signal, motor driven hot rod, electric crane, closet light, electric tester, and many others.
48 T 2240—Shipping wt. 4 lbs.

SAVE THIS CATALOG
Toys Available Until October 1, 1964

8 **Inventors' Kits** give your youngster 3 working models of historic inventions that are great fun to build. Full instruction with each set.

- **Telephone:** an exact replica of Alexander Graham Bell's first telephone that makes and receives calls.
- **Telegraph:** a detailed model of an early Samuel Morse telegraph. Morse code can be sent and received.
- **Phonograph:** a fine replica of Emile Berliners' original phonograph that plays a 45 RPM record (not included)

Now, all 3 kits in one big package at one low price.
48 T 2276—Ship. wt. 3 lbs. ..... Package of 3 for **$5.77**

9 **Big, Realistic engine** runs fast or slow with 2-step power take off that moves accessories at varied speeds. Centrifugal governor keeps speeds steady. Double acting pistons run 5½-in. rustproof brass boiler with glass window to check the water level. 12½x10½ in. high.
48 T 2238—Ship. wt. 5 lbs. **$16.95**

10 **Steam Engine** with oscillating cylinders, 4½-in. brass boiler, glass window. Centrifugal governor keeps speeds steady. 1-step power take off pulley. Base 8x10½ in.
48 T 2237—Ship. wt. 3 lbs. **$11.95**

11 **Budget priced engine** has oscillating brass cylinder, steam operated pistons and separate power fly-wheel. Base 5⅜ in.
48 T 2236—Ship. wt. 2 lbs. **$6.95**

Belt Driven Steam Engine Attachments. Shipping wt. each 6 oz.
(12) 48 T 2222—Transmission **$1.69**
(13) 48 T 2227—Grinding Machine ... **1.69**
(14) 48 T 2215—Drilling Machine..... **1.99**
(15) 48 T 2219—Circular Saw..... **1.69**

16 **Dry Fuel** for engines—40 tablets.
48 T 2201 Ship wt. 6 oz. **94c**

NEW! Vac-U-Form

IT'S FUN! IT'S USEFUL! MOLDS MOST ANYTHING!

1 **Here's a New Toy and Hobby Concept** from Mattel. Actually forms plastic reproductions of any small object . . . makes planes that glide, boats that float, cars that roll, jewelry, cabins, decorations, signs, [illegible] from molds included with set, or from molds made at home of clay, soap, wood, in fact from almost any object.

Mold constructed of sturdy metal. Comes complete with over 50 individual molds, 15 sheets of [illegible] coated, clear and metallized plastic, paints, cement, clay; plus a detailed 28-page instruction booklet. Thousands of hours of entertainment for ages 8 and up. Operates on 110-120 V., AC.
48 T 2466—UL Listed. Ship. wt. 7 lbs. 8 oz. **$8.88**

Airplane Molds. Planes and rockets that really glide plus 9 plastic sheets.
48 T 2467—Ship. wt. 8 oz. **98c**

Car Molds. 18 different cars, 2 trucks, plus 8 plastic sheets.
48 T 2468—Ship. wt. 8 oz. **98c**

Sign Mold Kit. 3/4-in. display size, 3 alphabets, numbers, punctuation, plus 15 plastic sheets.
48 T 2469—Ship. wt. 8 oz. **98c**

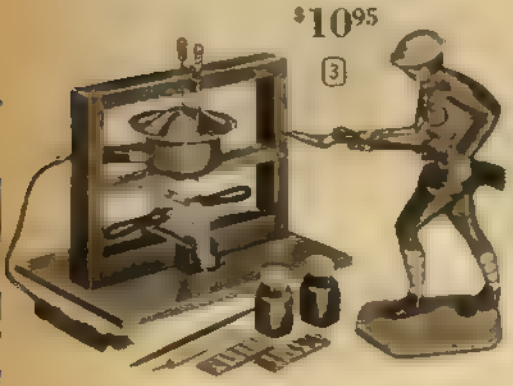
Plastic. 49 Ass't. sheets.
48 T 2485—Ship. wt. 5 oz. **98c**

NEW! Mold Master

Mold and Assemble A Whole Combat Group In Action—Missiles, Guns That Really Shoot, Tanks, Jeeps **$10.66**

2 **So Simple and So Much Fun to Operate.** Automatically controlled thermostat permits injection molding at low temperatures. Mold an army, disc mold and assemble world famous pistols that shoot small harmless plastic bullets, all HO scale [illegible] boards [illegible] any child. Set includes [illegible] Molding Machine [illegible] high (see small picture above), nine different molds, 4 bags of Re-usable plastic in green, yellow, red, and [illegible] (over 50 pieces), metal parts, axles, springs, gun barrels, screws, nuts; adhesive, paints in 3 colors and brush. [illegible] plug in Mold Master, remove [illegible] plunger, insert any mold, put plastic pellets into hopper, replace plunger, [illegible] press plunger downward and remove mold. Molding machine durably constructed of metal and black nylon plastic. All electrical components UL listed. 110-120V., AC. Ages 7 and up.
48 T 2613—Ship. wt. 5 lbs. 2 oz. For additional plastic see below. **$10.66**

Re-Usable Plastic Refills. Enough plastic to make over 50 pieces.
48 T 2606—Ship. wt. 1 lb. 8 oz. Also includes axles, cannon barrels, etc. **$1.79**



Make REAL Metal Castings

3 **Completely Automatic!** Miniature electric foundry melts metal in pot with spring held cover. No dripping, pouring. Lift valve rod and melted metal pours into vase-held figure molds. Release rod and flow stops. Includes U.S. Patrol (2 figures), Machine Gunner, 2 bottles enamel, artist's brush, 18 bars of casting metal (makes about 12 soldiers), instructions. For 110-120 V., AC-DC.
48 T 2617—UL Listed. Ship. wt. 9 lbs.

Ladle Casting Set

4 **Build up a battalion** of action-packed figures. It's easy, and fun to use. Set has electric melting pot on a stand, long handle ladle, mold-holding clamp, 3-figure mold with handle makes U.S. Patrol (2 figures), Machine Gunner, each about 2 1/4 in. high. Also includes 2 Bottles of enamel and brush so you can color the figures, 18 bars of casting metal—enough to make approximately 12 soldiers, Mold Smoking Candle and complete instructions. UL Listed. For 110-120 V., AC-DC. See below for additional 3-figure molds.
48 T 2616—Ship. wt. 4 lbs. 8 oz. . . **$6.97**

Extra 3-Figure Molds

5 **For Casting Sets (3) or (4).** Ideal for the boy who already has a metal casting set or give with a new casting set. Ship. wt. each, 1 lb. 6 oz.

48 T 2661—Infantry Figures **$2.27**
48 T 2662—Mop-Up Squad... ..... **2.27**
48 T 2663—Commando Raiders. ... **2.27**
48 T 2696—New Commandos. **2.27**
48 T 2697—Grenade Throwers..... **2.27**
48 T 2620—**Extra Casting Metal. 36 Bars.** Ship. wt. 1 lb. 4 oz... .....**$1.59**
72 Bars. Ship. wt. 2 lbs. 8 oz. **2.77**

Want It . . . Charge It! Use Your Credit See Page 367

Gasoline Powered . . . Ready to Fly!

Wen-Mac Accessory Kit . . for all engine-powered planes. Has battery, wire, terminals, spout, wrench, ½ pt. fuel, lines, handle
89-46-18F 1 lb. 4 oz. . $2.19

1 Wen-Mac Cessna 175 Basic Trainer. Perfect beginner plane because it's built to take punishment and it's easy to fly. Has big 36 in. wingspan, Foolproof tricycle landing gear, super balloon tires, big elevon for positive control. Automatic-start Wen-Mac .049 engine
87-54-92F Shpg. wt. 2 lbs. $7.39

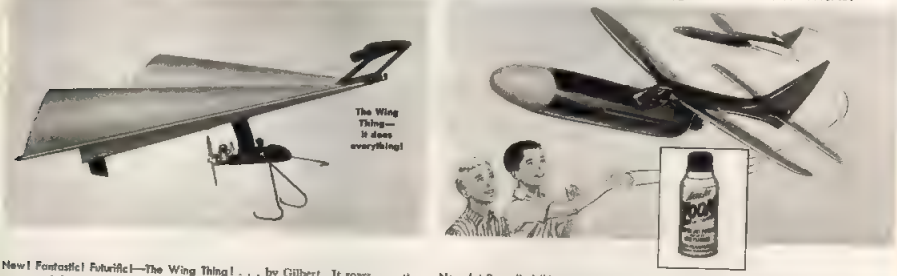
2 Wen-Mac Navy SNJ-3 . . . All New! Powered by new HOT SHOT Contest 20,000 rpm engine—will outperform all other ready-to-fly planes! Exact scale copy, every rivet shown. 21½ in. wingspan, 15 in. fuselage, aluminum metalized. Designed for fast takeoffs and top-speed flying
87-56-25F Shpg. wt. 2 lbs. 12 oz. $7.95

3 Wen-Mac P-63 King Cobra. All silvery aluminum metalized finish. Powered by the new HOT SHOT 20,000-rpm engine with Rotomatic starter, the P-63 has the speed you'd expect, plus additional action! You eject a pilot from cockpit while flying; and he then parachutes to earth. This is activated by third control line. Finely detailed 22½ in. wingspan, 21 in. fuselage
87-57-40F Shpg. wt. 2 lbs. 12 oz. $8.95

4 Wen-Mac Rocket-Firing "Airacobra." Launches plastic rockets in flight! Two rockets under the wings wait in readiness for your command. Flashing electric navigation light on top of fuselage. New HOT SHOT .049 automatic-start engine; turn prop once, off she goes down the runway and up, up, up with the grace of a hawk. 24 in. wingspan; 21 in. fuselage
87-55-67F Shpg. wt. 2 lbs. 12 oz. $7.39

5 North American Mustang . . . by Cox Avion. Complete flight set, including a blue-print-accurate version of the P-51 that sparkles with authenticity and detail—and all accessories too! Plane is assembled and ready to fly, has husky .049 engine, 16 in. wingspan. Flight kit includes glow fuel, filler cap with stainless filter, hose, clip, control handle and line
87-66-72F Shpg. wt. 2 lbs. 12 oz. . $7.39

6 SB2C Helldiver . . . by Cox. Offers the spine-tingling realism of emergency pilot escape, or precision carrier deck landings. A pull of the third control line realistically simulates pilot ejection, pilot chutes down in thrilling descent. Plane has 20 in. wingspan; .049 engine; prop and spring starter. Richly detailed throughout; even has arresting hook.
87-66-64F Shpg. wt. 1 lb. 8 oz. $7.39



New! Fantastic! Futuristic!—The Wing Thing! . . . by Gilbert. It soars . . . it spins . . . it loops . . . it glides . . . it flies like nothing else before it! It's the first *all-season* flying vehicle, offers four types of flying in any weather: (1) free-flight *powered* flying; (2) tow-line gliding; (3) skyhigh sailing; and (4) tethered power flying. Virtually crashproof under normal conditions, the WING THING consists of a flexible plastic wing 36 in. long and with a 52 in. spread, plus a light fuselage on which a powerful .074 engine is mounted. Adjustable counterweight changes flight characteristics.
88-40-31F Try it! Fly it! It's fun! Shpg. wt. 2 lbs. . . $9.44

New Jet-Propelled "Aerojet Streak." A pure jet plane . . . truly jet-propelled and easy to fly. Safe in every respect—no fire, heat, liquids or other hazards. It's powered by a harmless jet of gas that sends it streaking high into the air, followed by long graceful glides back to earth. Flies up to 50 feet high, up to two city blocks away! 18½ in. plastic fuselage, 13 in. plasticized balsa wings. Includes extra motor and fuel.
89-44-93F Aerojet Jet Plane. Shpg. wt. 1 lb. 8 oz. $3.79
89-45-92F Zoom Fuel, enough for 80–150 flights. Wt. 14 oz. 1.19
89-47-82F Pair of Jet Motor Replacements. Shpg. wt. 2 oz. 79c

Strombecker 1/32 Scale Auto Racing Outfits

1 **Strombecker Indianapolis 5-in-1 Racing Set.** Build exact models of any of 5 speedways Indianapolis, Palm Springs, figure 8, Hawaii or Montgomery Blaze down 'em in the famous Bowes Special racer or the Cooper Formula I, with your hand on a new, pistol-grip rheostat speed control that shows scale speed up to 200 MPH or faster! Lap counter ticks off 5, 10, up to 99 laps. Chicane obstacle strip changes 2-way to 1-way and lets one car squeeze out the other! Equipment for all 5 speedways. 10 curved and 6 straight roadway sections, 10-pc. fence set; 12 pc. overpass set; 2 speed controls with built-in speedometers; 14v power pack with on-off switch; connectors; locking lugs, 32-page Guidebook. Cars built to 1/32 scale. 12v motors.
89-95-19F Shpg. wt. 9 lbs. **$28.95**

2 **Strombecker International Road Race Set.** Pit the fantastic Ferrari Testa Rose against the spirited D-Jaguar . . . feel the rush of air past your cheeks as they roll at scale speeds better than 200 MPH! You can even read your car's speed at any second on your pistol-grip rheostat speed control. Ah, and you can get wa-a-ay ahead of your challenger by being first at the chicane obstacle strip, where only one car can pass at a time! Includes: 8 curved and 5 straight roadway sections; fence kit, overpass kit; 2 new, bigger speed controls with deluxe leather-grain finish; 14-volt power pack with on-off switch; connectors; locking lugs, 32-page Road Racing Guidebook. Build either a 70x28 in. figure 8 or a 65x28 in oval speedway
89-95-01F Shpg. wt. 7 lbs. **$21.95**

3 **Strombecker Stock Car Road Racing Set.** It's Ford against Pontiac in a duel to make your blood sing. Feel the surge of power as you press your control throttle. Off goes your car—wheels spinning—neck and neck with your rival. Ease up! Hairpin turn ahead, and your rival's out of control. He's spun out! Sure enough, it's all the chills, thrills and spills of real stock car racing. Includes: 2 built-up stock cars; power pack with on-off switch; 2 push-button speed controls, 8 pieces of curved and 6 of straight track; overpass and fence kits; track-to-power connectors; locking lugs; 32-page Guidebook
89-93-60F Shpg wt. 7 lbs. **$17.95**

Strombecker Race Cars. Own a garageful

Corvette Sports Car. Precision-detailed
89-96-00F Shpg wt. 5 oz. **$4.39**

Maserati Formula I. The racer of racers!
89-96-18F Shpg wt. 5 oz. **$4.39**

XK-E Jaguar. A real little spitfire on wheels
89-92-20F Shpg. wt. 5 oz **$4.39**

Ferrari Berlinetta. World famous . . and FAST!
89-92-38F Shpg. wt 5 oz. **$4.39**

Strombecker Track Accessories. Thrills galore!

Twelve-inch Curved Roadway (not shown)
89-95-27F Shpg. wt ea 6 oz. . . . . Each **$1.19**

Eleven-inch Straight Roadway (not shown)
89-95-84F Shpg. wt. ea. 5 oz. . . . Each **$1.19**

Hump with Bridge. A roadway section that really tests driving skill. It's a low bridge with a tricky dip, rise and dip. Hold your hat!
89-92-46F Shpg wt. 12 oz. **$2.19**

Lane-changing Roadway Section. Here the 2 cars actually change tracks—or collide head-on!
89-92-53F Shpg. wt. 11 oz. **$2.99**

Corvette

Maserati

XK-E Jaguar

Ferrari

Tyco HO Scale Grand Prix Racing Competition Set. Listen—seems you can almost hear your motor roar. Fact is, you can. Touch a button on your speed control and MOTO-Roar sounds off synchronized to your car's speed! Speed control shows MPH *and* RPM, lets you slow down, speed up, lock car at any speed even lets you back up, then charge ahead again. And what cars! You test the sizzling XK-E Jaguar against the streaking Corvette Sting Ray, both with powerful dyna-balanced motors, silent nylon gears and front wheels that actually turn on the bends! Exclusive Tyco-lok roadway has built-in locking feature; requires no clips, always stays in perfect alignment. Includes: 2 cars; 16 straight 9 in., 3 straight 6 in and 12 curved 9 in. road sections; power pack; 2 MOTO-Roars; 2 controls, guard rails, piers and wire.

89-82-39F Complete Outfit. Shpg wt. 9 lbs.	**$27.95**
89-82-47F Extra 9" Straight Roadway. Shpg. wt. 2 oz.	**39c**
89-82-54F Extra 9" Curved Roadway. Shpg wt. 2¼ oz.	**49c**
89-82-70F Buick Riviera. Shpg. wt. 2½ oz	**2.19**
89-82-88F Pontiac Grand Prix. Shpg. wt. 2½ oz.	**2.19**

budgeting offices. A mistake here can cost jobs and prestige, not to mention loss of sales of the product if it comes out on the negative side.

Detroit auto makers have done extensive testing on reduction of harmful exhaust emissions, looking for a way to reduce them to acceptable levels without altering engine performance, reliability, or economy. The length of time devoted to these tests is immaterial if the results are workable. Because a group can find out as much in five years as another group does in 22 years, there are no real grounds for any accusations.

Detroit auto makers are currently finding success with two approaches that will undoubtedly be combined into a service-free, low-cost, effective system. Chrysler's clean-air package employs an automatic spark, idle, and mixture change during deceleration and acceleration. It's nearly trouble-free but does require regular "clean-air package" tune-ups. These are low-cost checks that should be done anyway but are a little more carefully done than the usual plug, point, tune-up-my-car operation.

The General Motors unit, which will be available for '66 cars, makes more sense than any we've seen. A small vane-type air pump no larger than a small alternator is driven by the fanbelt (but could be incorporated right into the front accessory drive case) and supplies air through the exhaust manifold to the hot exhausts in the valve area. The gases are good and hot here, but all available oxygen has been consumed in the combustion process, and they'd ordinarily pass through the muffler system and into the atmosphere in a semi- or unburned condition. By adding the needed air here, they burn right in the area designed for high temperatures, the exhaust manifold

GM could probably put these on their '65 cars if they were satisfied with patched-on installations, but they like to do things nicely and will change some block and manifold castings to accomplish this. The same warranty that covers other factory components will apply to this unit and, from what we've seen of experimental models, such units could be fitted to used vehicles for about the same estimated cost of "add-on" catalytic mufflers.

These air-injected units could be on all cars, whether required by state laws or not, because they don't affect performance. Besides, dual-exhaust options or custom installations won't be affected; muffler shops and manufacturers will stay in business; and the motorist and citizen may be happy just to breathe a mixture of carbon dioxide, water vapor, soot, and a few other by-products that haven't yet proved too harmful to humans, animals, and vegetation.

—*Charles Neepel*

1964 BAKERSFIELD TOP GAS DRAGSTER:

GORDON COLLETT

TOP SPEED: 180.00

LOWEST E.T.: 8:35

THE MOTOR OIL:

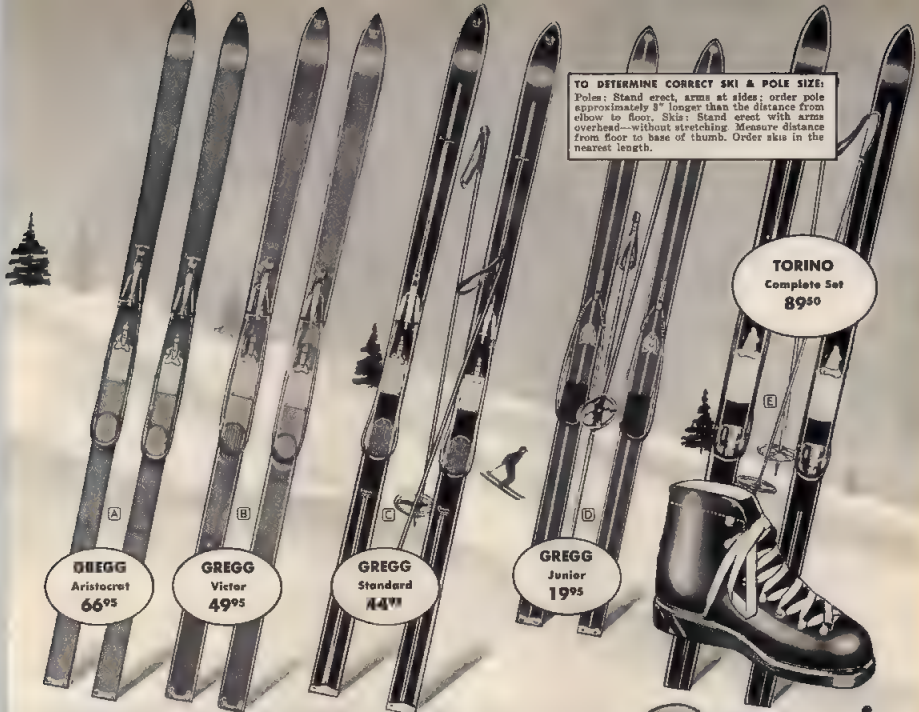
VALVOLINE

Gordon "Collecting" Collett in his Chrysler-powered, Class AGD dragster took Top Gas title for the second year in a row (top speed 180.00, lowest ET 8:35) in the 1964 Fuel and Gas Championship at Bakersfield, California.

Gordon, a consistent leader in gas dragster competition at drag events throughout the United States, uses only Valvoline. He reports that he has made over 200 runs on one set of bearings, with no apparent engine wear . . . thanks to Valvoline Motor Oil.

Championship drivers like Gordon Collett select only the best for their finely-tuned, high performance cars. That's why they choose Valvoline Motor Oil with Chemaloy. It's available for your use. Ask for it at service stations, garages, new car dealers or speed shops.

VALVOLINE OIL COMPANY
Freedom, Pennsylvania
Division of Ashland Oil & Refining Company



(A) GREGG ARISTOCRAT SKIS WITH ATTACHED BINDINGS—All hickory skis of multiple lamination construction with SYLKONITE bottoms—a colored base lacquer of the permanent plastic type—strong and tough enough to hold the specialized waxes. Blue plastic finish, red and white plastic top edges. Metal tip and heel protectors for greater strength and longer service. Interlocking offset spring steel edges for sharpest turns and sure stops. Complete with super deluxe Ski-Free bindings attached for downhill safety. Safethro release cable for forward or lateral quick release In 4 sizes.

H-66225B4699—6' 3"—Ship. wt. 15 lbs. . . . **$66.95**
H-66226B4699—6' 6"—Ship. wt. 16 lbs . . . **$66.95**
H-66227B4699—6' 9"—Ship wt. 17 lbs. . . . **$66.95**
H-66228B4699—7'—Ship wt. 18 lbs. **$66.95**

(B) GREGG VICTOR SKIS WITH SKI FREE BINDINGS—Laminated construction all hickory skis . . skilfully crafted from the finest materials . . . designed for top performance on the ski slopes. Strong and durable for years of pleasure. Blue plastic finish with white trim, Metal tip and heel protectors. Featuring EBONITE bottoms . . . a fast durable surface Tempered steel edges cut through the snow to send you skimming down the slopes. Equipped with the famous super deluxe Ski Free binding Dial adjustment, Safethro release cable for sure forward and lateral release New deep centering cup fits all boot sole thicknesses. In 4 sizes

H-66237B3499—6' 3"—Ship. wt. 14 lbs. . . **$49.95**
H-66238B3499—6' 6"—Ship. wt. 15 lbs. . . **$49.95**
H-66239B3499—6' 9"—Ship. wt. 16 lbs. . **$49.95**
H-66240B3499—7'—Ship wt. 17 lbs. **$49.95**

(C) GREGG STANDARD LAMINATED SKIS, BINDINGS & POLES—Laminated hickory top construction, red with white Steel edges; metal heel and tip protectors, toe irons and adjustable front throwspring cables; aluminum heel plates, basewaxed bottoms Balanced Dur aluminum poles plastic grip, leather strap, metal ring

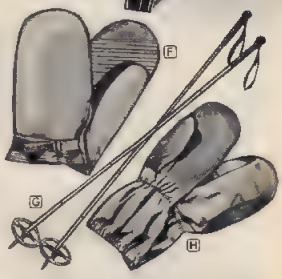
H-66211B3145—6'—Ship. wt. 13 lbs. **$44.95**
H-66212B3145—6' 3"—Ship. wt. 14 lbs. . . **$44.95**
H-66213B3145—6' 6"—Ship. wt 15 lbs. . . **$44.95**
H-66214B3145—6' 9"—Ship. wt. 16 lbs. . . **$44.95**

(D) GREGG JUNIOR MAPLE SKIS WITH BINDINGS & POLES—Red finish and hard maple with white trim and red foot plates. Rubber heel plates, adjustable toe irons and forward throw With leather side straps for use with ski boots or overshoes. Correctly scaled, balanced aluminum ski poles.

H-66019B1399—4' 6"—Ship. wt. 9 lbs. . . **$19.95**
H-66020B1599—5'—Ship. wt. 10 lbs. . . **$22.95**
H-66021B1699—5' 6"—Ship wt. 10 lbs. . . **$24.95**

(E) TORINO SKI SET—Imported handmade laminated skis, black with white edges, Lettner type steel edges with Glazite plastic base, automatic toe release binding with flex throw front, adjustable lip, swivel plates, complete with cable and fittings Handmade double construction boots of top grain chrome tanned leather, welt-stitched soles, rubber non skid outer sole. Tapered aluminum poles with straight points, formed rubber grips. *State size and width of dress shoe ski and pole length. Skis 6' - 6' 3" - 6' 6" - 6' 9", poles 41" - 59", every 2".* F.o.b Mich.

H-6276-1F5997—Men's—Ship wt. 26 lbs. . **$89.50**
H-6276-2F5997—Ladies'—Ship. wt. 25 lbs. **$89.50**



(F) HORSEHIDE SKI TOW MITTENS—Black leather, reinforced patched palms, thumbs. Split cowhide, nylon sewn and fleece lined. Buckle adjustable wrist strap. Ship. wt. ¼ lb.

H-69235A285—Men's, Specify M-L **$4.25**
H-69236A285—Ladies', Specify S-M **$4.25**

(G) GREGG FLITE SKI POLES—Duraluminum shaft, sleeve type plastic hand grip; leather wrist strap, metal ring.

H-66234E399—48" length—Wt. 2 lbs. . . **$5.95**
H-66236E399—51" length—Wt. 2 lbs. . . **$5.95**

(H) HORSESHOE SKI MITTENS—Horsehide and water repellent poplin. *Specify S-M-L.*

H-69227A283—Men's, Black—Wt. 1 lb. . . **$4.25**
H-69228A283—Ladies', Navy blue—1 lb **$4.25**

"B" Stock Items will be shipped Express or Truck—EXCEPT where Parcel Post or U.P.S. Delivery or Will-Call pick-up is applicable.

Pushbutton Operated . . Variable Speed Control . . All-Transistor Portable Tape Recorder

Holiday Priced $19.95

Complete With Mike, Earphone Reel Of Tape, Take-Up Reel And Batteries

MAKE THAT "SOMEONE SPECIAL" HAPPY ON CHRISTMAS with our 5 transistor recorder. Perfect for parties, "living letters." (*Not recommended for music.*)

VARIABLE SPEED CONTROL . . keeps speed constant while playing tapes made on other small recorders. Easy to operate . . 4 pushbutton controls for Play, Record, Rewind, Stop. Built-in speaker with volume control.

PLAYS 3-IN. REELS. Automatic eraser lets you reuse tapes continuously. Remote control, magnetic mike. Smart Charcoal Gray high-impact plastic case with comfortable carrying handle. Size 7¾x2½x6¾ in.

62 T 3805—*Order extra reels of tape below.* Ship. wt. 4 lbs. **$19.95**

1 MIL MYLAR® TAPE FOR ABOVE. 225 ft. each reel. Ship. wt. 4 oz.
62 W 3878—Each **76c**. *Save When You Buy 5 Or More* Each **69c**

Now $94.95

SAVE $10 . . Lightweight 12-In.* Portable TV

Tunes All 82-Channels; 3 IF Stages For Better Reception

CHOICE GIFT AT WARDS LOW PRICE. Personal size, lightweight portable makes an ideal second set . . yet has full performance features found in "big" sets.

AUTOMATIC GAIN CONTROL "LOCKS-IN" PICTURES. Tinted safety glass. 3x5-in. front speaker. Double sliding rectifiers. Telescoping VHF and rotating UHF antennas.

LUGGAGE-STYLE BLACK HIGH-IMPACT PLASTIC CABINET; Chrome trim. About 16x15½x10¾ in. Order matching cart from Fall Book, Page 11.4. *Overall diagonal measurement. 75 sq.-in. viewing area.

63 W 2485R. Ship. wt. 26 lbs. Regularly $1.49.95. $5 Monthly. Cash **$94.95**

All-In-1 . . Dual Pickup Electric Folk Guitar Outfit

With Amplifier, Case And Instant Tremolo

Low Priced $79.95

IDEAL GUITAR GIFT SET . . FOR HOOTENANNY SONGFESTS. Learn the popular Chet Atkins style of playing.

CATALOG EXCLUSIVE AT WARDS . . instant custom tremolo with fingertip control . . gives exciting sound effect without adjusting speed and strength controls on amplifier. 22-in. scale neck. 20 accurate "pro" nickel silver frets. Rosewood oval fingerboard. 2 magnetic pickups with 3-way control switch; tone and volume controls for each. Amplifier with 8-in. speaker.

SMART GOLD COLOR BODY . . COMFORTABLE SHAPE. SIZE. Blue vinyl clad hardwood case. With instruction song book, carrying strap, pick. Size, Guitar: 34x12 in. Case: 35½x13½x4½ in. *UL Listed.*

62 T 7264MO—Ship. wt. 24 lbs. *$5 Monthly.* Cash **$79.95**

Talk of the Town
VALUES
Airline
HOLIDAY
GIFTS
FOR YOUR
ENTIRE
FAMILY
At
Money Saving
Low Prices

11-Transistor

SAVE $4

Now Only $44.95

Our Deluxe FM/AM Portable With Switched AFC

For Drift-Free FM Reception . . ‡Plays On Household Current Or Batteries

JUST RIGHT FOR GIFT GIVING . . at Wards low Yule price. Powerful FM/AM portable affords brilliant sound plus many convenience features. ‡Operates on standard current with optional AC convertor or on 4 batteries.

HEAVY DUTY 2½x4 IN. OVAL SPEAKER provides full tone. Separate Tone, Volume controls highlight bass and treble response.

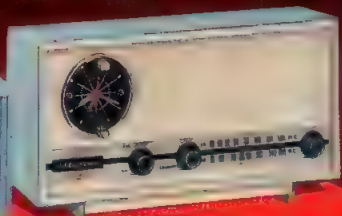
ILLUMINATED TUNING EYE TELLS WHEN STATIONS are precisely tuned. 2 telescoping FM antennas . . extend to 22 in. AM antenna.

BLACK HIGH-IMPACT PLASTIC CASE. Order convertor, earphone on Page 424; batteries below. Act. 8½x2½x6½ in. Reg. $48.95.

62 W 3248. Wt. 5 lbs. Cash **$44.95**
62 W 6. BATT. FOR ABOVE. Wt. 2 oz. Ea. **16c**

See Our Array Of All-Line Gift Suggestions Between Pages 419-428
Also Turn To Fall General Catalog Pages 1108-1129.

2 SAVE $4.55



3 SAVE $5

4 SAVE $5 Plus Features

5 SAVE $3 7-Transistor

SAVE $20

Now Only

$56.95

1

A Talk of the Town VALUE

Airline *All-Transistor* Stereo Phono

1 Look At This Low Price for an all-transistor stereo. Gives true, life-like sound . . operates instantly on house current . . needs no batteries

Two Balanced 4-In Speakers, one mounted in case, other in detachable wing . . separates up to 12 ft for extra wide sound separation. Customize sound with separate Tone and Twin Volume Controls (one per channel)

Automatic, 4-Speed Flip-Down Changer intermixes 10, 12-in records, turns off after last record is played . . closes into sideway compartment. Lightweight tone arm. Dual Synthetic Sapphire needles in flip-type cartridge

Rich Gray Pyroxylin Clad Wood Case with gold trim. About 21½x11½x15 in. UL Listed. Reg $76.95 $5 Mo.
62 W966MO Ship wt 25 lbs. Cash $56.95

Choose From A Complete Selection Of Airline Gift Items . . See Christmas Book Pages 419-427, and our Full General Catalog, Pages 1108-1143.

SAVE $4.00

6

Rugged AM Portable $24.50

4 Save $5, Check These Plus Features: Big 5-in. speaker and treble/bass tone control for full, rich sound. Slide-rule dial with precision vernier tuning. Powerful 8-tran sistor chassis brings in distant stations. Built-in ferrite rod antenna.

Black Simulated Leather Case, silver-color trim. Plays on batteries or household current with use of AC converter. Order 6 batteries below converter and earphone, Page 425. About 10¼x3½x6½ in.
62 W 1257—Wt. 6 lbs. 8 oz. Reg. $29.50; Now $24.50
62 W 23—Batteries for above. Wt 4 oz.... . . Each 16c

Full-Feature Clock Radio $18.95

2 Save $4.55. Wake-Up-To-Music. Tap top-mounted Dose button for extra "40 winks" . . minutes later you are rewakened.

Convenient Slumber Switch lulls you to sleep . . set shuts off automatically up to 1 hour later.

Full-Bodied Tone And Reception from 4-in. speaker 4 tubes plus rectifier. "Instant-heading" tuning window makes station selection easy

Dawn Blue High Impact Plastic Case. Abt. 10x5¾x6 in. Reg $23.50.
62 W 1807 Ship. wt. 4 lbs. 9 oz. $18.95

Personal Portable In Gift Pack $9.50

5 Save $3. Gift Value of the Season. Better quality radio includes matching leather case, earphone and earphone pouch . . all gift boxed.

You'll Get Improved Performance and sensitivity over 6-transistor sets.

2½-In. Speaker Assures Full, Rich Sound. Magnifying lenses on tuning, volume windows for easy reading

Tan/Brown High-Impact Plastic Case. *Uses 1 battery below.* Abt. 4¾x1¼x2½ in.
62 W 1253—Wt. 1 lb. Reg. $12.50. . $9.50
62W123—Battery for(5). Wt. 5 oz. Ea. 1.10

FM/AM Clock Radio With AFC $33.95

3 Save $5. Take Your Choice When Awakening . . drift free FM or your favorite AM program.

Excellent Sound From 4-in. Speaker. Built-In AFC. On/Off Loudness and Tuning controls. 2 IF stages boost weak signals. Built-in antenna.

Handsome White and Dawn Blue high impact plastic cabinet with fully molded back for stylish front and back. Abt. 3½x5¾x7 in. Reg. $38.95
62W1810 Ship. wt. 7 lbs. Now $33.95
Save $2.50 on radio only. Reg. $29.45
62W.710—Wt. 6 lbs. 8 oz. Now $26.95

Automatic 4-Speed Monaural Phono $34.95

6 Save $4.00. Pep Up Any Party with Phono's lively sound . . even plays stereo records. Chic, compact case . . easy to carry along.

Automatic Changer Intermixes 10 12 in. records, turns off after last record is played. 4-in. speaker.

Dual Sapphire Needles in flip-type cartridge, 45-rpm inserts. Stylish Beige and White high impact plastic case; Brown trim. Abt. 14¾x18x7½ in. Reg. $38.95.
62 W 963 MO—Ship. wt. 21 lbs. . $34.95

All Airline Phonos and Table Radios Operate at 110-120 V. AC and are UL Listed.

No Money Down . . Nothing To Pay 'Til February . . See AID, Page 361

MONTGOMERY WARD . . CHICAGO, ILLINOIS 60607

Have a Light!

It's really new and different!

NO FUEL
NO FLINT
NO FLAME
NO WICK
NO ODOR

GULTON RECHARGEABLE *ELECTRIC* LIGHTER $14.95 ALL PATTERNS

- **WINDPROOF**—never fails to light cigarettes—even in a rainstorm or hurricane
- Lights up to three packs of cigarettes on a charge
- For table and desk use too!
- Costly platinum alloy heater element lasts for years
- Heats to 1500 degrees in 3 seconds
- **NEW LIGHTWEIGHT** pocket model (only 2¼ ounces)

Brushed Chrome
K10-LC F.T.R. $14.95 Ea. 18.00

Gold Swirl
K10-L F.T.R. $14.95 Ea. 18.00

Silver Stripe
K10-LS F.T.R. $14.95 Ea. 18.00

TRIPLE AWARD WINNER

Industrial Designers Institute
Mechanix Illustrated
Hess's
by T. Sakow Associates

GULTON INDUSTRIES

IDEAS IN ACTION

EASILY RECHARGED — lower retractable prongs, insert into any electrical outlet. 110-AC

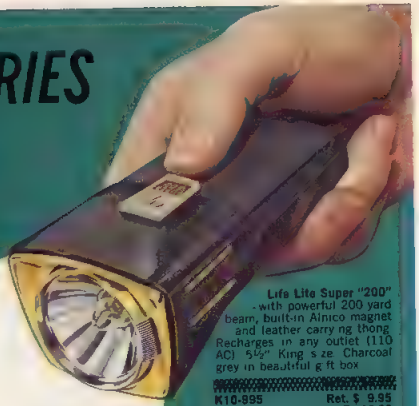
MADE IN U.S.A.

GL-2 Copyright 1964 GULTON INDUSTRIES, INC. • Metuchen, N. J.

NEVER NEED BATTERIES

Life Lite

RECHARGEABLE FLASHLIGHTS



Life Lite Super "200" — with powerful 200 yard beam, built-in Alnico magnet and leather carry ng thong. Recharges in any outlet (110 AC) 5½" King s ze. Charcoal grey in beautiful g ft box

K10-995 Ret. $ 9.95 Ea.12.00

Life Lite "Galaxy" — for pocket, purse or glove compartment. Exceptionally bright beam. Two-tone grey or pink with gold trim in beautiful gift box. Recharges in any outlet

K10-595P Pink Ret. $5.95 Ea.7.20 (110 AC)

K10-595G Grey Ret. $5.95 Ea.7.20

Life Lite "Imperial" — is most powerful pocket purse size rechargeable flashlight. 150 yard beam. Recharges in any outlet (110 AC) Charcoal blue with white trim

K10-795 F.T.R. $7.95 Ea.9.60

Life Lite "Sportsman" — Super "200" Life Lite in calf grain carrying holster that clips on belt. Gift boxed.

K10-SC Ret. $12.95 Ea.15.50

Life Lite "Motorist" — Super "200" Life Lite and Auto Charge Adapter in handsome gift box. May be recharged at home or in auto cigarette lighter outlet (from either 6 or 12 volt battery).

K10-SA Ret. $12.95 Ea.15.50

Life Lite "Standby" Light — The all purpose home emergency light. If power fails, it lights automatically! It's always a fully charged flashlight ready for use. It's a gently glowing night light

K10-1495 Ret. $14.95 Ea.18.50

Security Bracket — to lock "Standby" light into wall outlet. Prevents pilferage

K10-B Ret. .50 Ea. .60

Life Lite "Auto Charge Adapter" — for recharging Life Lites in auto cigarette lighter outlet (6 or 12 volt).

K10-CH Ret. $3.00 Ea.3.60

K10-CH-2 Ret. $3.00 Ea.3.60

GULTON

IDEAS IN ACTION

MADE IN U.S.A.

Copyright 1964 GULTON INDUSTRIES, INC. • Metuchen, N. J

"GONKS"© INVADE AMERICA!

...and Gund is Exclusive Headquarters!

GK-4 — I'm **Kookie-GONK** the Clown-GONK

GK 6 — I'm **Fred GONK** the people's GONK

GK 1 — I'm **Mac-GONK** the bag-pipe playing GONK

BE GONK-GO GONK

by Gund

WHAT'S GONK? GONKS are a way of life . . . adorable "people" for tweens, teens and grownups. Cuddly and appealing they are made of gay colorful multi-colored fabrics cotton stuffed. GONKS are 12" wide, 13" high and convey a mute message of love for everyone they meet, and the GONK purpose is to make everyone in this mad, mad world a happy GONK.

$5 SUGGESTED RETAIL

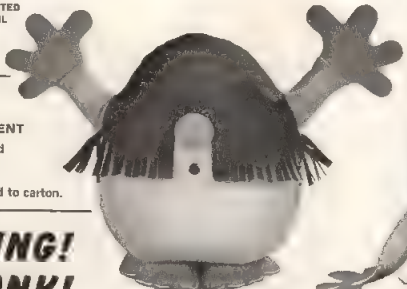
GK 3 — I'm **Eskimo-GONK** the cool GONK

GK-500

GONK ASSORTMENT

contains 6 Assorted GONKS -(2 each)

Packed 1 dozen assorted to carton.



GK 2 — I'm **Gone-GONK** I am the hep GONK

GK 5 — I'm **Upside-down GONK** I couldn't care less

© GONK'S Ltd.

GET GOING! GO GONK!

Gund Manufacturing Co. J. Swedlin, Inc.

national sales offices and showrooms:
200 FIFTH AVENUE • NEW YORK, N. Y. 10010 • room no. 226 **Tel: 212 OR. 5-7750**

Chicago:
Gund Mfg. Co.
14 212 Merchandise Mart
Chicago, Illinois 60654
Tel. 312 664-1631

Los Angeles:
E. A. Kahn Co.
712 S Olive Street
Los Angeles, Calif 90014
Tel: 408 622-9684

San Francisco:
E. A. Kahn Co.
1355 Market Street
San Francisco, Calif, 94103
Tel: 415 863-1006

Seattle:
Leo Scherrer Co.
2840 N W 93rd Street
Seattle, Wash. 98107
Tel. 206 784 2184

Easy to-operate control concealed in back lets you open and close mouth for life-like talk action

Push-button Marionettes

$2.59 each

Simple to operate . . even little tots can make them perform. Push button keys on plastic paddle control produce comic actions. Tangle-proof strings. Molded vinyl heads cotton bodies. 12 inches tall

1 **Yogi Bear**
49 U 6196—Wt. 12 oz $2.59

2 **Alvin.**
49 U 6197—Wt. 12 oz. . 2.59

3 **Bozo the Clown.**
49 U 6198—Wt. 12 oz.. 2.59

4 **Huck Hound.**
49 U 6199—Wt. 12 oz.. 2.59

Marionettes by Gund

$2.99 each

Junior puppeteers can start a fascinating hobby and put their imagination to work with these easy to operate cartoon characters. Simple one hand control gives easy animation. Control, hands feet molded of hard plastic. Molded vinyl heads with painted features. Colorful cotton percale and felt costumes. 12 inches high.

(5) 49 U 6130—Jimmy Cricket
(6) 49 U 6131—Mickey Mouse
(7) 49 U 6133—Olive Oyl
(8) 49 U 6132—Popeye

Shipping weight each 10 oz. $2.99

Professional-type Ventriloquist Dummies

Danny O'Day **$6.88** Jerry Mahoney **$5.88** **$9.97**

9 **Danny O'Day.** Kids can make Danny's wisecracks as they move his mouth with string manipulation. Movable vinyl head; cotton stuffed body. Sportily dressed in checked jacket, solid color pants, white ascot and shoes. Instructions. 30 inches tall.
49 U 3639—Shipping weight 3 lbs. 4 oz. $6.88

10 **Jerry Mahoney.** Youngsters will have great fun making this TV character "talk." Mouth opens with string manipulation. Movable vinyl head; cotton-stuffed body. Dressed in cotton gabardine suit, sewn-on shirt front, tie, shoes. Instruction book. 24 inches tall. Shipping weight 2 pounds 8 ounces.
49 U 3594 . . . . $5.88

11 **Schoolteacher-Nurse.** This 2-career personality is dressed as school teacher, ready to help you learn your lessons. She's wearing 2-pc. cotton suit with dickie vest, pants, high heels. Also has nurse's outfit . . with blue and white cap, red cross emblem. Vinyl head, arms, legs. Cotton-stuffed body. Rooted Saran hair. Pull string to move mouth. Instructions. 30 inches tall. Shipping weight 3 pounds.
49 U 3650.....$9.97

Puppy Puppets

It's a dog's life with 3 molded latex rubber puppies . . Rags, the Fire House Dog, Tom my Terrier and Billy Beagle. Movable eyes. Detailed, hand-decorated. Easy to move. Washable. 7¾ to 9¾ inches high. Shipping weight 10 ounces.
49 U 6195. Set $2.66

Shari Lewis TV Puppets

Youngsters can act out their own shows with Shari's comic characters . . Lamb Chop, Hush Puppy, Charlie Horse. Soft vinyl heads make the funniest expressions. Cotton bodies. About 10 inches tall. 45-rpm record included for dialogue. Shpg. wt. 1 lb
49 U 6202 . . Set $2.37

TV Puppets

89¢ each

Bring your favorite TV characters to life. Molded vinyl heads. Brightly colored cotton percale bodies with cotton felt touches. Washable. 10 in. tall.

(12) 49 U 6117—Bozo the Clown
(13) 49 U 6114—Huck Hound
(14) 49 U 6113—Yogi Bear
(15) 49 U 6119—Fred Flintstone
(16) 49 U 6189—Alvin
(17) 49 U 6201—Mr. Ed

Shipping weight each 6 oz. . . . Each 89c

Puppet Theater converts to Marionette Stage

$4.84

Hang plastic curtain from top and there's a marionette stage. Shift the curtain and you have a hand puppet playhouse. Sturdy reinforced fiberboard theater easy to set up, put away. Interlocking assembly. Folds flat for storage. Big 5-foot height gives the needed performing room for junior puppeteers. Puppets not included.
79 U 6203C—Shipping weight 9 pounds $4.84

Sears wonderful world of

TEDDY BEARS

Sizes from 10 to 29 inches tall

Jumbo 29-inch Bear

Easy to carry because he only weighs 3½ lbs.

$4.99

So realistic it's like having a baby cub to play with. Yet, he's lightweight . . . can be taken along everywhere. His fur [illegible] looks like too . . . made of cocoa and honey colored rayon plush. Sits up naturally, wherever he's placed . . . has shaped arms and legs, glassene eyes. 29 inches tall. Cotton filled. Wears rayon satin bow.
79 U 4189C—Shipping weight 5 pounds . . . $4.99

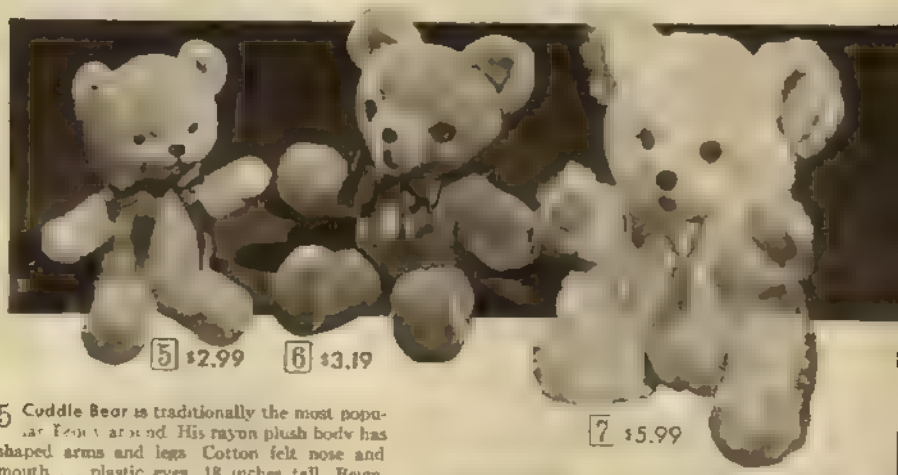
Delightful characters in rayon plush

1 Baby Bear . . a happy traveling companion for any youngster. Plastic eyes, vinyl nose, eyes, mouth. Just right for hugging . . . 13½ in. tall. Brown, tan. Foam-plastic, cotton fill.
49 U 4102—Shipping wt. 1 lb. 3 oz. . . $1.99

2 Begging Bear has outstretched felt paws; simulated claws. Pom-pom nose, button eyes. 10 in. Brown, white. Foam plastic, cotton filled.
49 U 4077—Shipping weight 1 lb. $2.99

3 Smokey Bear looks alert for fires. Wears uniform pants of blue cotton denim. Plastic hat, badge and shovel. 14 in. tall. Brown and tan. Foam plastic and cotton filled.
49 U 4346—Shipping wt. 1 lb. 4 oz. . . . $2.99

4 Sleepy Cuddle Bear closes his eyes when put to bed . . . has huggable floppy arms. Cocoa with brown eyes. 17 in. Cotton filled.
49 U 4081—Shipping wt. 1 lb. 6 oz. . . . $4.29



5 Cuddle Bear is traditionally the most popular Teddy around. His rayon plush body has shaped arms and legs. Cotton felt nose and mouth . . . plastic eyes. 18 inches tall. Beige. Foam plastic, cotton filled.
49 U 409[illegible] Shipping wt. 1 lb. 4 oz. . . . $2.99

6 Honey Bear has a lustrous, short pile plush body that's a pleasure to hug. Gold color is detailed with cotton felt tongue, paw pads, round plastic eyes and nose. 19 inches tall. Lightweight cotton filled body.
49 U 4314—Shipping weight 2 lbs. $3.19

7 Seated Bear closes his big blue eyes to sleep . . . sits up in a begging position. Highly styled body has extra long pile of lustrous white. Pompon nose . . . plastic eyes. Soft blue trim. 19 in. tall. Cotton filled.
49 U 4106—Shipping weight 3 lbs. $5.99

Fully Jointed Bears
50% Mohair and 50% Rayon

18 in. tall. Movable arms, legs . . . even the head turns. Beige with simulated claws on paw pads. Hand-embroidered nose, sewn-in glass eyes. Cotton, foam plastic fill. Wt. 2 lbs.
49 U 4123 . . . $6.99

13 in. Mohair blend pile won't crush or mat. Movable head, jointed legs. Simulated claws, embroidered nose, glass eyes sewn in. Beige. Foam-plastic, cotton filled. Wt. 1 lb. 3 oz.
49 U 4142 . . . . . $4.19

All Mohair Bear
. . fully jointed with very fine pile that wears longer

8 A full 20 inch brown bear to treasure for years. Closely loomed, thick pile won't crush or mat. Head stuffed with cotton and excelsior for shape retention. Cotton filled body. Hand-embroidered nose, mouth. Imported glass eyes.
49 U 4192—Shipping wt. 2 lbs. 8 oz. $8.88

EXCLUSIVE CREATIONS FROM THE Gunderful WORLD OF PLUSH!

NEVER BEFORE — SO MANY NATIONALLY-FAMOUS STARS, ALL IN ONE GREAT LINE!

★ New! EXCLUSIVE IMPORTS

★ NEW! Spark Plug

DONALD DUCK ★

★ NEW SANI-FOAM CUDDLE TOYS

★ NEW! BARNEY GOOGLE & SNUFFY SMITH

★ NEW! MARIONETTES

★ NEW! Gunderful FABRICS & COLORS

★ New! Blue Ribbon PUPS

★ Mickey Mouse

★ NEW! TV RIDE-EM ROCKERS

★ NEW! DINGLE DANGLE Roly-Polies

★ Popeye FAMILY

NEW ★ DolliGunds SOFT-BODY DOLLS

★ ACTION MUSICALS

Walt Disney ★ FAVORITES

★ NEW! WALT DISNEY'S FAVORITES FROM Mary Poppins

★ NEW! Gundling LIFE-LIKE HAND PUPPETS

Walt Disney's ★ FAVORITES FROM SWORD IN THE STONE

Gund Manufacturing Co. Swedlin, Inc.

The 1964 Gund line features more world-famed stars than any in our 66 year history!... Plan for high-level profits all year round — by seeing this Gunderful line during the Toy Fair...

Put Room 226 — 200 Fifth Avenue — on Your "Must-Visit" List

Showrooms: NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

INTRODUCING *Wobbles*. . . ONE OF 8 NEW MONEYMAKERS FROM

FISHER•PRICE TOYS

Wobbles • Creative Coaster • Music Box Lacing Shoe • Giant Screen Music Box TV
Mother Goose • Fisher-Price Chug Chug • Ducky Flip Flap • Mary's Little Lamb

Write for full color catalog of 57 preschool toys

"Our work is child's play"

964 **FISHER•PRICE TOYS • EAST AURORA, ERIE COUNTY, N. Y.**

TOY FAIR HEADQUARTERS: Suite 417, 200 5th Avenue Building

- All TYCO trains have scientific car weighting—top roadability.
- Hi-impact styrene plastic car bodies!
- TYCO features 5 pole 30M-rpm motors that develop maximum speeds; steel truck axles—needle point bearings!
- All TYCO HO-gauge trains are spray-painted in authentic colors.
- Order famous TYCO accessories below!

A TYCO "RED BIRD EAST" ELECTRIC TRAIN. Action galore as this realistic "HO" scale electric freight whizzes along. Includes Twin "A" unit "Santa Fe" diesels (1 powered)—durable cast iron with operating light. Plus 5 plastic cars including skid car with pipe load. 14 metal track sections form 45 x 38 inch oval. Automatic uncoupling ramp. You'll love operating this sleek beauty. Power control unit not included—order [E] or [G] below.
X 923-5169 A—Shpg. wt. 4 lbs. 13 oz.....16.88

B TYCO "CONTINENTAL EAST" TRAIN SET. All electric. Big railroad thrills and action with this 0-4-0 cast iron steam locomotive. Loco pulls operating hopper car, stock car, skid car with pipe load, and 8-wheel caboose. 11 sections of 18" radius curved track. 1 section 18" radius curved terminal track—you can make a big 36" oval, including re-railer. Cars are made of hi-impact styrene plastic. Powerpack not included—order [E] or [G] below.
X 923-5029 A—Shpg. wt. 4 lbs. 4 oz... 12.99

FAMOUS TYCO "HO" SCALE ACCESSORIES (not shown). Everything you need to make more intricate track patterns—add thrills to your layout. Remote control switches are push-button operated.

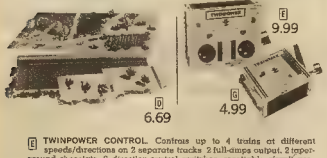
Track Shpg. wt. 1½ oz.	
X 923-5177 A—9" straight.....	19c
X 923-5185 A—18" radius curved .	19c
90° Track Crossing. Shpg. wt. 2 oz.	
X 923 5193 A	1.77
Remote Control Switches. Shpg wt. 5 oz.	
X 923 5201 A—Left-hand switch... ..	3.88
X 923-5219 A—Right-hand switch... ..	3.88

C ELECTRIC TRAIN AND TUN-L-RAMA. Ready-to-run set includes: metal and plastic HO-gauge train with 0-4-0 "Dockside" switcher that has machined brass worm nylon gear drive, and working headlight. Plus 3 cars, including caboose. 12 sections interlocking plastic track—for full circle layout. Realistic scenery materials include: 5 assorted trees, bags of mock grass, earth and pots, lichen—as well as colorful tunnel. Set comes complete with hig 1-amp. powerpack with circuit breaker and taper-wound rheostat, 110-120 volts, AC—UL listed. (Accessories listed above fit this set.)
X 923-5136 A—Shipping weight 5 lbs. 5 oz..... ..14.88

D "LIFELIKE" LANDSCAPER KIT. Has all needed materials for a truly natural 4 x 8-ft. landscape. Sturdy and re-usable. Incl. 48 x 96-in. wide "grass" mat, 12 x 48-in. wide brown "earth" mat, 12 x 48-in. wide white path mat, 5 plastic trees and lichen for shrubbery
X 923-5128 A—Shipping weight 4 lbs..... . 6.69

"HO" gauge Train Sets

for young engineers



E TWINPOWER CONTROL. Controls up to 4 trains at different speeds/directions on 2 separate tracks: 2 full-amps output. 2 tapor-wound rheostats, 2 direction-control switches, resettable circuit protector with overload indicator. DC output for trains. AC output for accessories. 7 x 5½ x 3½". 110-120 volts AC—UL listed.
X 923-5102 A Shpg. wt. 3 lbs. 7 oz..... 9.99

G MRC TRAINPACK CONTROL. Controls up to 2 trains. Full one-amp power output. For beginner's HO-gauge railroad. Large Vari-Power handle for speed control, taper-wound rheostat, automatic circuit protector, direction-control switch. Controlled DC output for trains. 16-volt AC for accessories. Safety-grip line cord. 6 x 4½ x 3 in high. Operates on 110-120 volts, AC—UL listed
X 923 5110 A—Shpg. wt. 2 lbs. 3 oz..... .....4.99

No down payment with Credit Command—see page 79

H TREBLE-O-GAUGE TRAIN SET. World's smallest precision model railroad complete with accessories—⅓ the size of HO. Realistically detailed freight train makes for miniature track enjoyment. 34 pieces constructed of polyethylene plastic and steel-copper alloy. Consists of a locomotive, box car, gondola car, and caboose. Plus four pieces of 8-in. radius curved track, one piece of 15-in. radius curved track, one piece of 9-in. long straight track, two pieces of 4½-in. long straight track, one piece of straight track with a bumper, a pair of manual switches, and one powerpack. Included, for added realism are live plastic pine trees, live autos, a bridge, and a station. Use with AC only. UL listed. Imported from West Germany. No down payment with Credit Command.
X 923-5037 A—Shpg. wt. 3 lbs. 8 oz.....24.99

HO scale Road Race Accessories

Cars for HO scale Marx Sets. Plastic, 2⅜ inches long. Chrome-plated trim and hub caps. Metal frame, ribbed rubber tires. Motor revs up to 375 scale mph

1 **Willard Battery Special.**
49 N 9961—Wt 4 oz. $3 77

2 **Harvey Special.**
49 N 9960—Wt. 4 oz. $3.77

3 **XKE Jaguar.**
49 N 9962—Wt 4 oz. $3.77

4 **90° Curved Track.** Pkg. of 2
49N9948- Wt. 8oz. Pkg. $1.69

5 **Straight Track with clips.** 7½ inches long. Package of 2.
49 N 9944—Wt. 6 oz...Pkg. 98c

6 **Lane Changer Track.** 7½ inches long Package of 2 sections.
49 N 9958-Wt. 4 oz. Pkg. $2 79

7 **2-lane Lap Counter.** Records up to 10 laps for each car.
49 N 9959-Wt. 4 oz. Each $1.59

8 **Power Pack with circuit breaker.** 14-volt DC UL approved for 110-120-volt, 60-cycle AC.
49 N 9963—Wt. 1 lb. 8 oz. $4.98

Repair Kit (not shown). 10 track clips. 4 each· tires, pick-up shoes, springs, 2 guide pins, 2 body screws Lubrication Instructions
49 N 7631—Shipping weight 4 ounces..... Kit 99c

Cars for HO scale Lionel Sets. Handsomely detailed in plastic and metal with rubber tires. Exclusive "long drive" electric motor. About 2½ inches long.

9 **Ford Galaxie Hardtop.**
49 N 9981—Wt. 2 oz. $2.44

10 **Bentley**
49 N 9982—Wt. 2 oz. $3.44

11 **Thunderbird.**
49 N 9983—Wt. 2 oz. $2 44

12 **XKE Jaguar.**
49 N 9984—Wt. 2 oz. $2 44

13 **90° Curved Track.** 9-in. radius.
49 N 9977-Wt 3 oz Ea 48c

14 **Straight Track.** 9 inches long.
49 N 9976-Wt 3 oz. Ea 38c

15 **Lap Counter.** Automatically records up to 10 laps for ea. car
49 N 9978-Wt. 2 oz. Each $1 39

16 **Lane Changer Track.** Pkg. of 2
49N9980-Wt 1lb Pkg $1 69

17 **Power Pack with circuit breaker.** 1½-amp., 14-volt DC. UL approved for 110-120-v, 60-c AC.
49 N 9643—Wt. 1 lb. 3 oz. $5.98

Repair Kit (not shown). 4 each. tires, contact pick-ups and springs, motor brushes and springs. 2 guide pins, oil, screwdriver, instructions.
49 N 7629—Shipping weight 4 ounces..... . Kit 99c

Cars for HO scale Aurora Racing Sets. Go up to 600 scale miles per hour Powered by the Stirling Moss Thunder-Jet 500 motor Each features clear plastic windshield, chrome-color bumper and hub caps, rubber tires. Plastic and metal bodies, 2⅜ in. long.

18 **Maserati.**
49 N 9694-Shpg. wt. 2 oz. $2.44

19 **Buick Riviera.**
49 N 9693 Shpg wt. 2 oz. $2.44

20 **Corvette Sting Ray.**
49 N 9692-Shpg. wt. 2 oz. $2.44

21 **XKE Jaguar.**
49 N 9697-Shpg. wt. 2 oz. $2.44

22 **Ferrari.**
49 N 9699- Shpg. wt. 2 oz. $2.44

23 **Hot Rod.**
49 N 9996-Shpg. wt 2 oz. $2.44

24 **New Ford Mustang Hardtop**
49 N 9998-Shpg. wt. 2 oz. $2.44

25 **Power Pack.** With circuit breaker, on-off switch, 6-ft. cord. Supplies power for operation of car and parts 18-volt DC. UL approved for 110-120-volt, 60-cycle AC.
49 N 7626—Wt. 1 lb. 8 oz... $4 98

26 **90° Curved Track.** 9-inch radius Package of 2 sections.
49 N 9673—Wt. 5 oz..... Pkg. 98c

27 **Straight Track.** 9 inches long. Package of 2 sections.
49 N 9672—Wt. 5 oz. ....Pkg. 89c

28 **Lane Changer Track.** 9 inches long Package of 2 sections.
49 N 9674—Wt. 5 oz....Pkg. $1.69

29 **Lap Counter Track.** Automatically records up to 10 laps for each car 9 inches long
49 N 9691—Wt. 4 oz.. Each $1.29

30 **Remote Speed Controls.** Lever action slows down or speeds up cars. Package of 2.
49 N 9675—Wt. 2 oz... Pkg. $1.98

Service and Hop-up Kit (not shown). 2 each truck tires, guide pins, slicks, pick-up shoes, brushes, gears, axles. 4 racer hubs. Screwdriver, oil, decals.
49 N 7632—Shipping weight 4 ounces ... .Kit 99c

HO SCALE TABLE-TOP MODEL RACING

Car actually flies through the air when you make the sky jump

The Sky Driver by MARX

$19.79

- 11 feet of track
- Two Indianapolis-type racing cars
- Exclusive stick-shift controls

New competition-designed motors really make your [illegible].

Lap counter records the race up to ten laps . . makes the race almost official and loads of fun. There's a special Lane Changer Track to equalize the course, a new obstacle wiggle track (duplicates a tricky oil slick or other such obstacle). Greatest thrill of all is the Daredevil Jump where your car takes off on one section, flies through the air and lands on opposite side. Race track measures 41x48½ inches wide. 18-volt power pack. Controls, trestles and flags make it a rip-roaring race.

49 N 9534—Shipping weight 6 pounds . . . $19.79

Just say "Charge It" and pay later

Dare Devil Roadrace by LIONEL

$19.79

- Two Mercedes 300SLs speed over 400 scale mph
- 18 feet of track with bridge and trestle set
- 16-volt power pack with 2 rheostat controls

Press the control . . . see your car streak away from the starting line. Scoot around the full length of the race track or if you feel like taking a chance zoom up the ramp that takes you on a short-cut trestle.

Set has all you'll need for a thrilling day at the races. You get two cars, tilt bridge, daredevil leap, two lane changers and a springboard track with trestle. Guard rails, lap counter, even a flag set.

49 N 9560—Shipping weight 7 pounds 8 ounces . . . . . Set $19.79

Oval Speedway by MARX

$9.99

- Streaking Thunderbird and Jaguar race to win
- Roar down, zip around 8 feet of track
- Control racers with rheostat, 18-volt power pack

Watch 'em really go . . . that breakaway speed is yours thanks to a competition motor that promises great scale speed and miles and miles of fun. To keep the race on an equal basis . . . cars change lanes on each straightaway. Guard rails help keep racers on the asphalt-black track as they spin and fishtail around the curves.

Set contains two brightly-colored racing cars, button controls, track, fence, powerpack and an overhead starting sign.

Track covers 18½ by 26-inch area.

49 N 9540—Shipping weight 4 pounds . . . [illegible]

 All items on page 131 listed, 110-120-volt, 60-cycle AC.

for rough riding cowboys or backyard combat fighters

HALCO

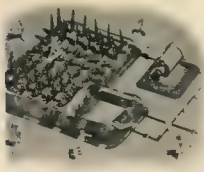
offers the sellingest holsters, guns and rifles in '64

You must see Halco at the Toy Fair for the most fully co-ordinated, handsomely packaged and sellingest line of holsters, guns, rifles, canteens, grenades, caps and all the other items necessary to make up the complete Western or Military department . . . also see Halco's exciting '64 line of Halloween costumes and accessories featuring the new "Pak-O-Fun"—"Carry Home Pak" and many more new merchandising FIRSTS!

see us at room **404** *200 Fifth Ave. New York*

J. HALPERN COMPANY

810 Penn Avenue • Pittsburgh 22, Pa.



Irrigation System with base and pump

$2.79

Irrigate "vegetables" in this realistic garden. Molded plastic permits water reflow. 36 inches of plastic pipe in 12 sections with pipe fittings. Vegetables, pump and 6 farm people.

Shipping wt. 1 lb. 2 oz.
49 U 6021 .. ..$2.79

Farm Implement Set $1.79

Work with 3 tough tractors plus hay rake, harrow, plow, mower and farm wagon. 10 farmers handle the equipment. Molded plastic
49 U 6022 Shpg. wt. 13 oz.. $1.79

Dairy Farm Set $1.79

Deliver fresh milk with 2 pickup trucks and 2 jeeps. Haul bulk milk with 7 in. tank truck. Includes milk platform, 6 milk cans. All plastic
49 U 6023—Shpg. wt. 12 oz. $1.79

Crop-spray Set $1.79

Zoom plane in low over fields and spray crops (with water) 6-inch plastic plane, metal hanger and 6 plastic figures.
49 U 6024—Wt. 12 oz . $1.79

Prize Livestock Set $1.79

Champion blue-ribbon bull, steer, hog and seven other beautiful prize-winning animals 1½ inches high. Two corrals. Molded plastic, hand painted
49 U 6025—Shpg. wt. 1 lb. 6 oz.. $1.79

117-piece Farm Set

Sliding litter carrier and hay lift really work

$4.84

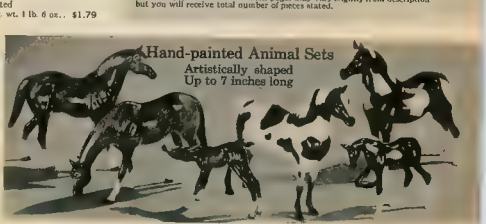
Features same working hay lift mechanism as set on facing page. Includes open-back metal barn 14x9¼x10¼ inches high, 9½-inch steel silo with plastic top, tractor with hitching hook for attaching plow, harrow, planter, stone boat, scoop, scraper and wagon. 1963 pickup truck.

Livestock includes horses, cows, chickens, hogs, lambs, ducks, birds, more. 10 plastic fence sections and accessories such as hay, pitchfork, feed bags, milking stool. 3-dimensional plastic. Easy to assemble
79 U 6005C—Shipping weight 5 pounds Set $4.84

NOTE. Play pieces in sets on both pages may vary slightly from description but you will receive total number of pieces stated.

Western Riders 6-pc. set $4.98

All about 3½ inches high. Each rider has removable hat and dismounts from horse. Set includes Indian, 5 Western figures. Made of 3-dimensional lifelike plastic with hand-painted details
49 U 6033—Shpg. wt. 1 lb. 8 oz. Set $4.98



Hand-painted Animal Sets

Artistically shaped Up to 7 inches long

Thoroughbred Horses 3-pc. set $2.79

Authentic miniatures. Racers, hunters and jumpers have added to the classic form of this kingly breed. Note the long neck and powerful legs. Made of 3-dimensional lifelike plastic. 6¼ inches high
49 U 6034—Shipping weight 1 pound Set $2.79

Tobiano Pinto Family 3-pc. set $2.79

Everyone will love this charming set. Black on white stallion, mare and foal. 3-dimensional plastic.
49 U 6035—Shipping weight 1 pound .. Set $2.79

Hartland

ANOTHER FIRST--HAND PAINTED--SCALED--DETAILED FARM SET

6 NEW--WALNUT • EBONY • CHERRY HAND RUBBED finished HORSES!

3 NEW--DELUXE PAINTED--EYES and SATIN FINISH HORSES!

new

- ☐ COUNTER MERCHANDISER
- ☐ 5 Color Blister Cards
- ☐ DELUXE HORSE CARTONS
- ☐ *Assortments*

SEE US AT

ROOMS 1529-30 — HOTEL NEW YORKER
or ROOM 1005 — 200 FIFTH AVE. BLDG.

HARTLAND PLASTICS, INC., HARTLAND, WISCONSIN

NEW and TEMPTING

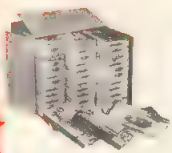
50 Weird-ohs kits from hawk

The most inspiring sight to hit the raceways since the advent of jet propulsion, a time keeper who's off by hours not seconds, with

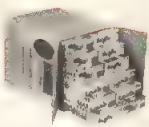
A hip chick, a doll who'll slip you off your trolley, makes the scene big whatever the action—car rally, baseball diamond, football field. Got it made in the shade with her Capri pants, sun glasses and straw topper . . . a livin' doll.
Model No 657 .....50c Retail

Everybody wants ASSORTMENTS *and* HAWK *has them*

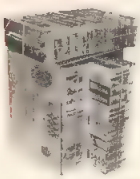
in CARS



No 600 6—50c car assortment (36 kits 6 each of 6 different exciting rubber powered cars



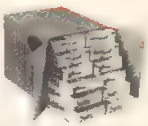
No 200 2 $2.00 car assortment (12 kits 4 each of 3 car kits—2 motorized dragsters; 1 Indianapolis type car



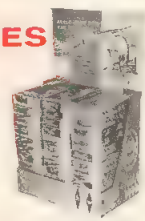
No. 36-100B—$1.00 bundled assortment (12 kits) 1 each of 12 quality model kits

and PLANES

No 36-50B—50c bundled assortment 36 kits) Fast selling 50c airplanes



No 200-1—$2.00 multi textured airplane assortment (12 kits) 4 each of 3 superbly detailed ¼" scale aircraft



No. 36-50—50c assorted displayer (36 kits) Famous airplanes of yesterday and today

hawk Most Trusted Name in Modeling

HAWK MODEL COMPANY
4600 NORTH OLCOTT AVE.
CHICAGO 56, ILLINOIS

have a ball—triple the profit

with these three

KITS by HAWK

NEW

WEIRDSVILLE CUSTOMIZING KIT

As if those Weird-Ohs weren't already too much look what they've done. It's the Weirdsville Kit containing such Weird-Oh wonders as Leaky Boat Loure, Davey and Digger. But that ain't all—there are feathers, hair, glitter, all manner of gook and glob to help you give expression to your artistic urges . . . it's customizing at its greatest! Man, you've gotta flip!

MODEL NO. [illegible] $3.00

NEW

GUERRILLA COMBAT TEAM

From the rugged, rough, terrain of the jungle outposts comes this terrific ¼" scale model of the ZEL Launcher that's complete with tractor, trailer-launcher and combat figures. So authentic, so expertly detailed you can almost hear the plane's warm-up and its roaring take-off. It's fun at your [illegible]

MODEL NO. 300-300 . . . . . $3.00

NEW

P-47D THUNDERBOLT

With 2 in 1 Aero Customizing Feature

It's your choice build it with a razorback canopy or bubble canopy. Either way, this is the famous P-47D Thunderbolt that wrote history during World War II. With a Hawk exclusive—multitextured authentic—plated skin—actually covered with metal that has the shadings and tones of the real plane. Perfect ¼" detailing

MODEL NO. 212-200 . . . . . $2.00

[illegible] Advertising [illegible] the [illegible] Mil[illegible] [illegible] These [illegible] Magazines

HAWK MODEL COMPANY
[illegible] NORTH [illegible] AVE.
CHICAGO [illegible], ILLINOIS

hawk

[illegible] Name [illegible] Model[illegible]

A ADMIRAL "W". Slim masterpiece of watchmaking. Winds itself automatically on your wrist. A dependable performer with anti-magnetic, waterproof*, shock resistant 17 jewel movement. Chrome plated top, stainless steel back. Matching expansion band.
H-35115CU2795 $69.75

B ADMIRAL. Incredibly thin timepiece engineered with most wanted features. Winds itself as you wear it! Waterproof*, anti-magnetic, shock resistant 17 Lifetime jewel movement. Sweep second hand. Sleek yellow top with stainless steel back. Matching expansion band.
H-35117CU3050 . . $75.00

C CARLSON "W". Only the features are expensive! Self winding, waterproof*, anti-magnetic, shock resistant. Luminous dial has sweep second hand. Chrome plated top, stainless steel back. Matching expansion band. 7 jewels.
H-35110CU1995 . $47.50
CARLSON. Same, in yellow
H-35111CU2250 . $55.00

D CASPER "W". Outstanding timepiece value! A winner in performance. It's waterproof*, anti magnetic, shock resistant. Chrome plated top case, stainless steel back. Matching expansion band. 7 jewel movement.
H-35100CU1375 $29.75
CASPER. Same, in yellow
H-35101CU1675 .$37.50

Add 10% Federal Excise Tax if not for resale.

E ERNEST. Superior looks and accuracy at an amazingly low price. 17 jewels. Waterproof*, anti-magnetic; sweep second hand on luminous dial. Shock resistant; unbreakable mainspring. Chrome plated top case; stainless steel back. Matching expansion band.
H-35102CU1795 . $42.50
ERIC. Same, all stainless steel.
H-35105CU1950 $45.00

**Waterproof provided crystal and crown are intact, case unopened.*

HELBROS

Nationally advertised, recognized the world over as a leader in fine watches! The HELBROS *name is your assurance of superior quality and excellence in design. All feature Lifetime Jewels, guaranteed unbreakable mainspring and are shock resistant. All expansion bracelets can be lengthened or shortened for perfect fit by adding or subtracting links. Select your* HELBROS *or choose one for a proud gift. Gift boxed.*

F HANSEL. Teenage special with the exacting features of more costly watches. Waterproof*, anti-magnetic, shock resistant 7 Lifetime jewels. Luminous, full-figure dial; sweep second hand. Chrome plated top case, stainless steel back. Expansion band.
H-35107CU1375 $29.75

G GRETEL. Vivacious teenage charmer! Darling yellow top case frames a full-figure square dial. Shock resistant, anti-magnetic 7 jewel movement. Stainless steel back; matching expansion band.
H-35108CU1595 $35.00
GRETEL "W". Same, in white.
H-35109CU1595 . . .$35.00

NATIONALLY ADVERTISED IN

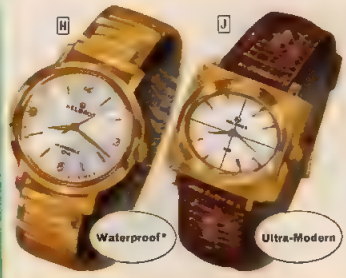
**Waterproof provided crystal and crown are intact, case unopened*

LIFETIME GUARANTEE

on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Postage, insurance, handling and packaging charge $1.25

LIFE
POST
LOOK
PLAYBOY
VOGUE
seventeen
Esquire



H EDGAR. Champion performer for the man of action. Boasts waterproof*, anti magnetic, shock resistant 17 jewel movement. Sweep second hand on luminous dial. Handsomely tailored yellow top case, stainless steel back. Matching, adjustable length expansion band.
H-35106CU2175 . $52.50

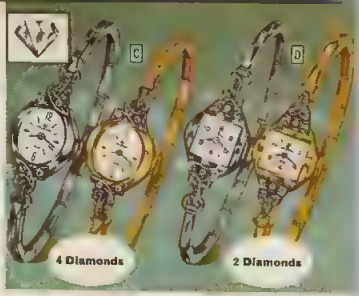
J AUGUST. Ultra modern, high fashion man's dress watch. The look of distinction is clearly seen in the square-framed, round dial. 17 jewels, shock resistant movement. Unbreakable mainspring. Yellow top case with stainless steel back. Brown leather strap.
H-35113CU2350 . .$57.50

A EBB TIDE "W". Tailored for women on the go. Trim in style, rugged in performance. Waterproof*, shock resistant and anti-magnetic. Chrome plated top case; stainless steel back; matching expansion bracelet. 17 Lifetime jewels
H-35137CU2425 $59.75
EBB TIDE. Same, in yellow
H-35138CU2595 $65.00

B TONI. Glamorous service' Nurses' favorite with clear, full-numeral dial and sweep second hand. Smart 10K yellow rolled gold plate case; stainless steel back. Matching expansion bracelet. 17 jewels, shock resistant
H-35139CU2495 $59.75
TONI "W". Same, in white
H-35140CU2495 . $59.75

C KATRINA. Four blazing diamonds shine brightly in this oval case of 10K yellow rolled gold plate; stainless steel back. Matching, adjustable expansion bracelet. 17 Lifetime jewels, shock resistant
H-35141CU2975 . . $71.50
KATRINA "W". Same, white.
H-35142CU2975 . $71.50

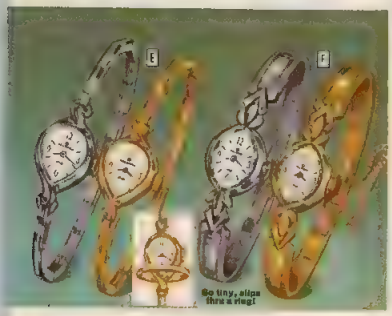
D ANNE. Two shimmering diamonds give a magical glow to the exquisite square yellow top case, stainless steel back. Matching expansion bracelet 17 Lifetime jewels, shock resistant
H-35143CU2495 $59.75
ANNE "W". Same, in white.
H-35144CU2495 . $59.75



Add 10% Federal Excise Tax if not for resale.

G NORA. Fashion-favored diminutive 17 Lifetime jewel timepiece! Fascinatingly faceted square case in yellow top with matching, expansion bracelet. Adjust quickly to fit any size wrist. Looks and works like watches costing many dollars more! Stainless steel back. Shock protected, unbreakable mainspring
H-35149CU1995 $47.50
NORA "W". Same, in white
H-35151CU1995 . $47.50

**Waterproof provided crystal and crown are intact, case unopened.*



E DESIREE. Exquisite miniature' Our tiny pear shape watch in 10K yellow rolled gold plate case with stainless steel back. Matching expansion bracelet. 17 jewels; shock resistant, unbreakable mainspring
H-35145CU2350 . . $57.50
DESIREE "W". Same, white
H-35146CU2350 $57.50

F CATALINA. Excitingly new, petite marquise shaped case of 10K yellow rolled gold plate. Matching tapered links and flexible mesh blend into a slim bracelet. 17 Lifetime jewels, shock resistant, unbreakable mainspring.
H-35147CU2595. $65.00
CATALINA "W". Same, white.
H-35148CU2595. . . . $65.00

HELBROS

HELBROS presents this prized collection of exquisite fashions in time. Choose a HELBROS . . . you'll know why the name is famous throughout the world for the ultimate in precision craftsmanship, combined with beauty of design. Electronically tested Lifetime Jewel movements, guaranteed unbreakable mainsprings, shock resistant. Expansion bracelets fit perfectly, thanks to the quick link-adjustment feature.

**Waterproof provided crystal and crown are intact, case unopened.*

H DAISIE. Deftly curved pear shape yellow top case; stainless steel back. Matching adjustable expansion bracelet. Precision movement has 17 Lifetime jewels, unbreakable mainspring; shock resistant
H-35152CU2095 . . . $49.75
DAISIE "W". Same, in white.
H-35153CU2095. . $49.75

J ROYALLE. Delicately designed marquise shape case has yellow top . . . complemented by matching expansion bracelet that tapers to adjustable links. Stainless steel back. 17 jewels, shock resistant.
H-35154CU2295 . $55.00
ROYALLE "W". Same, white.
H-35156CU2295. . $55.00

NATIONALLY ADVERTISED IN...

HORSMAN . . . an HONORED NAME in the WORLD of DOLLS!

A SNUGGLE SOFTEE
17 In....Overall Outfit
Soft, lifelike doll with vinyl arms, legs and head. Rooted wispy hairdo. Sleeping eyes. Corduroy overalls, knit tee shirt.
Y74-6497 . .Each **6.00**

B BABY BUTTERCUP
17 In....Drinks & Wets
Jointed vinyl doll drinks, wets, sleeps, coos, turns head. Molded hair. Lace-trimmed taffeta bed jacket, diaper, blanket
Y74-2403 .Each **4.80**

C SNUGGLE SOFTEE
20 In....Checked Dress
Vinyl arms, legs and head; soft, lifelike body. Rooted hair, sleeping eyes. Quality checked dress, flannel diapers, booties.
Y74-6693. .Each **7.20**

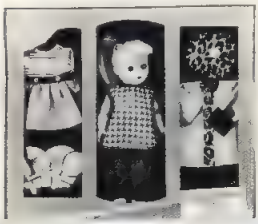
D BABY BUTTERCUP
17 In....Drinks & Wets
Jointed vinyl doll drinks, wets, sleeps, coos, turns head. Rooted hair. Lace-trimmed crystal dress, knit panties, booties.
Y74-2494...Each **6.00**

E SNUGGLE BABY
17 In....With Layette
Exclusive with McClurg!
Vinyl arms, legs and head; soft body. Rooted hair. Sleeping eyes; voice. Crepe dress & bonnet, jacket, Magic Play Bottle.
Y74-643 ...Each **7.80**

F SNUGGLE SOFTEE
17 In....Christening Dress
Vinyl arms, legs and head, soft body. Rooted hair, *"Mama"* voice, sleeping eyes. Christening outfit with bonnet, diaper, etc.
Y74-6435 .Each **7.20**

G ASST. of "TEENSIE TOTS"
11 In....6 Asstd. Models...Attractively Packaged
Fully jointed vinyl dolls with turning heads. Sleeping eyes, long lashes, rooted curly hair. Each in different dress and bonnet, panties, shoes, socks.
T458 Asst. of 6 N.B.. . . . . .Asst. **28.80**

H THIRSTEE WALKER
27 In....Drinks, Wets, Cries
Jointed vinyl doll with rooted wispy hairdo. Sleeping eyes with lashes. Drinks from her own life-size bottle, wets and cries tears. Walks when given a hand. Dressed in pajama outfit. (Wears size 1.)
Y74-8693.....Each **12.00**



J RUTHIE DOLL with WARDROBE
13 In....Everything Needed for Hours of Play
All vinyl doll is fully jointed. Rooted pony tail hairdo. Sleeping eyes, lashes, turning head. Includes slack outfit, dress, purse, coat, hat, shoes, comb, brush, mirror and hangers.
Y74-52301.....Each **6.00**

RUTHIE DOLLS
Perennial Favorites by Horsman

All RUTHIE Dolls below are made of vinyl plastic, fully jointed. Sculptured features, turning head. Sleeping eyes and lashes. Rooted hair. Each in display box.

K 20 In. RUTHIE
Dressed in printed flannelette sweater with pleated suedella skirt, panties, shoes and socks. Curly tie-back hairdo.
Y74-5501..... . . . . Each **7.20**

L 18 In. RUTHIE . . . White or Colored
Dressed in denim blouse and skirt. Knit panties, socks and shoes. Pigtail style hairdo.
Y74-5442—WHITE ....
Y74-05442 COLORED . . .. . . } Each **6.00**

M 16 In. RUTHIE
Dressed in polished cotton dress with pinafore. Knit panties, socks and shoes. Pony tail hairdo.
Y74-5331.....Each **4.80**

N 20 In. RUTHIE
Dressed in 2-piece slack and jacket outfit, socks and shoes. Tie-back style hairdo.
Y74-5553.....Each **7.20**

P 16 In. RUTHIE
Dressed in polished cotton dress with nylon pinafore, knit panties, socks and shoes. Cute pigtail hairdo.
Y74-5341..... ....Each **4.80**

Q 13 In. RUTHIE
Dressed in polished cotton dress with lace trim. Knit panties, socks and shoes. Curly style hairdo.
Y74-5211 ——O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

R 13 In. RUTHIE
Dressed in plaid taffeta, jumper style dress. Knit panties, socks and shoes. Curly style hairdo.
Y74-5212———O.S. .....Doz. **45.60**
¼ doz N.B. Doz. **43.20**

S 18 In. RUTHIE
Beautiful Cordana dress with lace trimmed yoke. Knit panties, long stockings and shoes.
Y74-5471.....Each **6.00**

A

C

B

D

E

F

G

H

J

K

L

M

A HILLY & BILLY
Character Doll Set
12½ in. tall. Boy and girl pair fully jointed with hard bodies, rooted red hair. Each dressed in colorful farm-type clothes. In 3-D display box.
Y78-5401.....Set **7.20**

B BLANKET BABY
In Vinyl Basket
12 in. vinyl doll with molded hair; wrapped in soft flannel blanket tied with large ribbon bow. Nestles snugly in 15 in. vinyl basket.
Y77-318—O.S. ...Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

C TWIN TOT DOLLS
14 in. Tall
All vinyl twin boy and girl dolls have moving eyes, arms and legs. Girl has rooted hair; boy has sprayed hair. Colorful matching costumes.
Y71-140.....Set **8.40**

D BLANKET BABY
In Cradle
15 in. jointed vinyl "Sleeping Princess," rooted hair. Accessories include blanket, pillow, rattler and strong plastic rocking cradle.
Y77-350.....Each **7.20**

E BOBBY TEEN DOLL
With Trunk and Wardrobe
16 in. hi-heel fashion doll. Hard body, movable legs, arms and eyes, rooted hair. Trunk holds evening and casual clothes, lingerie, comb & brush set.
Y79-2115.....Each **9.60**

F BABY DOLL
With Layette
12 in. jointed vinyl doll has moving arms, legs and eyes; rooted hair. Layette includes 2-pc. pajamas, terry cloth jacket, milk bottle, diaper.
Y76-2300—O.S.. Doz. **57.60**

G DRINK & WET DOLL
With Accessories
11 in. vinyl doll with movable arms and legs. Wears cute play suit. Complete with milk bottle diaper, Cameo soap, etc.
Y76-1449—O.S. . Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

H BEAUTY SALON
With Doll, 2 Wigs
10 in. vinyl toddler; movable limbs, molded hair. Accessories include 2 plastic wigs, 6-pc. beauty kit, fancy dress.
Y71-6100—O.S .Doz. **45.60**
¼ doz. N.B Doz. **43.20**

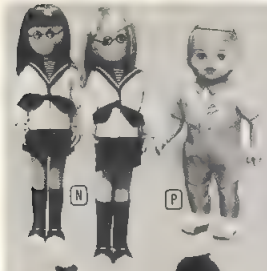
J PLAY PEN PALS
Twins with Accessories
Twin 10 in. vinyl dolls. Girl has rooted hair; boy, molded hair. Dressed as brother & sister. In sturdy padded play pen with toys
Y77-150... . . . .Set **6.00**

K FASHION DOLL
With Trunk & Wardrobe
13 in. freckle face standing toddler. All vinyl with movable limbs. Upright handled trunk holds travel & play wardrobe and hangers
Y79-1912 .....Each **7.20**

L DRESSED TODDLER
With Trunk & Pajamas
11 in. vinyl toddler doll with moving eyes, legs, arms; rooted hair. Wears velvet trimmed dress. Upright handled trunk holds 2-pc. pajamas on hanger.
Y76-4296 .....Each **4.80**

M BRIDE DOLL
With Trousseau & Trunk
16 in. hi-heel doll. Moving glassine eyes, vinyl jointed body. Bridal gown and veil. Clothing changes and accessories in trunk.
Y79-2215.... . .Each **9.60**

MATTEL DOLLS — *Order Early*
(See Your McClurg Salesman for other Mattel Dolls)


N P

Q R

N Charmin' Chatty
24 in. tall; plastic with movable limbs. Charmingly attired; 5 Chatty records.
Y32-290—Blonde
Y32-292 -Auburn
Each **25.00**
6 ea. N.B. Each **24.00**

Q Tiny Chatty
15 in. tall. Says 11 phrases; movable limbs; brushable rooted hair; wears blue rompers.
Y32-270—Blonde
Y32-271—Brunette
Y32-272—Colored
Each **15.00**
6 ea. N.B Each **14.40**

P Tiny Chatty Brother
15 in. tall. Laughs, cries, talks; movable limbs; rooted hair; wears blue suit.
Y32-274
Each **15.00**
6 ea. N.B. Each **14.40**

R Tiny Chatty Baby
18 in. tall. Says 18 phrases; movable limbs; rooted hair, red pinafore. All plastic.
Y32-326—Blonde
Y32-327 -Brunette
Each **18.76**
6 ea. N.B. Each **18.00**

CLOTHES for TINY CHATTY BABY

Bye-Bye COAT & HAT
Y32-281—O S Dz **34.50**
1 doz. N B Doz **33.12**

PINK FRILL DRESS
Y32-282—O S Dz **34.50**
1 doz N B. Doz. **33.12**

FUN TIME ROMPER
Y32-283—O S Dz **25.50**
1 dz. N B Doz. **24 48**

NIGHT-NIGHT SET
Y32-284—O S Dz. **43.50**
1 doz N B. Doz. **41.76**

S

S Barbie's 'Round the Clock Gift Set
Set consists of 11½ in. plastic Barbie doll; 'round the clock wear includes casual dress, 2-pc tweed suit and matching accessories, formal gown & slippers, "fur" stole and wire stand.
Y11-1013 Ea. **12.64**
6 ea. N.B. Each **12.14**

T

T Midge's Ensemble Gift Set
Set consists of 11½ in. vinyl Midge doll; ensemble includes slacks, matching blouse & camisole top, multi-stripe slim skirt, scarf & bag. 2 prs of heels and wire stand.
Y11-1012 Ea. **8.68**
6 ea N.B. Each **8.40**

A) ELISE – is 18" tall, fully jointed, with rooted hair fixed in a tie-back style. She's wearing a loose fitting cotton dress, with knit panties, rayon socks, vinyl shoes
5451/333 **LIST $5.00**

B) Here's BARBARA — And she's a real doll: 20" tall, fully jointed, smart hair-do. She's wearing a new suit, with a suedella blouse, knit panties, shoes and socks.
5571/399 **LIST $6.00**

(C) SNUGGLE SOFTEE — Soft, life-like chubby arms and legs; rooted, wispy hair. 17" tall, dressed in red cotton dress, white pinafore, diapers and booties. Light and cuddly.
6496/399 **LIST $6.00**

(D) Who can resist PATTY ANN — who seems to say "pick me up." 13" tall, fully jointed; dressed in plaid taffeta jumper, with panties, socks, and shoes
5212/200 **LIST $3.00**

(E) NANCY — 16" tall, fully jointed. Rooted hair in braided ponytails. Dressed in cotton dress with nylon pinafore, wearing knit panties, shoes and socks.
5341/267 **LIST $4.00**

(F) CHERYL — This little gal is 16" tall, fully jointed, with sleeping eyes, lashes, turning head. Her rooted hair is fixed in a ponytail. Dressed in cotton dress pinafore, panties, shoes and socks.
N5331/299 **LIST $4.50**

MARY POPPINS — A favorite character for over 30 years, now imbued with the magic of Walt Disney. 12" doll, fully jointed; dressed in cotton dress with coat and bonnet, carrying her carpet-bag. She will make any little girl happy.
928/399 **LIST $6.00**

MISS TOPKNOT — As pretty as a picture, delightfully different: smart, modern "Flip" coiffure carrying her own chignon in hat box. 16" tall, fully jointed, finely sculptured legs.
6307/399 **LIST $6.00**

PEGGY ANN — 15" fully jointed doll, turning head. Sub-teen doll, dressed in slack outfit, with complete dress-up outfit including hat and coat.
93201/399 **LIST $6.00**

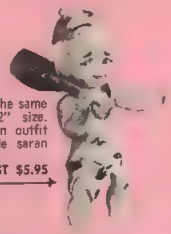
MAGNETIC ACTION DOLL HOUSE — An "animated" doll house brought to life with magic magnetic wands. A modern 5 room house through which the whole family **moves:** mother works in the kitchen, cooking and serving, dad works in the garden; the dog and cat chase around. Real fun, real action.
DH-201/897 **LIST $15.00**

DINO STROLLER — Latest in prehistoric passenger service. With his big round eyes and merry smile, he wears a "saddle" on his back so he can hold either Tiny Pebbles or Tiny Bamm-Bamm Made of sturdy plastic, perfect for the new, smaller dolls, too.
9671/197 **LIST $2.95**

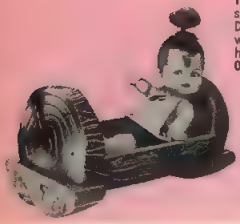
TINY PEBBLES — Pert, 12" edition of the sweetheart of The Flintstones. Adorable in her leopard skin smock, bikini panties and upsweep hair-do
0720/377 **LIST $5.95**

TAMMY CASE – Plenty of room for Tammy and her clothes. Five hangers, accessory chest. Tammy print lining. Red, black or blue patent leather.
5661/167 **LIST $2.50**

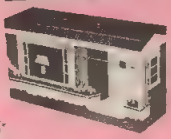
TAMMY
9000/199 **LIST $3.00**



TINY BAMM-BAMM - Still the same shy fellow only in a 12" size. Dressed in his leopard skin outfit with matching cap. Blonde saran hair on polyethylene body
0721/377 **LIST $5.95**



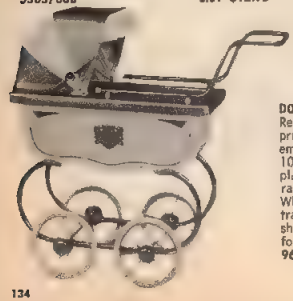
LOG CRADLE — Sweet dreams for Tiny Pebbles or Bamm-Bamm In this hollowed-out log cradle. Specially sized for 12" dolls, rocks on simulated granite rockers
9670/197 **LIST $2.95**



TAMMY'S HOUSE — From playroom to patio, house contains loads of fun-filled furniture for the Ideal teen and her family When closed, it has attractive exterior and easy-carry handle.
9702/532 **LIST $7.98**

DOLL COACH — White with aqua body decoration in molded high impact styrene Hood in quilt embossed aqua vinyl with beautiful print. 20" x 11" body. Duchess gear with barrel spring action
5070/532
LIST $7.95

DOLL COACH — Whitemolded "Lustralac" body with molded gold crests and body striping. Two tone gold and white quilt embossed hood with visor. 24" x 12" body. Duchess gear with barrel spring action.
5565/863 **LIST $12.95**



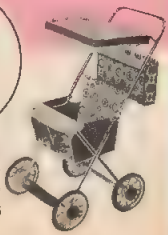
DOLL CARRIAGE — Blue with white quilt embossed vinyl. Body 9" x 22", two tone hood with visor Spring lock clips.
1550B/333
LIST $5.50

DOLL CARRIAGE — Red plaid laminated to quilt embossed white vinyl. Body 12½" x 28". Four bow hood with visor Duchess undergear, tubular plated, with spring action brake.
2050/667
LIST $9.98

TINY THUMBELINA—A 14" charmer with cute face, vinyl arms and legs, cuddly body, fully rooted hair. Wind her up and she wriggles like a real baby.
0401/639 **LIST $9.95**

DOLL STROLLER — Red with 5 color print on white quilt embossed vinyl. Body 10½" x 11" with plated tubular top rail, white gear White polystyrene tray, fringed canopy, shopping bag, molded footrest.
960/399
LIST $5.95

SOUTH BEND TOY



DOLL STROLLER — Blue with trim in blue and red print on white quilt embossed vinyl. Body 9" x 9½" with plated tubular body bend, plastic rings, molded footrest
940B6/267 **LIST $3.95**

Instant Torque Dragsters by HUBLEY

(non-electric)

Simply wind the cars on the turntable—Get continuous, full-power acceleration and speed all the way to the end of the long 30-foot runway

Set includes two kits, track, nylon guide wires, brake strip and turntable **$13.99**

Gas-powered

CHEVY Dragster

$19.99

- Now outdoor dragstrip racing!
- Gasoline engine packs powerful punch
- Grooved track has elastic arresting cord

Roar up to 50 MPH. Hot-to-go '57 Chevy, gas powered with Hustler version engine designed for lots of action. Foot long steel chassis, rubber slicks, customized grill, roll bar, side exhaust and even a super charger. Controls and 36 ft. of track with accessories.
49 N 2228C—Shipping weight 9 lbs. . . $19.99

Car only. Steel chassis, plastic body. 12 in. long.
49 N 2231—Shipping weight 2 lbs. $7.66

Extra Track. Six ft. long (4 18 in. plastic sections).
49 N 2227—Shipping weight 1 lb. 8 oz. $2.99

Accessory Kit. Includes ½-pint premium fuel, fueling tube, wrench, battery wire and attached clip.
49 N 2250—Shipping weight 12 oz. $1.29

See your racer zoom down the straightaway at phenomenal speed. Operates from energy of special steel spring that measures a full 6 feet in length. That's power. Dragsters ruggedly built with aluminum chassis, steel axles, genuine rubber treaded tires and slicks. Easily assembled. High-impact plastic bodies fasten to chassis by screws. Nylon gears assure smooth running.

Race against the clock or each other. Nylon guide wires keep racers on the track. Great fun.

Fiat coupe about 6 inches long, competition coupe about 7 inches. 30-ft. soft plastic straightaway rolls up to store. Plastic braking strip compresses to absorb shock of car.
79 N 1995C—Shipping weight 8 lbs. $13.99

1 Instant torque motorized Chassis. Powers model cars, adjusts for 1/25 to 1/43 scale.
49 N 1996—Shipping weight 10 oz. . $2.99

Road Race Accessories for

Cars for Marx Racing Sets. 1/32 scale. Plastic and metal with All-state Guardsman rubber tires. All fully assembled with electric motors. About 6 to 6½ inches long

Racer types. Without headlights.

1 **Lotus Ford.** Latest "hot" one.
49 N 9936—Wt. 8 oz. $3.97

2 **Willard Battery.** Speed demon
49 N 9939—Wt. 8 oz. $3.97

Sport Car types. With headlights. Both front wheels follow track while bodies swing out on turns like real cars. Hold track better, take curves at higher speeds.

3 **Ferrari GT.** Has sleek lines
49 N 9943—Wt. 8 oz. $4.69

4 **Maserati (Bird Cage).** Speedy
49 N 9942—Wt. 8 oz. $4.69

Repair Kit (not shown). 4 rubber tires, 4 pick-up shoes, 2 body screws, lube, 10 track clips

For racers (1) and (2) above.
49 N 7633—Wt. 4 oz. $1.19

For sport cars (3), (4) above
49 N 7630—Wt. 4 oz. $1.19

Parts for Marx Racing Sets. Plastic and metal

5 **Curved Track.** 45° with 14½-in. radius. Has rail
49 N 9913—Package of 2. Wt. 10 oz. Pkg. $1.39

6 **Straight Track.** 7½ inches long. Package of 2
49 N 9910—Shipping weight 8 ounces. Pkg. $1.19

7 **Lap Counter Track.** 7½ inches long. Trip-levers
49N9914—Shipping weight 6 ounces. Each $1.69

8 **Turnout Set.** Pit area for trackside repairs
49N9917—Shipping weight 12 ounces. Set $3.69

9 **Crisscross Track.** 14½ in. long. Package of 2
49N9916—Shipping weight 12 ounces. Pkg. $2.47

10 **Le Mans Start Set.** Angle onto 15-in. section
49N9931—Shipping weight 12 ounces. Set $3.69

11 **Power Pack.** 18-volt DC. With on-off switch, circuit breaker. UL listed. 110-120-v. 60-c AC
49 N 9963—Shipping weight 1 lb. 8 oz. . . . $4.98

12 **Stick-Shift Controls.** Package of 2
49N9932—Shipping weight 5 ounces. Pkg. $1.98

13 **Motor Noise Set.** Hear Za-Zooom roar as you speed up your cars. 2 special stick-shift controls building. Order 2 "D" batteries below
49 N 9935—Shipping weight 1 pound . . . Set $6.98
49N4660—"D" Battery Wt. ea. 4 oz. 2 for 32c, 4 for 60c

14 **Grandstand Set.** Also 6 figures, flags, shed
49 N 9615—Shipping weight 11 oz. . Set $1.98

Cars for Lionel Racing Sets. 1/32 scale. Plastic and metal with electrical motor, rubber tires. Fully assembled

15 **Corvette Sting Ray.** Sleek fast-back. 5 inches long
49 N 9973—Shipping weight 8 ounces. $3.99

16 **Ford Galaxie.** Head and taillights. 5 inches long
49 N 9974—Shipping weight 8 ounces [illegible]

17 **Buick Riviera.** Head and taillights. 5 inches long
49 N 9975—Shipping weight 8 ounces $4.99

Repair Kit. 4 each tires, contacts, springs, brushes. Oil
49 N 7628—Shipping weight 4 ounces . . . . . Box $1.19

Parts for Lionel Racing Sets. 1/32 scale. Plastic and metal

18 **Straight Track.** 11½ inches long
49 N 9965—Shipping weight 4 ounces . . . . . Each 89c

19 **Lane-changer Chicanes.** 11½ in. long. Package of 2
49 N 9966—Shipping weight 12 ounces. Package $2.98

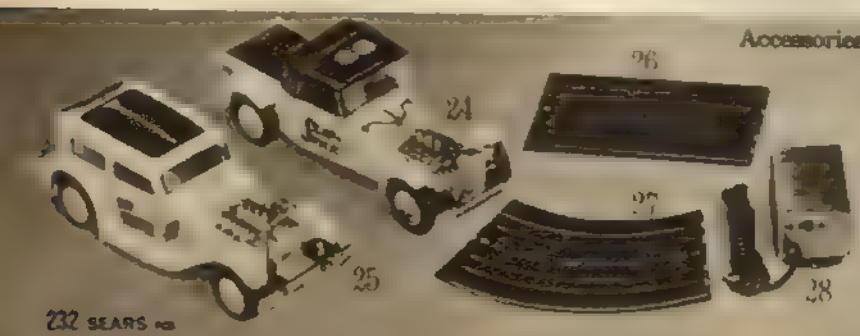
20 **Curved Track.** 45° with 14½-inch radius.
49 N 9967—Shipping weight 4 ounces . . . . . Each 89c

21 **Lap Counter Track.** 11½ in. long. Tallies for each car
49 N 9969—Shipping weight 4 ounces . . . . Each $1.79

22 **Speed Controllers.** With wires. Package of 2
49 N 9970—Shipping weight 4 ounces. Package $3.89

23 **Power Pack.** 14-volt DC. UL listed. 110-120-v, 60-c AC.
49 N 9643—Shipping weight 1 pound 3 ounces. $5.98

Accessories for Aurora "O" Gauge Roadway . . 1/48 Scale



Autos . . about 4 in. long. In new scale half-way between HO and 1/32 scale. Plastic and metal. Fast electric motor

24 **'31 Ford Hot-Rod Pickup.** Rarin' to go.
49 N 9901. Shipping weight 4 ounces $3.29

25 **'36 Ford Sedan.** Rugged jalopy.
49 N 9902—Shipping weight 4 ounces. $3.29

Tracks for "O" gauge. Plastic with metal conductors.

26 **Straight.** 9 inches long. Package of 2.
49 N 9671—Shipping weight 7 ounces. Package $1.29

27 **Curved.** 45° with 15-inch radius. Package of 2.
49 N 9903—Shipping weight 7 ounces. . Package $1.29

28 **Power Pack.** 18-volt DC. UL listed. 110-120-v, 60-c AC.
49 N 7626—Shipping weight 2 pounds. $4.98

CAP GUNS

TEXAS RANGER GUN ASST.
With 18¼x15¼ in. Metal Display Rack

Metal repeater action guns in asstd sizes and styles Shoots caps (not included). Card mounted on display rack. Consists of
12—8¼ in. guns 30c Ret
8—8¼ in guns, 65c Ret.
9—9 in guns, 88c Ret.
6—10-in guns, 88c Ret.
Total Retail Value $24.84

T465 -Asst. of 36 pcs. and Rack N.B. 19 lbs.....**Asst. 29.60**

WINCHESTER SADDLE GUN

33 in. long Winchester of plastic with woodgrained stock, automatic rapid fire and single shot action, front & rear sights, loads and ejects metal bullets (included); fires caps (not included). Boxed

Y32-544 .....**Each 6.10**
3 each N.B. **Each 5.86**

WESTERN SCOUT RIFLE

32¾ in. top quality 250-shot repeater carbine. Light tan engraved plastic stock and handgrip, black metal barrel, breech lever, hammer and front sight. In display box.

Y5-2080—O.S.....**Doz. 57.60**

M-1 MILITARY CARBINE
With Plastic Sling Strap

27¾ in. replica of U S Army carbine Made of durable metal with woodgrained stock O D color, with plastic sling strap. 250 shot repeater fires roll of paper caps (not included). Mounted on colorful card.

Y5-2033—O.S. .....**Doz. 30.40**
¼ doz. N.B. **Doz. 28.80**

TINY TOMMY GUN
With Box of Caps

10½ in. high impact plastic "Jungle Fighter." Authentic army style; easy to load. Rugged built, olive-drab color. Tommy gun with long smoking barrel fires 50 shots without reloading. Complete with 5-roll box of perforated paper caps. Mounted on 2-color card.

Y5-2891 -1 doz. N.B..**Doz. 14.40**

Y5-2203

Y5-2861

"FRONTIER" PISTOL
50-Shot Repeater

7¼ in. long barrel, 50-shot repeater pistol. Made of die cast metal with bright nickel finish and bone plastic handle Shoots roll caps (not included). Skin packed on colorful card

Y5-2203—1 doz. N.B. ..**Doz. 8.64**

"DICK" PISTOL
With Box of Caps

4¾ in. army snub-nose metal pistol with nickel finish. 50-shot repeater with box of 6 rolls of extra loud perforated caps. Mounted on 2-color card

Y5-2861 1 doz. N.B..**Doz. 10.08**

Y5-2871 Y5-2861

REPEATER PISTOLS
Complete with Box of Caps

250-shot repeater action pistols, metal with bright nickel finish Complete with 5-roll box of extra loud perforated caps Each on blister packed colorful card.

5½ IN. "TROOPER"...All Metal
Y5-2871 1 doz. N.B **Doz. 11.52**

9½ IN. "MARSHAL"...Plastic Stock
Y5-2881 1 doz. N.B **Doz. 14.40**

LUGER CAP PISTOL
Ejects Metal Play Bullets

4¼ in. die cast zinc luger ejector gun, in miniature, with push-in trigger. Full-down grip allows loading of metal play bullets which are ejected when single shot cap is fired. (Caps not included) 5 metal play bullets included. Blister packed on card.

Y486—1 doz. N.B.....**Doz. 14.40**

LUGER GUNS

7 in. barrel and 5 in. plastic butt. A true replica of the real thing Ideal for young policemen. *Uses Y81-150 caps.* Each in individual colorful box.

Y2981 O.S. .....**Doz. 22.80**
¼ doz. N.B. **Doz. 21.60**

TARGET GAMES

BULL'S-EYE TARGET GAMES

13¼x11¼ in. litho metal "bull's-eye" target game complete with 5¼ in. dart pistol, 3 rubber suction cup darts Target has rolled edges and hole for wall hanging In display shrink pkg.

T71-2909—1 doz. N.B. **Doz. 14.40**

SPINNING TARGET GAMES

13½x5½ in. overall Game consists of 4 colorful plastic jungle animal targets, dart gun, 3 suction cup darts, litho metal target board with easel back. Animal targets spin when hit. In display shrink pkg

T71-2921—1 doz. N B. **Doz. 14.40**

MAGNETIC TARGET GAMES

18x24¼ in. all metal safety target board depicting "Army Scene" in full color, with colorful corrugated frame. Throw the 4 magic magnetic discs and land on target.

N14-2291 O.S. .... **Doz. 30.40**
¼ doz. N.B. **Doz. 28.80**

TURKEY SHOOT GAMES

Set consists of 29¾ in. rifle of metal and plastic; 3 sets of targets including 4 bottles 8 clay pigeons, 5 gamebirds; 2 barrels 16 in plastic board and supply of plastic bullets

Y23-314 O.S. ..... **Doz. 45.60**
¼ doz. N.B. **Doz. 43.20**

MOTHER HEN TARGET GAMES

Extra large 17x14 in. full color metal mother hen target. When hit directly releases egg into cardboard basket. Includes 3 plastic eggs, 6½ in. plastic dart gun, 3 safe suction cup darts. In display pkg.

Y59-2914 O.S. .....**Doz. 45.60**
¼ doz. N.B. **Doz. 43.20**

BOTTLE BUSTER ACTION GAME

Consists of 3 plastic 9 in. sectional bottles, 4 plastic bullets, a plastic Colt .45 pop-gun with aluminum barrel. Multi-color corrugated box serves as play "bar." Easily assembled plastic bottles fly apart when hit by bullets. A western action game

N39-3630 .....**Each 6.00**

PIN BALL GAMES

World Series BASEBALL GAME
Pin Ball Game for 1 or 2 Players

23x14½ in. Complete game made of strong resilient plastic; no glass to break. 3 adjustable push button mechanisms operate pitcher and batter in this clever game Scoring as in regular baseball

N5252—O.S.....**Doz. 57.60**

BASKETELLE GAMES

17x12x2 in. New-type basket ball basketelle game with playing field and scorekeeper on scoreboard enclosed in hi-impact plastic case Push down on lever, flip rubber ball into the basket. Players score when basket is made

N54-2520—O.S. . . .**Doz. 38.00**
¼ doz. N.B. **Doz. 36.00**

See Page 444 of Our No. 64-1 General Catalog for CAPS & Additional CAP GUNS

Be the fastest "Six-Gun" with this

Quick-Draw Double Holster Set

Load like real six-shooters . . just insert cap bullets into cylinder **$3.88**

With these 11-inch Remington pistols you can take on any gunfighter. Stick single-shot caps on back of 6 metal play bullets. Cylinder revolves with every squeeze of trigger. Holsters with leg ties hang just right for quick draw. Holsters and full-contoured belt have Western-style tooling on natural-finish *top-grain cowhide* . . won't crack like split-grain leather. Belt fits 22 to 29-inch waist.
49 U 2742CG—Shipping weight 2 pounds 12 ounces.....$3.88

Top-Hand Double Holster Outfit

$2.89

Low in price but features top-grain leather belt and holsters in the popular new *quick-draw* styling. 8-inch, 50-shot repeater pistols have bone-like grips. 6 play bullets. Leg ties. Fits 22 to 28-in. waists.
49 U 2741CG—Shpg. wt. 1 lb. 14 oz. $2.89

$1.92

Wrangler's Double Holster Set

Low priced yet has detailed Western-design holsters in top-grain leather. 8-inch pistols break open to load 50-shot roll caps. Fits 21 to 26-inch waists.
49 U 2740CG—Shpg. wt. 1 lb. 12 oz. $1.92

$3.99

Roy Rogers Buckskin Set

Here's real firepower—two 10½-in. guns each shoot roll of 250 caps. Contour belt and holsters are natural buckskin and top grain cowhide decorated with silver-color studs, leg ties. 6 play bullets. Fits 22 to 31-in waists.
49 U 2748CG—Shipping weight 2 lbs. 12 oz.....$3.99

$2.99

Roy Rogers "Low-slung" Set

Favored by the quick-draw boys because guns hang low in easy reach. Two 8-inch, silver colored pistols hold 50 caps. Top-grain cowhide. 6 play bullets. Fits 20 to 29-in waists.
49 U 2747CG—Shpg. wt. 1 lb. 14 oz.... $2.99

$2.89

Quick-Draw Single Holster Set

Same big revolving-cyclinder gun with insertable play bullets as in set above at left. Top grain cowhide holster with nail-head design. Fits 22 to 28-in. waists.
49 U 2739CG—Shpg wt. 1 lb. 14 oz. $2.89

Miniature Sets for tiny cowboys

Rifle-Double Holster Set **$1.99**

Includes 27-inch automatic "flip-action" rifle in plastic and metal; two 6-inch, silver colored pistols, colorful leather holsters, adjustable belt. Rifle shoots roll caps. Pistols shoot single caps.
79 U 2753C—Shipping weight 2 pounds. . $1.99

Roy Rogers Double Holster Set **$1.59**

Sized for little fellows but looks like big brother's outfit. Guns are 6⅝ inches long, fire single-shot caps. Holsters made of top grain leather. For 16 to 21-inch waists.
49 U 2736—Shipping weight 14 ounces $1 59

$1.77

Top-Hand Single Holster Set

Top-grain leather belt, quick-draw holster 8-inch, 50 shot repeater pistol. Includes 3 play bullets and trophy buckle on belt. Fits 21-inch to 26-inch waists.
49 U 2738CG Shpg. wt. 1 lb. 4 oz. $1.77

NOTE: All guns on page except 2 miniature sets (above) not for sale in New York City. Caps are not included with any cap-firing toy

New Huffy bicycle

Kids check out a new item in the Huffy bicycle line, the Huffy Dragster which will be produced at both the Celina, Ohio and Azusa, Calif. plants of The Huffman Maufacturing Co., Dayton, Ohio. Finished in glossy jet black, the Dragster has a sturdy 20" twin arch frame, knobby rear tire, special rims and front caliper handbrake, polo seat and hi-riser handle bars.

Emenee art contest winners

Melissa Sullivan and Kevin Mahoney were the two grand prize winners in the Young Artist Contest sponsored by Emenee Corp., New York. Each received a $525 art scholarship from the Famous Artists School, Westport, Conn., and a portable Magnavox TV from Sonny Fox, emcee of the Wonderama Program on WNEW TV New York, where the contest was conducted over a six week period.

Melissa and Kevin, chosen from among 12 weekly winners of the contest, were judged to have drawn the most creative pictures using the Emenee Enlarg-A-Graph and the transparencies that come with it. The 12 weekly winners received Emenee electric chord organs and were eligible for the final judging, done by the staff of the Famous Artists School.

Presenting their prizes to Melissa Sullivan and Kevin Mahoney, grand prize winners of the Emenee Young Artist Contest, is Sonny Fox of the Wonderama Program, WNEW TV New York, where the contest was held.

Berman Standard Toykraft head

Mort R. Berman has been elected president of Standard Toykraft, Inc., Brooklyn N. Y. One of the oldest toy manufacturers in the industry, Standard celebrated its diamond jubilee in 1962.

BERMAN

MILL-TAILORED

TO YOUR TOY NEEDS

You can count on PFISTER for TOY TUBING *tailored to your exact needs—and priced to compete with steel and plastic.* Whatever I.D., O.D., Gauge or Finish you require—long lengths or short precision cut pieces—skid packed or individually tissue wrapped, PFISTER will make it to your specifications.

- CLOSE TOLERANCES, I.D. and O.D.
- PRECISION CUTTING
- DEBURRING, Inside and Out
- BRIGHT, CLEAN FINISHES
- ANODIZING, Satin or Bright
- ASSEMBLY and FABRICATING facilities

We'll be happy to assist you in the choice of alloy, temper, gauge and finish best suited to your needs.

Write today for information and a copy of our catalog.

Five Manufacturing Plants—Stocks in Various Cities

Pfister ALUMINUM CORP.

51 West Allendale Ave., • Allendale, N. J.

KNOW NYLINT

Real Action Scale Model

STEEL TOYS

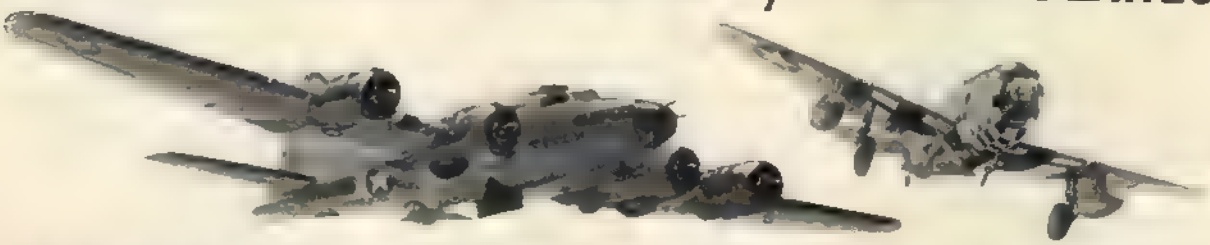
NYLINT TOOL AND MANUFACTURING CO. ROCKFORD, ILLINOIS

GET SET NOW FOR REVELL'S BIG FEBRUARY PROMOTION

IT'S THE

"WAR BIRDS SWEEPSTAKES"

FEATURING REVELL'S LINE OF 1/72 SCALE PLANES



HUNDREDS OF PRIZES

WITH THE MOST SENSATIONAL FIRST PRIZE EVER OFFERED IN THE HOBBY INDUSTRY!

GET DETAILS FROM YOUR HOBBY DISTRIBUTOR NOW!

Revell

VISIT REVELL IN PARLOR "H" AT THE HOBBY SHOW IN CHICAGO FEBRUARY 2-6

Delightful music-action toys

[A] **MUSICAL TICK-TOCK CLOCK.** Plays "Grandfather's Clock" tune when wound, makes "tick-tock" sound. Dial and minute hand revolve, revealing surprise pictures on face. Back of clock teaches time. Durable wooden case, break-resistant plastic crystal, face. 6½ x 3 x 10½ in. high. Ages 2 to 8.

X 923-1663 A—Shpg. wt. 2 lbs.....3.33

[B] **MUSICAL "TV-RADIO."** Plays nursery rhyme melody when wound. Dial revolves, showing rhyme on screen. Wood case; plastic "speaker", handle, aerial. Ages 2 to 6.

X 923-6274 A—"Farmer-in-the-Dell."

X 923-6290 A—"Ten Little Indians."

X 923-1671 A—"Jack and Jill." Wt. 1 lb. 1.99

[C] **GIANT-SCREEN MUSIC BOX-TV.** Plays "Hey, Diddle, Diddle"; two moving screens show rhyme scenes. Center wind-up knob, "click" channel selectors. Wood chassis, plastic case, handle. 7 in. high. Ages 2-6

X 923-9567 A—Wt. 1 lb. 8 oz.....2.88

Cheerful, noise-making toys

[D] **BALL POPPER.** Fascinating push-toy fun as colorful balls hit see-through acetate dome, making "poppety-pop" sound. Plastic balloon tires, knob handle for easier grip. Solid-wood base, enamel finish. 6½ x 6¼ in. high; 18½-in. handle. Ages 1-3

X 923-1697 A—Shpg. wt. 1 lb. 5 oz.....1.44

[E] **LOOKY PUSH CAR.** Easy-to-grip steering wheel with horn that "beeps," headlight "eyes" that roll up and down. Engine makes "brr-rumm" sound. Wood chassis polyethylene plastic balloon tires, bumper, fenders; steel axle. 6½ x 7 x 8 in. high. 5¾-in. steering wheel has 20-in. shaft. For ages 1 to 4.

X 923-1705 A—Shpg. wt. 2 lbs. 4 oz.....2.33

[G] **CREATIVE COASTER.** Steering wheel tilts—coaster can be pushed, pulled, sat upon. Horn button "beeps," "engine" makes "click-ety-clack" sound. 18 colored polyethylene blocks; wooden dowels to slide them on. Wood seat, body; plastic balloon wheels; steel axles. Measures 19½ in. long. Ages 1-4

X 923-9575 A—Shpg. wt. 5 lbs. 11 oz 4.77

Toys that teach and entertain

[H] **CASH REGISTER.** Push-keys raise nursery rhyme sales indicators; crank rings bell, opens drawer. Wooden coins fit matching slots, drop into drawer. Teaches color, number combinations. Wood frame, acetate window, polyethylene keys. 7½ in. high. Ages 2-6.

X 923-9526 A—Shpg. wt. 2 lbs. 15 oz.....3.33

[J] **CHATTER PHONE.** Sounds "chatter, chatter," rolls eyes when pulled along. Bell rings when dial is turned. Teaches colors, numbers, dramatic play. Wood, plastic. Ages 2-6

X 923-1689 A—Shpg. wt. 1 lb. 4 oz.....1.47

[K] **SNAP-LOCK BEADS.** Smooth, squeezable, too big to swallow. Ages 6 mos. to 4 years.

X 923-9542 A—24 beads. Wt. 6 oz.....77c

X 923-9534 A—38 beads. Wt. 14 oz.....1.47

SAVE THIS CATALOG—use it to order toys until Sept. 20, 1965

All Aboard!

Gaily Colored Huffy-Puffy Train

Only **3.27**

Happy engine "chug-chugs" . . . pistons pump . . . eyes roll

HUFFY-PUFFY TRAIN. Plenty of action for young railroaders. Boxcar has sliding doors; caboose brakeman swings lantern as train is pulled along. Little fingers can easily uncouple cars, recouple them. Sturdily built of wood with rounded edges, non-toxic finishes. Steel axles, acetate cow-catcher. Concealed working parts. 27 in. long. For ages 2-5.

X 923-6324 A—Shpg. wt. 2 lbs. 4 oz.....3.27

Chug-Chug Train with magnetic couplers

Only 2.33

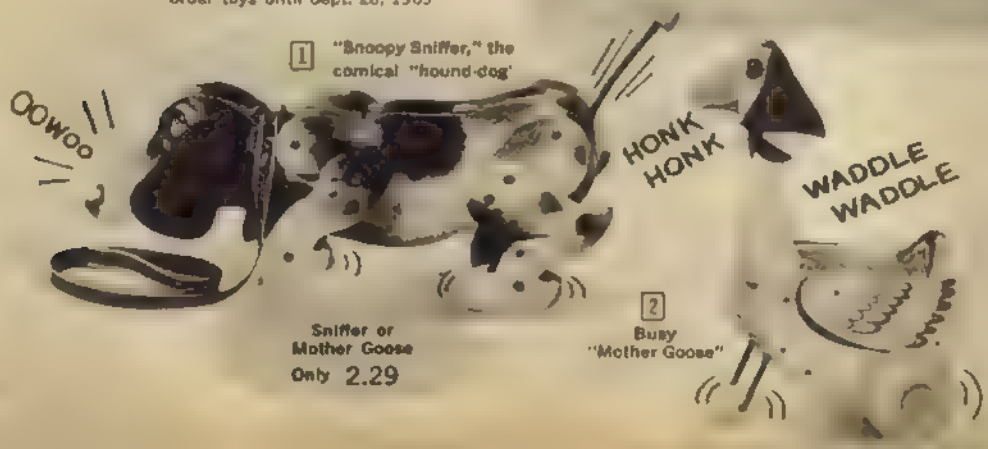
CHUG-CHUG TRAIN. Pull-toy excitement, take-apart fun. Magnetic couplers swing together, cling firmly. "Chug-chug" sound, pumping pistons, spinning brakeman. Wood, plastic; non-toxic finish. 20 in. long. Ages 2-5.

X 923-9500 A—Shpg. wt. 1 lb. 2 oz.....2.33

"Big-Top" fun as youngsters put on their own circus show! Only **4.44**

JUNIOR CIRCUS SET. A stimulating beginner's set, 22 pieces in all—center ring posts, aerial ladders, connectors, aerial pivot, barrel, ball, hoop, and 11 happy performers with movable plastic arms and legs. Instruction booklet shows how to build circus acts. Wood and plastic construction, brightly colored non-toxic finishes. Helps develop coordination. Ages 2-6

X 923-6340 A—Shpg. wt. 3 lbs. 12 oz 4.44



[1] "Snoopy Sniffer," the comical "hound-dog"

Sniffer or Mother Goose

Only 2.29

[2] Busy "Mother Goose"

[1] **SNOOPY SNIFFER DOG.** Hilarious hound with rambling gait. Makes comical "oowoo" baying sound. Solid-wood body, felt ears, spring tail, vinyl plastic leash. 13½ in. long. Ages 1-5.

X 923-6282 A—Wt. 2 lbs.....2.29

[2] **MOTHER GOOSE.** Calls "honk-honk" as she waddles about. Plastic neck wiggles, tail flaps as toy is pulled. Wood body, vinyl plastic bandanna, plastic wheels. 11½ in. high. Ages 1-4.

X 923-9518 A—Wt. 1 lb. 15 oz.....2.29

play and learn . . . it's so much fun with these

EDUCATIONAL TOYS

LACING BOOT. One, two—tie the shoe; it's fun for youngsters with this colorful "Old Woman in Shoe" set. Helps prepare them for shoe-lacing tasks, develops coordination. Hardwood figures represent woman and 6 children. Shaped bases fit matching die-cut window in shoe. Child retrieves figure by unlacing boot. Measures about 5¾ x 8 in. high. For ages 2 to 5.

X 923-4618 A—Shipping weight 1 lb. 1 oz.....2.27

2.27

These skill-teaching Playskool® toys have rounded corners, smooth surfaces, and non-toxic finishes—built-in protection for youngsters at play

Helps teach tots to tell time

A **MUSICAL CLOCK-RADIO.** Swiss music box plays "Hickory, Dickory, Dock," metronome keeps beat, second hand revolves. Plastic crystal, solid wood case. Can't be overwound. 2 to 5 years.

X 923-9914 A—Shpg. wt. 2 lbs.....3.77

Music plays, turntable turns

B **MUSICAL TV-PHONOGRAPH.** Make-believe phono plays real music. Built-in music box plays "Skip to My Lou," make-believe TV screen revolves, turntable turns. Movable tone arm, "aerial." Wood cabinet. With 3 "pretend" records. 2 to 5 years.

X 923-9922 A—Shpg. wt. 3 lbs.....3.99

A take-apart toy that teaches, too

C **WOODEN WORKBENCH.** Take it apart, put it together. Wooden hammer, ruler, plastic wrench incl. Bench 5½ x 11½ in. long. Ages 2 to 5.

X 923-4600 A—Shpg. wt. 2 lbs. 8 oz.....1.77

114-pc. set for build-a-toy fun

D **TOY BUILDER SET.** 32 wood girders in 3 sizes; 10 threaded maple cubes; 6 wheels, and a wooden screwdriver—all in play-bright colors. 37 screws, 25 nuts, polyethylene plastic wrench, plus design sheet. For ages 3 to 10.

X 923-9906 A—Shpg. wt. 1 lb. 4 oz.....2.99

More than a mailbox—blocks, too

E **POSTAL STATION.** Bright red and blue mailbox holds a dozen colorful blocks. Child inserts blocks through slots with matching shapes. With stringer for making "necklaces." Ages 1½ to 3½.

X 923-9898 A—Shpg. wt. 2 lbs. 10 oz.....2.88

Makes learning easy as 1, 2, 3

G **COUNTING FRAME.** 10 wooden beads on each of 10 metal rods. Beads glide smoothly, so child can see results of arithmetic problems. Wooden frame, lively primary colors. Ages 3 to 8.

X 923-4717 A—Shpg. wt. 2 lbs.....2.77

Helps toddlers gain confidence

H **WALKER WAGON OF BLOCKS.** Holds 18 colorful wooden blocks—all ⅞ in. thick. Smooth-rolling "casters" furnish gentle noise. Handle adjusts to slant or upright position. Wagon measures 8½ x 4 x 18½ in. high. Ages 1½ to 3½ years.

X 923-1747 A—Shpg. wt. 6 lbs.....3.99

This phone takes wooden nickels

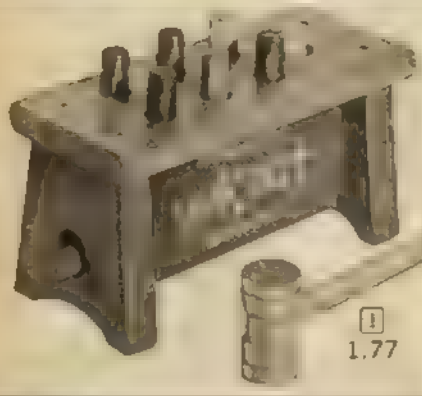
J **PLAY TELEPHONE.** Dial turns, clicks. Phone has 6 big wooden coins—nickels, dimes, quarters. Coins returned if receiver is on hook. 8½ x 5 x 12¾ in. high. Ages 1½ to 4 years.

X 923-4626 A—Shpg. wt. 4 lbs.....3.77

Poppety sound and action fun

K **POP-POP SWEEPER.** As child pushes sweeper, colored wooden balls pop up, strike inside walls of make-believe dust receptacle. White rubber grip non-marring polyethylene balloon tires. 7½ x 7½ x 21½ in. high. Ages 1 to 3½.

X 923-9930 A—Shpg. wt. 2 lbs. 5 oz.....3.99



1 1.77

1 KNOCK-OUT BENCH. An action extra makes this a preschooler's favorite. Aids coordination—and channels extra energy into useful play. As youngster pounds peg into top, another peg pops out of the end. 12 colorful pegs (6 on top, 6 inside) and mallet. 10 x 4⅝ x 4½ in. Ages 2 to 5.

X 923-1739 A—Wt. 2 lbs. 8 oz...1.77

2 DUFFLE BAG OF BLOCKS. Teaches color, form. 120 wooden blocks—all ⅞ in. thick—in an assortment of 10 different shapes and sparkling, lively colors. Smoothly sanded—no snagged fingers—finished with special non-toxic lacquer. Washable cotton twill storage bag. Ages 1½ to 8.

X 921-1713 A—Wt. 6 lbs.....3.66

3 BELL BOYS. For tots who have discovered the fun of pounding. A fun eye-to-hand coordination. Four boys, 4 bells, tuned to musical scale. As child hits springboard with mallet boy bounces, bell rings. Smooth, sanded wood, bright non-toxic finish. 10¾ x 4 x 10¾ in. high. 1 to 2½ years.

X 923-4725 A—Wt. 2 lbs.....2.99

2 3.66

3 2.99

Save this catalog. Order toys until Sept. 20, 1965

Here's news about a great, new Schaper game that offers fast turn-over, high volume and top profits for you . . . called.

TWIZZLE — Fun for all ages. Aim your Twizzle and start the marble down and around. As marble goes into scoring gate your score comes up. If second marble goes into same gate your score is lost.

SCHAPER
(pronounced shoppe)
MANUFACTURING CO., INC.
650 Ottawa Avenue North
Minneapolis 22, Minnesota
JU 8-4638

Watch for me, Betty Schaper, on TV in '64. Stock up now and get set for more sales. Call your Schaper representative today!

DICE, DOMINOES
5 NEW ROULETTE GAMES

10 OTHER NEW ADULT GAMES
POKER CHIPS AND
REVOLVING RACKS

•

Write for our FREE full color catalogs showing these and many more items.

Chalbert PLASTICS INC., PROVIDENCE, R. I.

The EATING PLACE of the TOY INDUSTRY

OR 5-0030

Private Dining Rooms Available
5th AVENUE at 22nd STREET
Diners — American Express

such as sheepdogs, schnauzers and orangutangs. Children who years back would have ignored a sheepdog or orangutang are happy today with items we can create from such a fabric." As further evidence he brought out two 1927 items which he said were wonderful then but which "you couldn't give away today." Designers, Mr. Swedlin emphasized, have to keep pace with consumer tastes and wants as well as with materials.

What about designing for new markets—say teenagers or infants—and what part does character merchandise play?

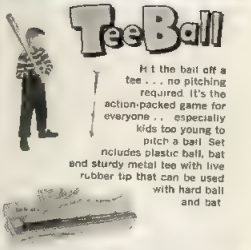
CHARACTER OF MARKET

Mr. J said that the relatively new teenage market represents maybe 25 per cent of the entire market while the infant market has increased maybe 50 per cent. "This could be due to the population explosion, more emphasis on catering to very young children with soft toys, or decorators tying toys in with their recommendations. But its a very important market and still growing. It represents many staple designs—but we still have to watch trends."

Among the innovations he launched in his field, Mr. Swedlin mentioned the combining of vinyl faces with fabrics; the use of tiger and leopard materials as they became available (formerly coloring, for simulation, had to be sprayed on after the item was finished); the use of hassocks with animals ("which we call Tuffets"); and putting a fabric rider animal on rockers instead of wheels.

Does he have favorite memories of successful items that he designed?

"Well, about 10 years ago I designed the Regal Beagle, a funny dog that caught on and is still in the line. The beagle and another number, the Boopsie Bear, had vinyl faces. Boopsie also had vinyl feet and Regal Beagle came with movable eyes. But while these and Slumber Pup, which I brought out at the same time, featured technical innovations, I hope, actually, that it was also their good basic design that



CHANDLER
MANUFACTURING CO.
3125 MARTINDALE AVENUE
INDIANAPOLIS 5, INDIANA

$19.97

Husky Ranch Wagon . . pedal drive with a big working spotlight, a drop tailgate and good strong handrails

Lots of cargo space for toys. Ball bearing drive. Spring-type pedals. [illegible] rubber tire wheels. Steel body. Order 2 D batteries on facing page.

79 U 8908L—Shipping weight 33 pounds.... $19.97

$15.88

Sears zippy pedal-drive Sportster . . with fender mounted bombsight reflectors and spinner hub caps

This one's loaded with style: wrap-around windshield, radio antenna, instrument panel decals, ball bearing drive, spring-type pedal adjustment, 8-inch rubber tire wheels. Steel body. 36x17 inches overall. White with red trim.

79 U 8901L—Shipping weight 27 pounds.... $15.88

Fireball Racer

goes faster with less pedaling because it has bicycle-type chain drive

$18.99

It's quick on the getaway, corners like a dream . . looks like the real thing right down to the chrome-color exhausts and vinyl covered roll bar. The bucket seat adjusts as you grow—and that means years of racing fun ahead. Ball-bearing wheels—10-inch rear, 8-inch front. Heavy-gauge tubular-steel body, 23x41 inches long. Finished in white with bright red trim. Nylon bearing chain-drive mechanism is covered for maximum safety.

79 U 8920L—Shipping weight 32 lbs. $18.99

$15.88

Super Tot-Rod Chain-drive Racer

Whip around your backyard track like a pro. This red and white flash is tubular steel with drop wedge frame for plenty of stability. It's 41x23 inches overall with roll bar and rubber tires.

79 U 8976L—Shipping weight 30 pounds....$15.88

1 $10.88

2 $10.88

Lightweight Chain-drive Race Kart

1 Here's a competition-looking model rigged with steel hood, jet steering wheel and adjustable seat. It has oilite bearing wheels with rubber tires. Tubular steel, 42x17 inches overall, red enamel finish.

79 U 8937C—Shipping weight 20 pounds . .$10.88

Bucket-seat Pedal-drive Race Kart

2 Yellow-black speedster with 1-inch steel tubing frame. Knuckle-type steering for easy, shorter radius turns. Ball bearing drive. 10-in. rear wheels, 7½ in. front wheels. Pedals adjust. Size: 42x18 in.

79 U 8942L—Shipping weight 25 pounds. . .$10.88

Easy-pedaling Chain Drive

$14.99

Roadability? You bet! And this snappy one-passenger model was built for fellows who like their driving fast and easy. An all steel body is finished a bright red . . trimmed with white. The wheels have oilite bearings, all rubber tires and a set of sporty looking hub caps. Turn-on-a-dime steering—jet type wheel. Size: 33x16 inches. And the chain drive is fully enclosed.

79U8909L—Shpg. wt. 26 lbs. $14.99

This Chain Drive Sidewalk Bike converts from sturdy 4-wheeler to 2-wheeler as child learns to ride

$14.44

Put your child in the "big bike league." With training wheels attached it's steady as a tricycle. No bar, so boy or girl gets on or off with ease. Bright red with white trim. Rolls smoothly on 13-inch wire wheels, semi-pneumatic tires, nylon bearings, steel frame, chain guard, adjustable seat. Plastic pedals and grips. For 16 to 19-inch leg reach.
79 U 8620L—Wt. 27 lbs. $14.44

Boy's or Girl's Sidewalk Bike with "big-bike" Coaster Brake

$19.88

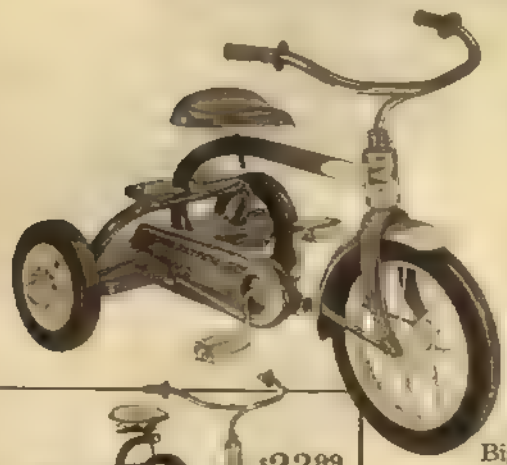
Low price for big bike features. Easy chain drive—coasts without pedaling—brakes to a fast stop. Adjustable vinyl seat and chrome-plated handlebars—gay streamers.

Remove crossbar and it's a girl's model. Metallic emerald and white. Training wheels remove. 13-inch semi-pneumatic tires, nylon bearings. 16 to 19-inch leg reach.
79 U 8622L—Wt. 29 lbs. $19.88

What size tricycle? See below

Front wheel	Leg reach (inches)
10 inch	14 to 16 inches
12 or 13 inch	16 to 19 inches
16 inch	18 to 20 inches
20 inch	20 to 22 inches

Smooth Chain Drive 3-wheelers

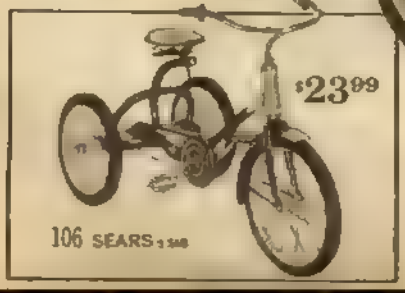


$17.97 12-inch

Gets up speed with easy pedaling. Front wheel has ball bearings. Red and white steel frame has step-up platforms, safety chain guard. Metal seat and chrome-plated handlebars adjust. Semi-pneumatic tires. Plastic grips, bow-form pedals.

12-inch front wheel. 8-inch rear wheels. 16 to 18-inch leg reach.
79 U 8602L—Wt. 32 lbs. $17.97

16-inch front wheel. 10-inch rear wheels. 18 to 20-inch leg reach.
79 U 8603L—Wt. 37 lbs. $19.97



$23.99

Big 14-inch rear wheels make this our steadiest 3-wheeler

Surefooted even on the turns. Easy riding with all ball bearings, springy vinyl seat, 16-inch front wheel, semi-pneumatic tires. Strong red and white steel frame. Seat, chrome-plated handlebars adjust. Leg reach 18 inches and over.
79 U 8796L—Shipping weight 37 lbs. $23.99

At Sears, a Tricycle with de luxe styling for only

$10.77 10-inch

Easy pedaling with ball-bearing front wheel. Frame of 1¼-inch tubular steel in red and white. Step-up platform simplifies mounting. Steel seat and chrome-plated handlebars adjust. Plastic grips, streamers, pedals and hub caps. Semi-pneumatic tires. *See chart at left*

79 U 8710L—10-inch front wheel. Wt. 19 lbs.	$10.77
79 U 8711L—12-inch front wheel. Wt. 21 lbs.	11.77
79 U 8712L—16-inch front wheel. Wt. 26 lbs.	12.77
79 U 8713L—20-inch front wheel. Wt. 30 lbs.	14.77

Our Flashiest Tricycle gives extra-soft ride . . with chromed trim

$14.77 12-inch

Springy vinyl seat, ball bearing front wheel. Blue, white, chrome-plated trim. Stirrup-step mounting. Seat, handlebars adjust. *See chart, left.*

79U8723L–10-in. front wheel. Wt. 21 lbs.	$14.77
79U8724L–12-in. front wheel. Wt. 23 lbs.	15.77
79U8725L–16-in. front wheel. Wt. 27 lbs.	17.77

Tricycle with husky "U" frame

$6.97 10-inch

Thrifty yet built to take it. Nylon bearing front wheel. Metal seat and handlebars adjust. Emerald and white with red grips. *See chart above at left*

79U8510L 10-in. front wheel. Wt. 16 lbs.	$6.97
79U8511L 12-in. front wheel. Wt. 19 lbs.	7.97
79U8512L 16-in. front wheel. Wt. 23 lbs.	9.97

more business for you

MYSTIC SKULL The game of voodoo.

Kids love mystery. Suspense. Intrigue.
So, we came up with a mysterious game to end all mysterious games.
It's Mystic Skull. Again, we research-tested it. What did we discover? Kids love it.
Mystic Skull will get the full TV treatment on our $30,000,000 Hanna-Barbera Shows.
Be sure you have it for early sales and sales all year 'round.

We're going to mean even

with our two new big TV-advertised games.

CRAZY CLOCK The goofiest game of the year.

Everyone knows that Mouse Trap was an overwhelming success.
And we knew that a similar game would go over equally well.
So we went ahead and designed Crazy Clock. To be sure, we research-tested it.
Now, we know we have another winner like Mouse Trap. So, we're launching another giant TV campaign on the "Magilla Gorilla Show" for Crazy Clock.
We predict that this great new game will start selling early.
And will keep moving all year long.

more business for you

MYSTIC SKULL The game of voodoo.

Kids love mystery. Suspense. Intrigue.
So, we came up with a mysterious game to end all mysterious games.
It's Mystic Skull. Again, we research-tested it. What did we discover? Kids love it.
Mystic Skull will get the full TV treatment on our $30,000,000 Hanna-Barbera Shows.
Be sure you have it for early sales and sales all year 'round.

And here's more business

with the hottest game line ever.

New for '64.

TWILIGHT ZONE
Based on the thrilling CBS-TV program. Players compete to crash out of the Twilight Zone and get back to reality.

©1964 [illegible] PRODUCTIONS, INC

BATTLE LINE
An absorbing game of military strategy, based on TV's newest war-time series.

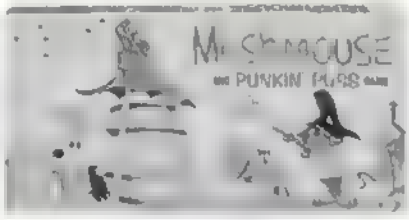
[illegible]

THE FUGITIVE
Based on the action-packed ABC-TV series, this challenging new board game offers every aspiring young Sherlock the fun of playing master detective.

[illegible]

MAGILLA GORILLA
You'll never be stuck with this gorilla game. All the fun-filled excitement of TV's famous new program in this new board game.

CHARACTERS © 1964 HANNA-BARBERA PROD., INC.

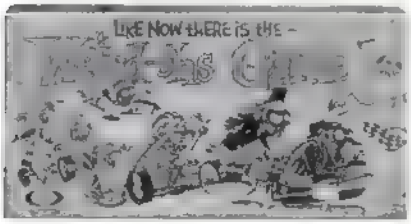


MUSHMOUSE & PUNKIN' PUSS
These favorites of TV's "Magilla Gorilla Show." Aspiring hillbillies can join in the fun of feudin' and fussin'.

CHARACTERS © 1964 HANNA-BARBERA PROD., INC.

RICOCHET RABBIT and DROOP-A-LONG COYOTE
The wily westerners of TV's "Magilla Gorilla Show" hit the trail for the cause of law and order in the laugh-filled new board game.

CHARACTERS ©1964 HANNA-BARBERA PROD., INC.



WEIRD-OHS
Based on the wildest hobby kit craze ever, this new board game really digs the kicks in the weirdest auto race game of the century.

CHARACTERS ©1964 [illegible] MODEL CO., INC.

REMEMBER
This memory-teasing game is exciting fun. The player who can choose three identical fruits scores high. The name of the game? Err... oh, yes, Remember.

IDEAL

WONDERFUL DOLLS . . . They're "Ideal"

A Tiny PEBBLES
12 in. vinyl doll is the star of TV. Fully jointed. Ponytail hairdo held in place by big bone. Leopard print smock, panties
Y33-0720 . Each 7.20

B Tiny BAMM BAMM
12 in. vinyl boy friend of Pebbles. Fully jointed; blond Saran hair. Leopard print outfit and cap. Carries trusty club.
Y33-0721. Each 7.20

C 14 in. BABY PEBBLES
Jointed vinyl. Saran ponytail hairdo with bony adornment. Leopard print nightie; blanket with leopard trim
Y33-0710. . . . Each 12.00

KISSY DOLLS
Make a Real Kissing Sound
16 in. all vinyl dolls are unbreakable. Squeeze her and she'll pucker up and give you a kiss. Rooted Saran hair can be washed and set. Sleeping eyes

D Kissy in Play Dress
Crisp lace trimmed cotton outfit. Press arms for kiss
Y33-1304. . . . Each 14.40

E Kissy Dresses Up!
Magenta velvet jumper with white blouse and bloomers. Squeeze tummy for kiss
Y33-1330. . . . Each 18.00

F Squirming SNOOZIE
20 in. vinyl doll with soft-stuffed body. Turn knob and she'll move her head, open eyes and cry softly. Rooted hair, bedtime-travel outfit.
Y33-0800 Each 24.00

G BETSY WETSY
Jointed vinyl. Rooted hair, moving eyes. She drinks from bottle and wets
11½ IN. SIZE
In 2-pc. romper
Y33-1108. . . . . Each 7.20
18 IN. SIZE
Print play dress outfit.
Y33-1115. . . . . Each 14.40

H TINY THUMBELINA
14 in. vinyl doll with cuddly cloth body. Wind the key in her back and she wriggles like a real baby. Rooted hair. Asstd costumes.
Y33-0401. . . . . Each 12.00

J BUBBLING BIBSY
23 in. vinyl doll with stuffed body. Give her a drink from her own bottle, squeeze her and she'll bubble like a real baby while she makes baby noises. Rooted hair. Cute outfit.
Y33-1731 . Each 24.00

UNEEDA DOLLS for a CHILDHOOD of PLEASURE

A "BABY" The Livin' Doll
With Exclusive "Wonder Bottle"
18 in. vinyl baby doll features complete body action. When Wonder Bottle (activated by 1 "D" battery, not included) is inserted into Baby's mouth, she turns her head, kicks, gropes for her bottle. Nothing to wind. Moving eyes; rooted hair to comb and set. Cute knitted sleeptime outfit.
Y73-711. . . . . Each 15.60

B 16½ In. DEBTEEN
Jointed vinyl. Moving eyes, rooted hair. Lovely chiffon-on-taffeta gown.
Y73-8060 . . . . . Each 7.20

C 19 In. TODDLER
Jointed vinyl. Moving eyes, rooted hair. Suedene outfit, leopard trim.
Y73-1902. . . . . Each 7.20

D 16. In. TODDLER
Fancy afternoon outfit. Jointed vinyl doll; moving eyes, rooted hair.
Y73-8002 O.S. . . . . Doz. 57.60

E 21 In. DRINK & WET Doll
Elegant knit romper outfit. Jointed vinyl; moving eyes, rooted hair
Y73-900 . . . . . Each 7.20

F 16½ In. COQUETTE
Jointed vinyl; moving eyes, rooted hair. Beautiful smock style outfit.
Y73-8050. . . . . Each 6.00

G 19 In. "BLABBY"
She talks baby talk when her tummy is squeezed! Jointed vinyl; moving eyes and mouth. Rooted hair, quilted outfit. *"Hug Me"* on front of jacket.
Y73-920. . . . . Each 12.00

H 12 In. DEW DROP
She cries tears *right from her eyes.* Jointed vinyl, rooted hair. With cute costume and bottle
Y73-0205——O.S. . . . . Doz. 57.60

J 21 In. BABY DOLL
She drinks and wets. Jointed vinyl; moving eyes, rooted hair. Gingham dress and bonnet, stuffed toy.
Y73-909. . . . . Each 7.20

K 18 In. CHUBBY DOLL
Drink & wet doll of jointed vinyl. Moving eyes, rooted hair. Lace trimmed outfit. With bottle.
Y73-700. . . . . Each 6.00

L 32 In. TODDLES
She'll walk along when given a hand. Jointed vinyl, rooted hair, moving eyes. Cute jumper style outfit, accessories.
Y73-6001. . . . . Each 12.00

M 36 In. WALKER DOLL
Take her by the hand and she'll walk along. Jointed vinyl, rooted modern hairdo, moving eyes. Crinoline supported checked dress, shoes, socks.
Y73-7003. . . . . Each 14.40

See Your McClurg Salesman for Topper & Madame Alexander Dolls

Push release button and

Bombs Away

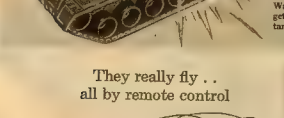
Direct hit explodes tank

Take part in an exciting, anti-tank bombing mission with long 2-foot steel Bomber, 2 Bombs—and Tank **$3.89**

Swoop in low with this sleek, twin-jet bomber . . there's the tank ahead. At the right moment, push button on top of plane and bomb bay doors open. Watch as bomb streaks downward—right on target. *Boom!* . . turret, gun and housing fly apart as tank "blows up." There's an extra bomb if you miss.

Sweep into turn and head back to your base. Land plane . . it runs along ground with friction-powered motor. Gleaming black with red and yellow markings. Weighted plastic bombs, 4-pc. plastic tank rolls freely, 8 in. long. Made in Japan.
79 U 4230C—Shipping weight 3 lbs. . . . . Set $3.89

They really fly . . all by remote control



1 $2.69 without batteries

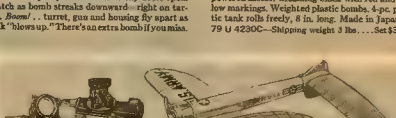
2 $2.49 without batteries

3 $2.98 Hand-crank model

1 **Supercar.** You can make it take off, loop, dive, do figure eights . . all by pressing a switch. Flies on its own power. Order 3 "D" batteries 49 U 4660 facing page. Red and yellow plastic. 12 inches long
49 U 5789—Shipping weight 1 lb. $2.69

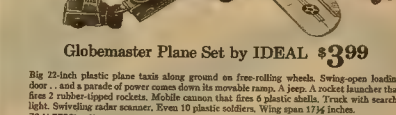
2 **Flash Plane.** Red fuselage of high-impact plastic. 12 inches long. Yellow and red plastic wings. Has extra propeller. Order 2 "D" batteries 49 U 4660, facing page.
49 U 5817—Shipping weight 13 oz. $2.49

3 **Helicopter.** 9-in. fuselage of sturdy steel . . 5-in propellers of vinyl plastic. Blue and white with red propellers. Flies maneuvers by turning hand crank on the remote control box. From West Germany.
49 U 5818—Shipping weight 15 oz. $2.98



Globemaster Plane Set by IDEAL $3.99

Big 22-inch plastic plane taxis along ground on free-rolling wheels. Swing-open loading door . . and a parade of power comes down its movable ramp. A jeep. A rocket launcher that fires 2 rubber-tipped rockets. Mobile cannon that fires 6 plastic shells. Truck with searchlight. Swiveling radar scanner. Even 10 plastic soldiers. Wing span 17½ inches.
79 U 5702L—Shipping weight 4 pounds. $3.99



4 $4.99

5 $6.79 w/ about batteries

6 $2.89 without batteries

4 **Big steel Cargo Plane,** over 2 feet long, hauls four 4-in. cars. Gas truck included. Load or unload from front or rear ramps, both retractable. Hinged tail section. Also has rolling passenger stairway. Red, white, blue and silver markings. From Japan. Shpg. wt. 3 lbs.
79 U 4217C. $4.99

5 **Hustler Jet.** Stop-and-go action, flashing lights in engines . . canopy opens, closes on its 3 passengers. Front wheels adjust so plane can run in circle or straight line. Metal. Order 3 "D" batteries 79 U 4660 on facing page, 20 in. long. From Japan. Wt. 2 lbs.
79 U 4224C $6.79

6 **Jet Fighter** leaves smoke trail . . whines like real jet. Nose light goes on and off. Nose wheels adjust for direction. Decorated steel. About 11¼ in. long. Order 2 "D" batteries 49 U 4660 on facing page. Japan. Wt. 1 lb. 8 oz.
49 U 4257. . . . . $2.89

Tiny Kissy . . clap her hands and she kisses you

$7.99 each

She's so adorable . . puckers up when you press her arms together. Jointed plastic body sits or stands. Move her vinyl arms, legs . . clap her hands, play pat-a-cake. Comb her rooted hair. 16 inches tall.

1 **Kissy in pink.** Shoes. Panties attached to dress.
49 N 3132—Shipping weight 2 lbs. 4 oz. $7.99

2 **Kissy in her Sunday best.** Shoes. Panties.
49 N 3072—Shipping weight 2 lbs. 4 oz. 7.99

3 **Kissy in a party dress.** Shoes. Panties.
49 N 3009—Shipping weight 2 lbs. 4 oz. 7.99

We're Kissin' Cousins

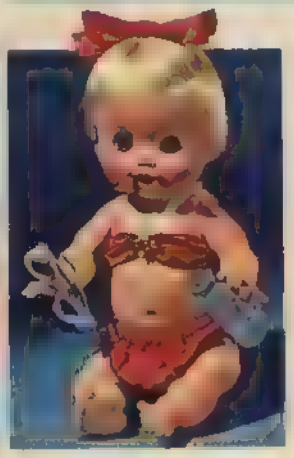
Squeeze our tummies and we pucker up give you a great big loving kiss $4.99 each

[illegible]

4 Kissin' Cousin Boy
49N 3130 Wt. [illegible] 6 oz. $4.99

5 Kissin' Cousin Girl
49N 3131 Wt. [illegible] 6 oz. 4.99

Kissin' Cousins Together
[illegible]
49 N 3135 Set 9.44



The Pet Set $4.97 each

Coquette is a real beauty with TRU-BLU eyes and long, curly lashes. Her cotton velveteen party dress is a miniature reflection of her mommy's high fashion taste in A line dresses.

She is fully jointed . . move her arms, legs like a real girl's. Cotton panties, rayon socks, vinyl shoes. Holds a fuzzy kitten. 16½ inches tall. Shpg. wt. 2 lbs.
49 N 3162 $4.97

Baby doll is chubby. She drinks, wets. Tend her just like your Mommie did when you were little. Movable arms, legs, head of soft vinyl. Open and shut eyes, long lashes.

Comb her rooted hair to keep her neat and trim. In romper, bonnet, socks and shoes. Bottle and fuzzy kitten. 16 inches tall. Shpg. wt. 2 lbs. 2 oz.
49 N 3160 $4.97

Red Velveteen Bikini Baby $4.97

She'll be the hit of the sand pile set in her oh-so-modern swim suit. She drinks from her own bottle and wets. She's all vinyl and fully jointed so you can move her arms, legs. Comb her rooted hair.

Open-and-shut eyes let child put her to sleep when she's tired. Coos when tummy is squeezed. 12 inches tall. Sunglasses, cotton beachwear. Shpg. wt. 1 lb. 8 oz.
49 N 3102 $4.97

Cuddly Kissy soft and sweet

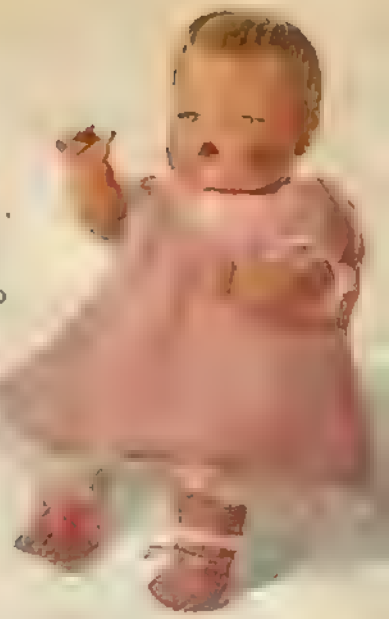
$8.88

The softest baby . . Cuddly has a cloth body . . snuggles right up in the crook of child's arm. Vinyl arms, legs and head . . clap her hands and play pat-a-cake with her. Squeeze her tummy and she gives you a kiss with a sweet little pucker of her lips. Open and shut eyes so little girl can put her to sleep. Her golden curls are firmly rooted so they can be washed, set and combed. Gay party dress. 17 inches high.
49 N 3123 Shipping weight 2 pounds 12 ounces . $8.88

Tiny Thumbelina

Such a lazy baby . . she moves and stretches as if she just woke up

$6.29



She's 14 inches long. Just wind disc in back and she makes lifelike movements. Vinyl head, arms and legs. Cotton body. Rooted Saran hair can be washed, set and combed.

Baby wears lovely pink lace trimmed cotton organdy dress, cotton slip, diaper and booties.

49 N 3211 Shipping weight 1 lb. 8 oz. $6.29

My eyes open and close when I move . . After my bottle, I shed real tears

$8.88

14 inches tall. So lifelike, so cuddly, so perfect for a little girl. This wistful baby comes dressed in a blue stripe outfit with a pink bib. Your little miss will have hours of fun as she cares for this lifelike doll. She drinks from a bottle. When her stomach is pressed, look at her eyes fill up with real tears.

Wind her up and she moves and stretches like a real baby. Rock her in your arms and watch her open and close her eyes.

Cute baby's face, vinyl head, arms and legs, cloth body. Fully rooted hair. Wear-all of Tiny Thumbelina's clothes.

49 N 3121 Wt. 1 lb. 10 oz. $8.88

Extra Outfits for Tiny Thumbelinas

1 **Creeper Set.** What little mother could resist Tiny in this cunning cover all set, bootees. Three clothespins for washlaw use. Doll not included.
49 N 3242 Shipping weight 6 ounces $2.19

2 **Pajama Set.** For sleepy time hours. Hot water bottle, cotton terry cloth animal for slips. Doll not included.
49 N 3046 Shipping weight 6 ounces $1.94

3 **Pram Suit.** To keep baby warm. 2 piece suit with attached hood, bootees, 2 hangers. Doll not included.
49 N 3244 Shipping weight 7 ounces $3.27

Thumbelina

She wriggles and cries until Mommy picks her up

$9.99

About 20 inches long. Just wind the key in her back and lifelike Thumbelina will wriggle and cry like a real baby. Pick her up to cuddle and she'll stop crying instantly.

Dressed in an adorable knit outfit. Vinyl head, arms and legs. Cloth body filled with plastic foam. Little girls love to wash and comb her rooted Saran hair.

Shipping weight 4 pounds.
49 N 3213. $9.99

Thumbelina Carry-all $2.97

Plastic with calf finish tote for any 14-inch doll. Carry Tiny Thumbelina and her clothes to your playmate's house. Heart print lining. Clothes rack and 5 plastic hangers, accessory drawer. 14x4x14 in. high. Shipping weight 2 lbs. 11 oz.
49 N 9208. $2.97

Rock-a-bye Cradle $2.97

Picture Tiny Thumbelina nestled in this pink and white rocking crib, snuggly soft and cozy, all ready to be rocked off to sleep. Soft pad. Rocking crib is perfectly decorated with Tiny Thumbelina hearts. Plastic. 19x10x14 in. high overall. Shipping weight 3 lbs.
79 N 9209C. $2.97

So sweet and drowsy SNOOZIE

Her head moves . . her eyes open and close

IDEAL

$12.77

Snoozie's a real sleepy head as she squirms with drowsy delight. Turn her back control knob and she moves her head, opens and closes her eyes, cries softly to be picked up and cuddled. Her Saran hair can be combed, set and washed. Vinyl limbs, head; cloth body. About 20 in tall.
49 N 3122—Shpg. wt. 4 lbs. $12.77

Lullabye Babies

Stretch and turn, snuggle deep
Music box plays as they sleep $4.79

4 All vinyl fully jointed lullabye baby with fingers bent into fist like real life baby. As music box inside her plays "Brahms' Lullaby," she moves naturally like a real baby. 2 in tall. Rooted saran hair can be combed. Striped cotton flannel sleeping outfit, stocking cap.
49 N 3003—Shipping weight 1 pound $4.79

5 Same, except molded hair.
49 N 3145—Shipping weight 1 pound. . . . 3.99

Posy Pixies

$7.44 each

Pudgy and soft, mischievous too,
Posing them gives you lots to do

So soft to touch, so much fun to play with. Their 17 inch plastic foam bodies are made for cuddling and posing. Just bend them into any lifelike position and there they'll stay. The mischievous expressions seem to say "I'm lots of fun." Dressed in cotton outfits. Shpg. wt. each lb. 12 oz.

1 Posy Pixi in yellow
49 N 3139. . . $7.44

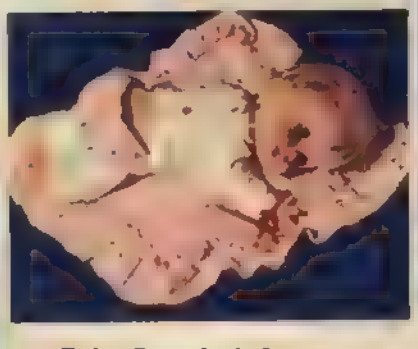
2 Posy Pixi in pink
49 N 3141. . $7.44

3 Posy Pixi in blue
49 N 3140 . $7.44

Little Mother carries her baby

$6.99

16 inch fully jointed with moving eyes. Her long auburn rooted hair flows over her flannel Mother Hubbard gown. Bonnet. Mother cuddles her own 8-inch baby doll that drinks from her own little bottle, wets and moves her eyes. Plastic body and legs, vinyl head and arms. Shpg. wt. 1 lb. 12 oz.
49 N 3143 $6.99



Baby Cupcake in her drop-seat pajamas $4.99

This all vinyl drink-and-wet baby has her own bottle. She's fully jointed and has moving eyes.

Squeeze her tummy and hear her coo. A perfect first doll, decorative too. Dressed in white cotton flannelette pajamas with pink floral drop-seat. She sleeps on a pink floral pillow with ruffles. 12 inches tall.
49 N 3144—Wt. 1 lb. 8 oz. $4.99

'Jama Baby helps keep room tidy $4.89

A clever idea to help little miss keep her room clean. This adorable doll's body is really a pajama bag. In the morning, the little gal will be eager to put her pajamas where they belong in 'Jama Baby. Eyes open and close. Rooted hair. About 12 inches tall.
49 N 3142—Shpg. wt. 1 lb. . . $4.89

Miss Peep

Hug her, she coos; pinch her arms, she cries

$5.99

So very soft yet she can be bathed. This 18-inch newborn is all vinyl filled with softest cotton foam . . . press her anywhere and she makes baby sounds. Dressed sweetly in infant kimono and booties with her own receiving blanket . . . just like a real baby.
49 N 3066 – Shipping weight 3 pounds 2 ounces . . . **$5.99**

1 Sugar Darlin' by Madame Alexander is light, soft as can be . . . just right for the small child. Big . . . go to sleep eyes, dimpled smile are framed by her rooted baby hair-do. She cries MA MA when moved. Soft tricot robe is lace trimmed. Vinyl arms, head, cloth body. 14 in. long. Shpg. wt. 2 lbs.
49 N 3134 **$6.89**

2 Doll and Car Bed. Take her bye-bye in print dress and bonnet or for sleeping in kimono, diaper, booties, with soft blanket. 23 in. doll with smooth vinyl arms, legs, head with rooted pixie hair, cloth body. Pretty plastic car bed; 15x7x4 in. metal frame. Dressed in print romper. Shpg. wt. 2 lbs. 12 oz.
49 N 3258 **$5.99**

3 Ma-ma Kitten, by Madame Alexander cries and moves its head, arms and legs lazily when you . . . Pick her up . . . she stops crying but continues to wriggle. Huggable cloth body, soft vinyl arms and legs. Go to sleep eyes, rooted hair. Dainty lace-edged rayon gown . . . 8 in. long. Shpg. wt. 3 lbs.
49 N 3069 **$10.99**

Mama's baby in christening dress

4 Bedecked with cascades of lace ruffles and ribbon streamers on hat and dress with-slip. She's a little dream with sleeping eyes, rooted hair. Cries with a baby voice. Cotton stuffed cloth body, vinyl limbs and head. 20 in. long. Shpg. wt. 2 lbs. 12 oz.
49 N 3055 **$4.99**

Cuddly baby with her Wonder bottle

5 Perfect little playmate for the young child . . . she drinks from her magical bottle . . . milk seems to disappear, then reappears when bottle is upright. Soft vinyl arms, head. Molded polyethylene body. 16 in. long. Wt. 1 lb. 4 oz.
49 N 3133 **$1.97**

Pretty baby in posy-pink print

6 So gently soft with easy to hug body of cloth. Dainty vinyl arms and legs, face with go-to-sleep eyes is framed with rooted pixie hair. In soft booties, pretty dress with matching ruffled bonnet. 13 in. long. Shpg. wt. 1 lb. 4 oz.
49 N 3058 **$2.99**

Outfits for 12 to 21-inch Baby Dolls

7 Layette. Quilted bunting, romper, 2-piece knit sweater and short set, also diaper, shoes, socks, bottle toys. Wt. ea. 1 lb.
49 N 3564 12 to 15 in. **$2.99** **49 N 3566**–16 to 19 in. **$3.59**
49 N 3567 – 20 to 21 inches **3.89**

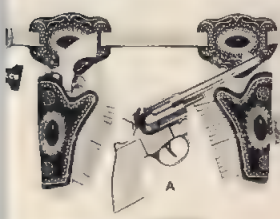
8 Sleeper-and-robe Set. Dainty floral print. Wt. set 8 oz.
49 N 3403 12 to 15 in. **$1.19** **49 N 3405** 16 to 17 in. **$1.39**
49 N 3407 18 to 21 inches . . . **1.79**

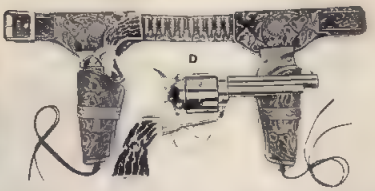
9 Travel Wardrobe. Coat and bonnet, 2 pc. play set, print dress, also diaper, shoes, socks, bottle toys. Wt. ea. 1 lb.
49 N 3136–12 to 15 in. **$2.99** **49 N 3137**–16 to 17 in. **$3.59**
49 N 3138 18 to 21 inches . . . **3.89**

Doll clothing may vary in print and color on items 4, through (9)

WINCHESTER FRONTIER SET. A masterpiece by Mattel. Rifle has realistic lever action and shell ejection feature. Shoots "Shootin Shells" and Greenie Stik M Caps. The Fanner pistol included in set fires perforated caps. Handsome holster is of durable Dura-Hyde. Two shell cartridges and 6 rifle bullet noses included. Set has everything your little scout needs to defend the fort, protect the wagon train or hunt imaginary buffalo herds. Gun every cowpoke has to have with him on the range. Shpg. wt. 3 lbs.
H-79032A375 ..... **$5.50**

BUFFALO HUNTER SET. Famous Mattel includes in this set a Winchester rifle with secret rapid-fire trigger, the famous Fanner pistol with holster and belt in scabbard with completely safe (flexible) buffalo skinning knife. Gunner [illegible] "Shootin Shells" with realistic smoking action. Complete with 30 [illegible] noses. Shipping weight 2 lbs.
H-79029A540 ..... **$8.00**
Winchester Rifle Only. Shipping weight 1 lb.
H-79033A210 ..... **$3.00**





BONANZA DOUBLE HOLSTER SET

A real beauty — just like those used on the Ponderosa ranch of TV fame. With two Bonanza repeating pistols that fire roll caps. Holsters are authentic hip-slung design of natural top-grain leather with center belt adjustment. Western embossing motifs featuring Bonanza name. Includes 6 silver bullets, large embossed prong belt buckle and leather leg ties. Shipping weight 3 lbs.
H-79063A350 ..... **$4.98**

(A) MARSHALL 2-HOLSTER SET

Set of 2 holsters and 2 pinto Repeating Pistols is sure to please every young wrangler. Five-coloring holsters are beautifully made of contrasting red wood and eggshell leathers. Decorated with fancy [illegible] Western design. Conchas adorned with large [illegible] and leather fringe. Handsome removable belt features embossed slide buckle. 2 lbs.
H-79061A210 ..... **$2.98**

(B) GUNSMOKE DOUBLE HOLSTER SET

Just like that used by TV's Marshall Matt Dillon. Fast-draw double holsters of highly polished ginger aniline top-grain leather with gold decoration carrying names "Gunsmoke" and "Matt Dillon." Adjustable belt has large embossed prong buckles. Complete with 3 silver bullets and realistic leather leg ties plus 2 repeating pistols. Shpg. wt. 3 lbs.
H-79062A275 ..... **$3.98**

(C) TEXAN SMALL FRY 2 HOLSTER SET

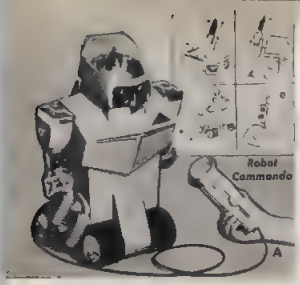
Complete Western outfit for the small fry includes stencilled double holsters and matching cuffs in rich brown plastic belt with slide buckle, plastic canteen with screw-on cap and shoulder strap, plastic whistle and colorful Cowboy neckerchief with [illegible] two Pal single shot pistols. Shipping weight [illegible]
H-79060A140 ..... **$1.98**

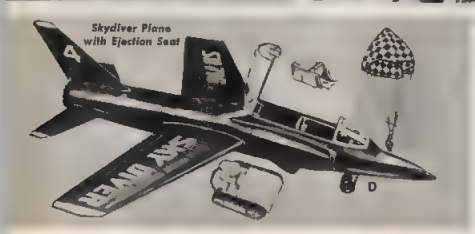
(D) MATTEL DOUBLE HOLSTER SET

Ideal set with which to meet the villain face to face. Has two Fanner pistols that fire "Shootin Shells" and caps. Use fanning or trigger action whatever the occasion demands. Cylinders revolve barrels smoke. With two Dura-Hyde holsters, 12 cartridges, 24 noses and 10 "bullets." Wt. 3 lbs.
H-79034A540 ..... **$8.00**
H-79035A350 Single Holster Set **$5.00**

GUN AND HAT RACK

No young cowpoke will want to be without one. Will encourage him to keep his things in order. Sturdily made of smooth edged ponderosa pine. Horse-shoe shaped hanging hooks [illegible] 3 [illegible] or 6 holster sets. Has 3 pegs for 10 gallon hats. Can be used for hanging clothes. Authentic Western design. Shipping weight 4 lbs.
H-79059A275 ..... **$3.98**





EXCITING ACTION TOYS THAT ARE SURE TO PLEASE

(A) IDEAL'S "ROBOT COMMANDO"

You set controls, speak into microphone. Robot obeys commands to turn to the right or turn to the left, walk forward fire rockets or missiles. Top dome rises, safety tipped rockets fire. Arms swing alternately and release supply of missiles. Searching eyes roll; electronic "beep-beep" sound is made. Stands 19-inches tall. Made of high-impact plastic. Uses 4 "D" Batteries (not included, order at bottom of page). Shipping weight 8 lbs.
H-77204A1397 ..... **$22.95**

(B) REMCO "BULLDOG TANK"

Dramatically accurate. Advances, retreats, climbs over obstacles, destroys barricades. Loads 4 shells in brass casings, fires and ejects shells. Plastic heavy. Complete with 25 man combat team.
22½-inch Tank. Uses 4 "D" Batteries (not included; order at bottom of page). Shipping weight 6 lbs.
H-77165A865 ..... **$12.98**
13-inch Tank. 8 figures. Uses 2 "D" Batteries (not included, order at bottom of page). Shipping weight 3 lbs.
H-77164A410 ..... **$5.98**

(C) REMCO "FIREBIRD 99" AUTOMOBILE DASHBOARD

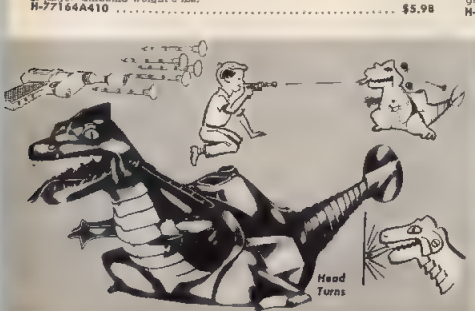
Teaches safe driving habits. Insert key, switch on ignition, operate windshield wipers, directional signals, steer left or right. Sturdy plastic. Speedometer accelerates, decelerates. Beep-horn, glove compartment. 13-¼x6¾x9¾-inches high. Use 2 "D" batteries (not included, order below). Shipping weight 3 lbs.
H-75233A560 ..... **$7.98**

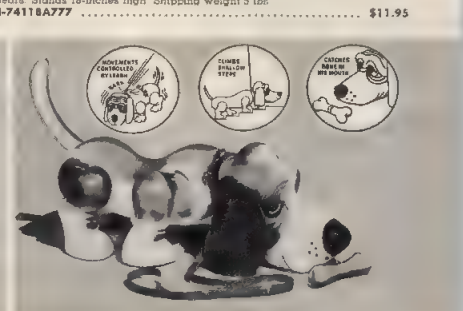
(D) SKYDIVER JET PLANE AND TRACTOR

Switch on the motor and hear the jet whine. At your control, seat and pilot are ejected into air, they separate and pilot floats down under a multi-colored parachute. Motorized tractor plane transport. Sturdy plastic. 31-in. long, 22-in. wide. Use 4 "D" batteries (not included, order below). Shpg. wt. 7 lbs.
H-77198B1060 ..... **$15.95**

(E) "MR. MACHINE" ROBOT TOY

Wind-up toy walks, swings arms, moves mouth up and down, rings a bell and sounds a siren. Take apart and reassemble. Clear plastic body shows all gears. Stands 18-inches high. Shipping weight 5 lbs.
H-74118A777 ..... **$11.95**





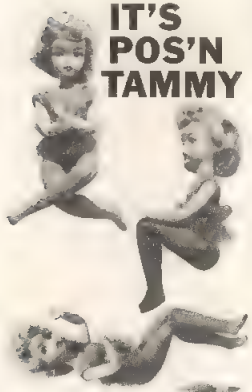
"KING ZOR" THE DINOSAUR. Here's your chance to go dinosaur hunting. As monster lumbers toward you, shoot darts at him with special Dinosaur gun. Hit his tail, he roars and shoots balls at you! He goes forward, turns from side to side, changes direction. Sturdy plastic. 12x31-inches long. With 8¾-inch gun, darts, plastic balls. Uses 2 "D" Batteries (not incl., order below). Shipping weight 8 lbs.
H-77203B1265 ..... **$19.95**

IDEAL'S "GAYLORD, THE FRIENDLY PUP." Does just about anything a real dog can. Walks alongside owner, climbs shallow steps, holds bone in his magnet-equipped mouth, barks. Control his movements by a gentle tug of his leash to make him go forward, stop, backward. Has a comical waddling walk, sad-eyed face and vinyl leash. Sturdy plastic. 23x7-in. high. Uses 4 "D" Batteries (not incl., order below). Shipping weight 8 lbs.
H-74120A1088 ..... **$16.95**

H-58696C15 "D" Batteries for above toys — wt. ¼ lb. ..... Ea. 20¢

IDEAL NEWS

IDEAL



IT'S POS'N TAMMY

AND POS'N PEPPER!

THEY BEND! THEY TWIST! THEY POSE!

And all the wonderful Tammy and Pepper outfits fit the new Pos'n dolls! For you ...they'll really move! What more could you ask?

Ideal Toy Corp., 200 Fifth Ave., New York 17, N.Y.

Playthings

Single copy, 50c, except annual Directory Issue and annual Toy Fair Issue, $1 each. Subscription rates: Domestic, one year, $3; two years, $5; three years, $6. North, Central and South America, $3 a year. Other countries, $10 a year. Copyright 1964 by McCready Publishing Co.

Change of address: Four weeks' notice is required. Give old as well as new address.

AUDITED PAID CIRCULATION ABC

Vol. 62
No. 7

CONTENTS — JULY, 1964

11th Hour Report 4
Editorial—Solid Grounds for Optimism 58
Toymaker Credit Men Convene in Cincinnati 61
The Dean of U.S. Soft Toy Designers—"Mr. S" 62
Toy Market Data in 15 Metropolitan Areas 65
Sales Promotion Pointers 66
New York Toy Market 68
Projected Child Population Figures, 1965-1980 71
Chicago Toy Market 72
West Coast Toy Market 74
What's Behind Retail Trends? 77
From the Files of PLAYTHINGS 79
On the Selling Side—a Profile 82
On the Buying Side—a Profile 83
TV Topics 84
Toy News and New Toys 145
Toymaker Section: Data Processing—Promises and Pitfalls 193
Right or Wrong in Labor Relations 196
Classified Ad Department 200

TED ERICKSON ..... Editor
H. B. WOODWARD.....Advtg. Manager
ANTHONY J. GIAMANCO . Advtg. Rep.
ANDREW J. FERRETTI.....Prod. Mgr.
JACK RAYMAN .....Circulation Mgr.
SOL DICKSTEIN... .Promotion Consultant

Field Editors: Al'da Bothwell, Los Angeles; Ted Rakst's, Chicago; Pat Clepper, Minneapolis; George W. Phinney, Oklahoma City; and Rick Krepele, Atlanta.

ADVERTISING OFFICES

New York 10, N. Y: 71 W 23rd St.—ORegon 5-2140

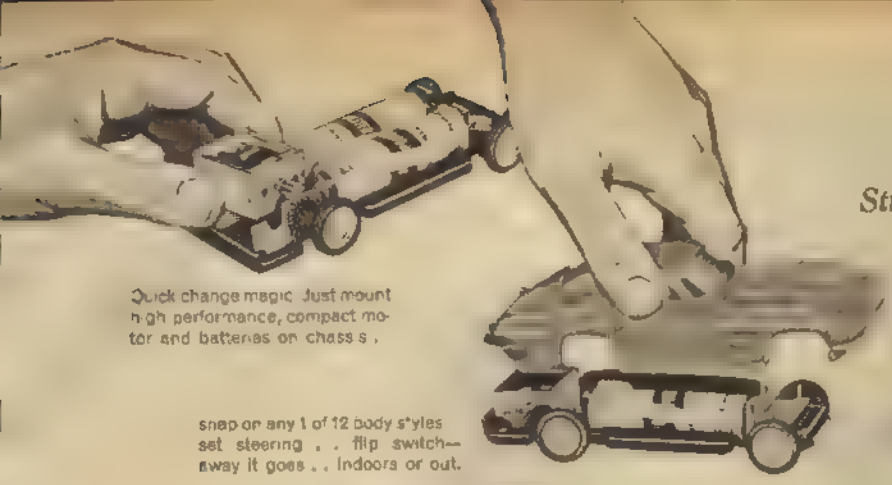
Chicago 7: 53 West Jackson Boulevard Suite 530—Phone Harrison 7-0960.

Pasadena, Cal.: Murray Bothwell, Security Building, 234 E. Colorado Blvd.—Phone MUrray 1-8155

St. Louis: Joe Schulte, Jr., 3618 Bowen St.—Phone Flanders 1-3275.

PUBLISHED BY McCREADY PUBLISHING CO.
71 West 23rd Street, New York 10, N. Y. ORegon 5-2140

W. VOORHEES, President — BEN W. McCREADY, Vice-President — E. J. MORDAUNT, Treasurer — H. B. WOODWARD, Secretary



Quick change magic. Just mount high performance, compact motor and batteries on chassis.

snap on any 1 of 12 body styles set steering . . flip switch—away it goes . . indoors or out.

Sting Ray . . XK-E . . Impala . . T-Bird . . now race them ALL

It's terrific, it's MOTORIFIC by IDEAL

Accurate to the last detail. Each body, only 4½ inches long, will satisfy even the most discerning collector

Body, Chassis and Motor

$1.99 without batteries

Body only **77c**

Start your fleet of world-famous cars with any of these lustrous-colored models. All the plastic bodies have detailed chrome-color trim, clear windows and headlights. All bodies fit same chassis. Makes for many combinations.

Molded chassis has built-in drive gear, metal-plated parts, and 5-position torsion-bar steering. Set it for left or right, wide or tight circles, or straight away. Wheels sport white sidewall rubber tires and de luxe aluminum wheel covers. Order 2 "AA" batteries for each Body, Frame and Motor Set.

1 49 N 2358M—Sting Ray Set. Wt. 8 oz. $1.99
49 N 2360—Body only. Shpg. wt. 3 oz. 77c

2 49 N 2356M—Continental Set. Wt. 8 oz. $1.99
49 N 2357—Body only. Shpg. wt. 3 oz. 77c

3 49 N 2363M—Mercury Set. Wt. 8 oz. $1.99
49 N 2364—Body only. Shpg. wt. 3 oz. 77c

4 49 N 2365M—Ford Truck Set. Wt. 8 oz. $1.99
49 N 2366—Body only. Shpg. wt. 3 oz. 77c

5 49 N 2371M—Ford Wagon Set. Wt. 8 oz. $1.99
49 N 2372—Body only. Shpg. wt. 3 oz. 77c

6 49N2373M—Grand Prix Set. Wt. 8 oz. $1.99
49N2374—Body only. Shpg. wt. 3 oz. 77c

7 49 N 2354M—T-Bird Set. Wt. 8 oz. $1.99
49 N 2355—Body only. Shpg. wt. 3 oz. 77c

8 49 N 2361M—Rolls Royce Set. Wt. 8 oz. $1.99
49 N 2362—Body only. Shpg. wt. 3 oz. 77c

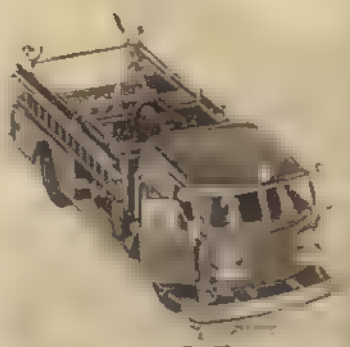
9 49 N 2367M—Imperial Set. Wt. 8 oz. $1.99
49 N 2368—Body only. Shpg. wt. 3 oz. 77c

10 49 N 2369M—Cadillac Set. Wt. 8 oz. $1.99
49 N 2370—Body only. Shpg. wt. 3 oz. 77c

11 49N2376M—Impala Set. Wt. 8 oz. $1.99
49N2377—Body only. Shpg. wt. 3 oz. 77c

12 49N2378M—Jaguar XK-E Set. Wt. 8 oz. $1.99
49N2379—Body only. Shpg. wt. 3 oz. 77c

49 N 4666M "AA" Battery. Shipping weight each 1 oz. Each 16c 4 for 60c



American LaFrance Fire Engine Kit

$2.44

An accurately detailed plastic model of a 900 Pumper by Aurora. 1/48 scale (¾ in. equals 1 ft.) Molded red, black and silver-color parts. 9½ in. long.
49 N 2257—Wt. 1 lb. $2.44

Re-create the DUESENBERG
Fun to build . . fun to show

$7.99

A real challenge for any hobbyist. 145 parts—34 in motor alone. Die-cast metal with chrome color plastic accessories. Folds down windshield, operating steering. Wire wheels, flexible exhausts. 1 ft. long.
49 N 1993—Shpg. wt. 3 lbs. 8 oz. $7.99

Start . . stop . . control speed up to 15 feet away with a flashlight

$8.88 without batteries

11-inch Lightronic II Solar-powered Car

Just shine flashlight beam on solar cell to control plastic car. Can also be run on 2 "D" batteries, order below. Steer many ways. Transistorized tools included.
49 N 2222—Shipping weight 2 pounds . $8.88
49 N 4660—"D" Battery. Wt. each 4 oz. 2 for 32c. 4 for 60c

V-RROOM!™ Hear a real motor roar in this new Guide-Whip Racer by Mattel

$3.27

Looks and sounds just like the racers that roar around the track at Indianapolis. When the wheels turn, you hear the roar of the V-rroom unit. The faster it goes, the louder the noise. Use guide and whip-cord to spin car in circle, steer it in and out. Rev up racer . . friction motor speeds it along. High-impact plastic . . two-tone with numerals. 14 inches long. Instructions included.
49 N 5808C—Shipping weight 2 lbs. 4 oz.... $3.27

8 levers in rumble seat control car's action

$9.79 without batteries

"Scootin Tootin" Button Hot Rod by Marx

Buttons operate doors, wipers, antenna, horn, headlights, motor, steering, forward motion. 14 in. long. Order 2 "D" batteries on facing page. Japan.
49 N 5694—Shipping weight 4 pounds.....$9.79

$6.77 without batteries

Mr. Kelly's Car Wash by Remco

2 cars move through wash water, cleaning rollers, dryer, out back for wipe and wax job. 27-in. plastic. Sponges, towels, wax. Order 2 "D" batteries.
79 N 5718C—Shipping weight 4 pounds.. . $6.77
79 N 4660—"D" Battery. Shpg. wt. each 4 oz... 2 for 32c; 4 for 60c

$1.89

Friction Crash Racer

When it hits wall, hood, 2 front wheels, windshield spring off. Engine roars. Plastic and metal. 12 in. long. Reassembles. From Japan.
49 N 4221—Shpg. wt. 1 lb..... $1.89

$1.89

6 Race Cars with friction motors

World famous racers with drivers—Ferguson, Lola Climax, Cooper, Vanwall, Porsche, Cooper Formula I. Plastic, 6 in. long. From Hong Kong.
49 N 5793—Shpg. wt. 1 lb. 8 oz....Set $1.89

3 Car set $1.99

3 friction-powered Stock Cars

Friction motor makes realistic roar. Set includes XKE Jaguar, Corvette, MGA. Steel bodies, rubber tires. 8 inches long. Made in Japan.
49 N 4276—Shpg. wt. 1 lb. 8 oz...Set $1.99

99c

Friction-motor Sting Ray

Rev 'er up and let 'er go. 8-in. plastic. Rubber wheels. Metallic colorson bumpers and hub caps. From Hong Kong.
49 N 5656—Shpg. wt. 8 oz 99c

$1.97

Sears Dragster Racer

Give it a push and watch it speed down any drag strip. Friction-powered. Made of metal, rubber, plastic. 14 inches long. Made in Japan. Shipping weight 1 lb. 7 oz.
49 N 4206.....$1.97

99c

Turn-around Ford

Friction motor carries it straight ahead a few feet . . makes "U" turn and comes right back to you. Made of steel . . rubber tires. 8 inches long. Made in Japan.
49 N 4212—Shpg. wt. 9 oz. 99c

$1.57

Hot Rod Jalopy

Heavy-duty steel dragster. Free-wheeling oversized rear wheels, removable spare. Deep-tread whitewall tires. Red with simulated fabric custom top. 9 in. long.
49 N 5487—Wt. 1 lb. 3 oz. $1.57

PETER POTAMUS

- Playing every week of the year
- In over 150 top markets
- Peter Potamus and his friends (So-So, Breezly and Sneezly, Yippy Yappy and Yahooey) start selling your Ideal Toys in September!
- Now you've got Peter Potamus and Magilla Gorilla working for you!

They're wonderful salesmen... they're IDEAL

STILL MADE BY ENGLISH CRAFTSMEN, YOU KNOW...

DINKY

NOW...MARKETED FOR AMERICANS BY LINES BROS.

DIFFERENT

WIDTH OF LINE:
Cut from over 250 to just 55 numbers!

NEW

NEW PACKAGING:
Handsome new box with see-thru window!

FIRST TIME

NEW NUMBERS:
Every single month, with action features!

NEW

DISPLAYS:
Three new ones; goods pre-mounted by us!

NEW

NEW AMERICAN CATALOGUE
For, by and to U.S consumers.

FIRST TIME

CONSUMER ADVERTISING:
Over 4,000,000 circulation in Sunday supplements!

DIFFERENT

PRICE LINES:
Many fewer and no longer 2c apart!!

DIFFERENT

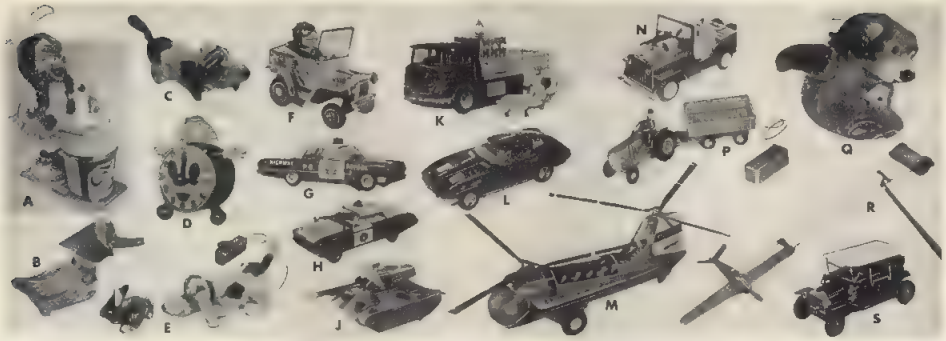
DINKY INVENTORY:
We're in stock over here!

FIRST TIME

TERMS:
More liberal—for your profit!

WRITE FOR PRICE LIST TO:
DEPARTMENT 16, **LINES BROS.,** INC., 1107 BROADWAY, NEW YORK, N.Y.

IMPORTED BATTERY OPERATED ACTION TOYS



A NUTTY MAD INDIAN
Tongue of 12 in. Indian moves as he war whoops and madly beats drum. Felt, plush and metal. Uses 2 D batteries (not included).
Y88-9619 . . . . . Each 8.00

B MOTHER GOOSE
12 in. with neck extended. Plush goose runs around making quacking noise, mouth and eyes open and close. Red babushka. Uses 2 D batteries (not included).
Y80-2816 . . . . . Each 6.00

C SNIFFY DOG
10 in. Sniffy jumps in all directions as he barks, wrinkles nose and sniffs wags tail. White and brown plush. Uses 2 D batteries (not included).
Y80-2814 Each 4.80

S TIMMY O CLOCK
9½ in. Awakens when activated. Bell rings, eyes and mouth open, arms stretch and it walks. Returns to sleep. Uses 2 D batteries (not included).
Y81-4001 Each 7.20

E BIXBY & THE BUNNY
9 in. remote controlled plush dog barks, wags tail and sniffs mechanical hopping bunny. Uses 2 D batteries (not incl.).
Y88-9608.....Each 7.20

ELECTRIC ACTION DISPLAY
Y88-9608D . . .Each 13.20

T NUTTY MAD CAR
8½ in. car runs forward, rears up on back wheels, zig-zags, headlights wiggle. "Mad" driver. Uses 2 D batteries (not included).
Y85-9623 Each 6.00

M POLICE CAR
14 in. long. Bumps and turns. Red light flashes on top. Siren sounds. Rubber tires. Uses 2 "D" batteries (not included).
Y2969—O.S. Doz. 45.60
¼ doz. N.B. Doz. 43.20

D CAP FIRING POLICE CAR
12 in. car bumps in all directions, siren and red flasher. When it stops, gun fires caps. Uses 2 D batteries (not included).
Y80-2510 . Each 6.00

L CAP FIRING TANK
11 in. camouflaged tank runs all over. It stops, fires lighted cannon and caps. Repeats action. Uses 2 D batteries (not included).
Y80-2508 Each 6.00

K OL' MacDONALD FARM TRUCK
11 in. long. Bump and go action. Rooster crows, chickens cackle, cow moos and pigs oink. Uses 2 D batteries (not included).
Y81-4002.....Each 8.40

G CORVETTE CAR
12 in. metal car runs intermittently honking horn, turning on headlights and folding them into fenders. Uses 2 D batteries (not included).
Y2971 . . . . . Each 8.40

H HELICOPTER with STEWARDESS
21 in. When center stops, stewardess walks down aisle. Repeats performance. Uses 2 D batteries (not included).
Y80-2709—O.S. . . .Doz. 57.60

J CAP FIRING JEEP
11 in. Jeep goes in all directions. Stops and cannon fires caps. Complete with light and siren. Uses 2 D batteries (not included).
Y80-2509 ....Each 6.00

F FARM TRACTOR with TRAILER
13½ in. Remote controlled tractor goes forward or backward. Turn with steering wheel. Complete with driver. Uses 1 D battery (not included).
Y81-4004—O.S. ....Doz. 45.60
¼ doz. N.B. Doz. 43.20

P ROLL OVER BEAR
Rolls over, turns somersaults and growls. Uses 2 D batteries (not included).
Y80-2813. . . . . Each 4.80

R FLYING STUNT PLANE
6½ in. body; 8¾ in. wingspan. Blue and white plane revolves around its plastic handle. Uses 1 D battery (not included).
Y80-1906—O.S. ....Doz. 30.40
¼ doz. N.B. Doz. 28.80

S MODEL "T" FORD
10 in. black metal Ford has removable hood. Open touring car with white top. Uses 2 D batteries (not incl.).
Y2970—O.S. .....Doz. 57.60

A POMPOM TANK
12½ in. long. Remote control moves tank forward or back. Push buttons rotate and turn it, raise and lower guns that "fire" light. Rubber tires. Uses 3 D batteries (not included).
Y85-002.....Each 9.60

B PASSENGER PLANE
18 in. American Airlines plane. Wing-tip lights flash, props spin. When canopy is closed, plane moves and stewardess walks. Uses 2 D batteries (not included).
Y85-111.....Each 9.60

C WALKING COW
15 in. long. She walks, tail swishes, head bobs. When she stops, head raises, and she opens mouth and moos. Uses 3 D batteries (not included).
Y85-067.....Each 9.60

D PLUSH PARROT, PRETTY PEGGY
12 in. high overall. Multi-color plush and felt parrot swings on branch which holds 2 D batteries (not included). Eyes light up, head turns, wings flap. Parrot sings with a remarkably realistic parrot song. Metal perch with ring for hanging.
Y85-088 . . . . . Each 7.20

E ROCKET MAN
16½ in. tall. He walks and fires rockets, arms move, eyes and headlight blink. Radar scope atop head rotates. Flip off the robot head and there's a realistic man inside. Uses 2 D batteries (not included).
Y85-088 . . . . . Each 8.40

F CUTE POODLE
11 in. plush poodle talks, sits, stands up, begs, barks, eyes light up. Remote control. Uses 2 D batteries (not included).
Y82-10885—O.S. . . Doz. 57.60

G MYSTERY FLYING SAUCER
10 in. diam. Spins around, lights go on in dome and the astronaut pops out of the hatch. Uses 2 D batteries (not included.
Y80-2204—O.S. . Doz. 45.60
¼ doz. N.B. Doz. 43.20

H ASTRONAUT
13½ in. tall. He walks, stops, lifts Walkie Talkie, listens to signals and then talks back. Flashing lights are seen on receiving set and helmet. Uses 2 D batteries (not included)
Y85-077.....Each 6.00

J MR. ROBOT
11 in. high. As he walks, swiveling headlights give plenty of action. Uses 2 D batteries (not included).
Y80-2203 . . . . . Each 6.00

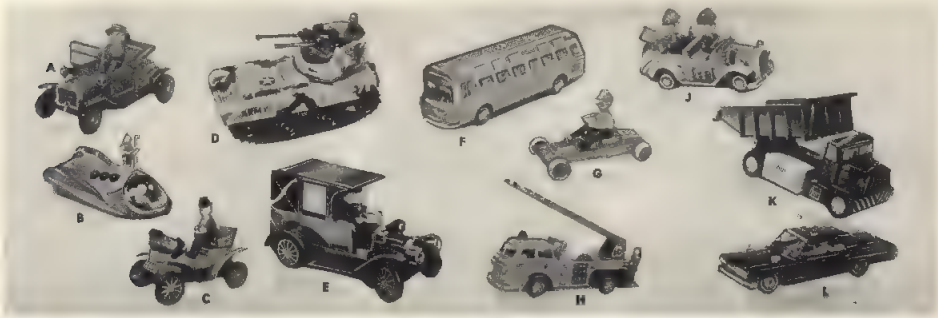
K CHARLEY WEAVER BARTENDER
12 in. He shakes cocktail mixer, "pours" a drink and downs it. Face turns red and smoke comes out of his ears. Uses 2 D batteries (not included)
Y88-650 . . . . . Each 4.80

L HI-POWER 'DOZER
11½ in. long. Pull the cord 3 times for forward, right turn, backward and stop. Smoke comes out of exhaust pipe. Uses 2 D batteries (not included)
Y85-092.. . . . . .Each 6.00

M FORD DIESEL TRACTOR
24½ in. long. Remote control runs tractor forward or back, front scoop and steering. Rear shovel is operated by hand crank. Uses 2 D batteries (not included)
Y80-2504. . . . . Each 13.20

N FANTASTIC "CHAP" DOG
Comes When You Whistle!
13½ in. This furry dog advances toward the whistler, shaking his head, wagging his tail and yipping for joy. Uses 2 D batteries, one 9V battery (not included).
Y85-093..... . . . . Each 18.00

MORE NEW IMPORTED BATTERY OPERATED ACTION TOYS



A OLD TIMER CAR with SMOKE
10½ in. metal car has touch and go action. Crank handle switch, red side lights motor puff-puffs, radiator smokes. Rubber tires. Uses 2 "D" batteries (not included)
Y82-418—O.S. .....Doz. 57.60

B MOON ROCKET SHIP
9¼ in. metal space ship bumps in all directions with flashing lights. Driver works controls and space man rotates around antenna. Uses 2 "C" batteries (not included).
Y82-2304—O.S. .....Doz. 57.60

C OLD TIME CAR
9½ in. car with mystery action. Upon stopping, car shakes violently. Starts up and repeats action. Uses 2 "D" batteries (not included).
Y85-118 .... Each 6.00

D POM POM TANK
9 in. camouflaged metal tank has rubber treads. Pom pom guns raise and lower and shoot light from revolving turret. Makes pom pom gun noise. Uses 2 "D" batteries (not included)
Y2996—O.S. Doz. 57.60

E OLD TIMER CAR
9½ in. metal car has driver and figures are silhouetted in rear. Horn honks as car runs in all directions. Uses 2 "D" batteries (not included)
Y2989 . Each 6.00

F BUS WITH HORNS
15 in. metal bus has colorfully lithographed detail. Rubber tires. Horns sound as bus changes direction upon touching object. Uses 3 "D" batteries (not included)
Y82-1565 . Each 6.00

G LIGHT-O-WHEEL GO-KART
10 in. long. Go-Kart has colorful driver. Set front wheels in desired direction and release brake. Each wheel is lighted as Go-Kart races across floor. Uses 2 "D" batteries (not included).
Y85-122.....Each 6.00

H FIRE ENGINE
12½ in. bright red and silver colored metal fire engine has red flasher, siren and rubber tires. Ladder extends 18 in. Uses 2 "D" batteries (not included)
Y85-114 ..... Each 7.20

J FIRE CHIEF'S CAR
10 in. red and white metal car has rubber tires, siren, radio equipment which lights up. Chief's aide moves head and waves red flag. Uses 2 "D" batteries (not included)
Y82-1563 ..... Each 6.00

K DUMP TRUCK
9 in. metal dump truck. Belches smoke and dumps load. Bump and turn action. Black rubber tires. Uses 2 "D" batteries (not included).
Y2991 O.S. . Doz. 57.60

L MYSTERY POLICE CAR
14 in. black metal car. In motion, red flasher appears through slotted roof, siren sounds, antenna appears. Mystery (bump and turn) action. Uses 2 "D" batteries (not included)
Y82-409. .... Each 9.60

BATTERIES are listed in our No. 64-I General Catalog, Page 32

A SLOPPY DOG
10½ in. long. Remote controlled, spotted plush dog walks with swishing tail and backs up at the press of a button. Uses 2 "D" batteries (not included).
Y85-125 ... .Each 4.80

B GEAR ROBOT
12 in. high. Silver colored robot walks at slow or quick speed. Arms move, visible gears light up and rotate. Uses 2 "D" batteries (not included)
Y82-1012 Each 6.00

C TRICKY TOMMY TRACTOR
10 in. detailed plastic tractor has rubber drive wheels. Turns steering wheel and tractor runs around in tricky circles. Uses 2 "D" batteries (not included)
Y82-7547—O.S. .....Doz. 57.60

D CRAWLING BABY DOLL
12 in. long. Life-like, dressed baby doll crawls at call of name—stops, and waits to be called again. Repeats performance. Uses 2 "D" batteries, 9V transistor battery, (not included).
Y85-138.. .....Each 19.20

E "727" JET AIRPLANE
15½ in. metal plane moves and makes jet noise, lights flash in engine pods. American Airline markings. Uses 2 "D" batteries (not included)
Y82-9047 -O.S. Doz 57.60

F FARM TRUCK
11 in. colorful metal truck. Bump and turn action. Cow moos and raises his head through roof opening. Black rubber tires. Uses 2 "D" batteries (not included)
Y2960.....Each 6.00

G HONEYMOONERS
10½ in. high. Swiss music box plays, honeymooners turn and kiss as faces blush red, hat pops up and down and girl sighs. Uses 2 "D" batteries (not incl.)
Y85-153 . .....Each 9.60

H JET NIGHT-FIGHTER PLANE
19 in. long. Nose tip lights up, engine whines and lights up—and away it goes. Stops and repeats take off action. Uses 2 "D" batteries (not included)
Y85-115..... Each 7.20

J EVACUATION HELICOPTER
15½ in. long. Blades rotate, lights flash, door opens and ramp comes down. Lithographed detail. Makes copter sound. Uses 2 "D" batteries (not included)
Y82-9643 . .....Each 7.20

K U. S. ARMY JEEP
14 in. Jeep has driver and partner. They spot trouble and bright headlights turn off, red danger light goes on, siren wails. Detailed motor has moving fan belt. Rubber tires. Travels a wild route. Uses 3 "D" batteries (not included).
Y85-157 ..... Each 12.00

L 4-ENGINE AIRPLANE
16 in. metal American Airline plane speeds down the runway with, props spinning, red and green wingtip lights blinking. Uses 2 "D" batteries (not included).
Y2995—O.S. .....Doz. 57.60

M PAA CARGO JET PLANE
15½ in. metal plane with lithographed detail. Remote controlled motion makes engine pods light up and cargo door opens and closes. Uses 2 "D" batteries (not included)
Y82-9587 .. .. Each 6.00

N.B.: Indicates Standard Packing Units, "Not Broken."

EXCITINGLY NEW IMPORTED FRICTION-POWERED TOYS

A Cap Shooting Tank
8½ in. with cannon Molin. tank fires full roll of caps continuously while in motion.
Y81-4210—1 doz. N.B. Doz. 14.40

B Old Time Steam Engines
6½ in. long Asstd metal steam engines used for road and farm work
Y2976—1 doz. asstd. N.B. Doz. 14.40

C Stock Racing Cars
6 in. metal cars in 8 asstd styles lithographed in bright racing colors.
Y80-1016—1 doz. asstd N.B. . . Doz. 3.60

D Giant Army Jeep
11 in. heavy duty, camouflaged Jeep with siren and antenna
Y80-1912 O.S. Doz. 30.40
¼ doz. N.B Doz 28.80

E Army Motorcycle
8 in. camouflaged motorcycle shoots exhaust sparks Rider moves up and down
Y125-6828—1 doz. N.B. Doz. 14.40

F Airline Station Wagons
8½ in. metal station wagons in asstd airline decoration Tailgate and rear window open
Y80-1822 1 doz. asstd. N.B. . . . . Doz. 14.40

G Cessna Airplane
19½ in. long. Two propellers spin as plane races across the floor
Y80-1477 1 doz N.B Doz. 14.40

H 12-Pc. Army Sets
5 to 7 in long. Friction powered cars, helicopter and tank Shooting cannon with 4 shells All camouflaged.
Y80-3107—O.S Doz. 57.60

I Dump Truck
11½ in. highly detailed truck of molded plastic. Rubber tires Lever for dump action
Y85-149—O S Doz. 45.60
¼ doz. N B. Doz. 43.20

J Army Helicopters
12 in. copter has single rotor, plastic cockpit and 3 soldiers
Y80-1010—1 doz. N B Doz. 11.52

L Cement Mixer Truck
14 in highly detailed plastic truck in bright colors Revolving drum Rubber tires
Y85-150—O S Doz. 45.60
¼ doz. N.B Doz. 43.20

M Truck Asstts.
8½ in. dump truck power shovel truck wrecker concrete mixer Rubber tires
Y82-100—1 doz asstd N.B. . . . . Doz. 14.40

N Old Time Car Asst.
4¾ in. long. 4 kinds of highly detailed cars, gaily colored Rubber tires
Y80-1019—1 doz. asstd. N B . . Doz 7.20

P Camouflaged Airplane
13 in long Metal plane is realistically camouflaged Rubber tires
Y82-40573—1 doz N B Doz. 14.40

Q Air Force Airplane
15 in. long, 16½ in wingspan. Props spin as plane races down runway. Lithographed detail.
Y80-1914 O S Doz. 30.40
¼ doz. N B. Doz. 28.80

R Veteran Car Asst.
6½ to 7¼ in long 8 different metal cars in asstd styles and colors Rubber tires
Y81-4185—1 doz. asstd N B. Doz. 14.40

S Stock Racing Cars
3 kinds of metal stock racing cars with lithographed detail and racing colors
Y2987—1 doz. asstd. N B Doz. 14.40

T Thunderbird Convertible
7¾ in. sturdy die cast "T-Bird" car with windshield, sun visors, rubber tires Asstd colors
Y80-1312—1 doz. N.B Doz. 14.40

A Racing Cars
9 in. all metal racer with driver. lithographed detail and brightly colored finish Rubber tired wheels.
Y125-6866—1 doz. N.B. . . . Doz. 14.40

B Hot Rod Cars
9 in metal roadster style car with colorful finish Rubber tired wheels.
Y125-6852—1 doz N B. . . Doz. 14.40

C 12-Toy Asstts.
Asst consists of airplanes, cars buses, station wagons and racing cars. All are friction powered and have colorful finish.
Y2990—Asst. of 12 N B . . Asst. 14.40

D Emergency Jeeps
6 in. long. 3 different metal Jeeps with appropriate insignia and coloring for the Police Emergency and Automobile Club. Each has siren
Y2963—1 doz. asstd N.B. . . . Doz. 7.20

E Helicopters
6 in. metal helicopters with single rotor, 3 different colorful finishes.
Y2981 1 doz. asstd. N B. . . . Doz. 5.76

F Trailer Trucks
6 in. long overall. Metal tractor and trailer van type trucks have rubber tired wheels, 4 different truck-line decorations.
Y2986—1 doz asstd N.B. . Doz. 5.76

G Stock Racing Cars
6 in. long. Metal stock racing cars in 6 different styles and colors
Y2985—1 doz asstd N B Doz. 5.76

H 6-Style Army Asst.
Metal army set consists of Jeep, helicopter, transport plane, army bus, command car and tank Olive drab with lithographed detail. Range from 4¾ in. to 7 in. long
Y2992—2 doz asstd N B. . Doz. 5.76

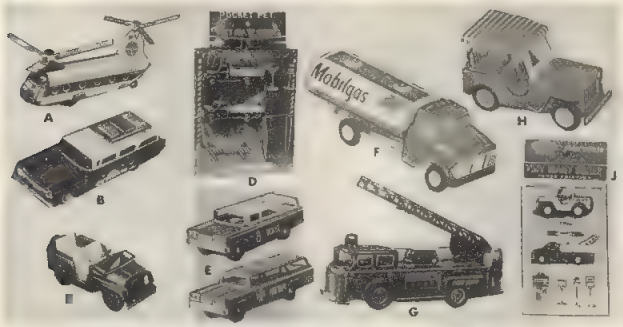
J Army-Navy Asst.
7½ in. Army gas truck, Red Cross car, truck Jeep and tank. Navy PT boat. Olive drab with lithographed detail
Y2993 1 doz. asstd N.B Doz. 13.68

K Doormatic Cars
8 in. metal cars have doors that open, windshield and rubber tires Asstd styles and colors With reproductions of licenses of 50 states and Canada to be cut out and inserted in bumper license plate frame
Y81-9705—1 doz asstd N B Doz. 14.40

L "727" Jet Airplane
19 in. long. All metal plane is faithful reproduction of Boeing "727" jet with United Airline decoration. Rubber tired wheels.
Y85-112—1 doz. N B. . . Doz. 8.64

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

IMPORTED FRICTION-POWERED TOYS



A HELICOPTER
8½ in. long metal body in Pan American blue and white. Lithoed detail. 2 red trimmed rotors with folding blades. Rubber tires.
Y125-6714—1 doz. N B **Doz. 14.40**

B STATION WAGONS
8¼ in. metal cars in asstd colors with white tops. Rubber tires. Removable plastic luggage in roof rack.
Y125-6819—1 doz. asstd. N B **Doz. 14.40**

C JEEP
7½ in. gray colored metal Jeep with yellow seats and wheels. Rubber tires. Fold-down windshield frame.
Y125-6897 1 doz N B **Doz. 14.40**

D MINIATURE TRUCKS
Carried asstd of different kinds of trucks, fire and police cars, highway signs, whistle, etc. From 2½ to 4 in. long
Y125-6846—1 doz asstd N B **Doz. 14.40**

E STATION WAGONS
7½ in. metal station wagons with lithoed detail and coloring for ambulance, police, etc. Rubber tires.
Y125-6862 1 doz asstd N B **Doz. 7.20**

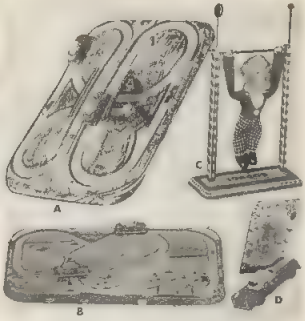
F TRUCKS
10 in. long. 6 different models.
Y85-095—1 doz. asstd. N B. **Doz. 14.40**

G FIRE ENGINE
13 in. red and silver colored metal fire engine with 15 in. extension ladder. Lithoed detail, dummy red flasher, windshield, rubber tires and siren.
Y125-6814—O S **Doz. 30.40**
¼ doz N B **Doz. 28.80**

H SURREY JEEP
7 in. long. Fringed canopy
Y82-1416—1 doz. N B **Doz. 14.40**

J TINY GIANT TOYS
4 asstd. cards of metal civilian fire, police and army trucks and cannon. Cars range from 2½ to 4 in. long. Asstd. colors and lithoed detail.
Y2996—1 doz. asstd. N B **Doz. 14.40**

MECHANICAL TOYS



A HI-WAY ROAD SET
18½x11½ in. lithoed metal landscape with bridges, underpass, etc. 3 wind-up cars race around roadway. Automatic switches add to excitement.
Y14-612 . . . Each **6.00**

B TRAFFIC CONTROL
18½x15 in. Colorful metal road layout with stop and start controls. 3 mechanical wind-up cars.
Y14-611 . Each **6.00**

C "TOE JOE" CLOWN
16¼ in. high. Press lever and watch clown's gyrations on the horizontal bar. Long play action
Y14-600—O S **Doz. 45.60**
½ doz. N B **Doz. 43.20**

D CRASHMOBILE, JR.
7 in. long. Comes apart on impact; reassembles easily. Blister packed
Y236—3 doz. N.B. **Doz. 2.88**

IMPORTED ACTION-PACKED MECHANICAL TOYS

A CABLE CAR
18¾x7½ in. 2 cable cars move while 2 passenger cars are brought up in elevator and then roll down the hill.
Y81-1673 O S. **Doz 57.60**

B AUTOMATIC LOADER
28½x4¼ in. Engine and car switch tracks and load and unload cargo automatically
Y2965—O.S. .....**Doz. 30.40**
¼ doz. N B **Doz. 28.80**

C TOBOGGAN HI-RIDE
19½x9¾ in. 2 wind-up cars whiz around figure-8 metal track
Y2966.....**Each 6.00**

D MUSICAL CLOWNS
5¾ in. tall. 3 different models. Clowns jiggle about as they play instruments.
Y85-098 1 doz. asstd N B **Doz. 14.40**

E LADYBUG FAMILY PARADE
12¾ in. long. As mama bug pulls baby bugs along, they spin about
Y80-1561—½ doz. N B. **Doz 14.40**

F MAGIC TUNNEL
9¾x6¾ in. Bus magically switches roads as it comes out of tunnel
Y82-4097—1 doz N B **Doz. 14.40**

G KIDDY CITY AMUSEMENT PARK
6¾ in. high. Carousel top spins 3 airplanes into motion
Y125-6445—1 doz. N B **Doz 14.40**

H SNIFFY DOG
6½ in. orange and black spotted plush dog walks, wags tail, wiggles ears and sniffs. Attached key.
Y82-1561—1 doz. N.B **Doz. 14.40**

J TY PUPPIES
5½ in. tall. 8 asstd. puppies in various colors and each doing something different. Attached key.
Y81-1907—1 doz. asstd. N.B. **Doz. 14.40**

K SIGN-CARRYING CLOWN
6½ in. high. Colorfully dressed clown moves up and down and lifts hat. Attached key.
Y82-1560—1 doz. N B **Doz. 14.40**

L BEAR FAMILY
7 in. plush covered bears in different attire and actions. One-man band hunter, on donkey, with wheelbarrow, accordion player and reader. Attached key.
Y81-9801 1 doz. N B **Doz. 14.40**

M DRUM PLAYING BEAR
19½ in. high bear in red jacket and striped pants. Plays drum while walking and head moves from side to side. Attached key.
Y82-2406—O.S. ...**Doz. 45.60**
¼ doz N B. **Doz. 43.20**

N SKY DRIVE COASTER
15½ in. long. Car is lifted to ramp and speeds down to runway where it returns to lift for a repeat performance. Bell rings. Attached key.
Y2994—O S. .....**Doz. 30.40**
¼ doz. N B **Doz. 28.80**

P PLAYLAND SCOOTER
9¼x5½ in. colorfully lithographed metal field with track for wind-up scooter cars. Automatic switch.
Y125-6823—1 doz. N B **Doz. 14.40**

TANK ON BATTLEFIELD
(Not Illustrated)
9¼x6 in. metal battlefield with lithographed detail. Tank spins and changes direction on the field.
Y80-1554—1 doz N.B. **Doz. 14.40**

(for whatever reason) is fairly standard—at least in principle. . . . Transshipments are OK'd by most toymakers where one account is overstocked and another has run short. A repack charge of 10% would be considered equitable.

▶ UNAUTHORIZED DEDUCTIONS—When these crop up in checks, various manufacturers either (1) bounce the check back; (2) deposit it and go after the difference; or (3) put the check through and hold off on further shipments to the offending customer until he squares his account.

. . One manufacturer, when an unjustified anticipation allowance or cash discount is taken, writes the buyer explaining why company policy prohibits the deduction; a space is left at the bottom for the buyer's acknowledgement and signature, the whole sheet to be sent back to the manufacturer in the originally enclosed, stamped self-addressed envelope.

▶ OFFICE MANAGEMENT — Advice: train new employees in two kinds of office duties. . . . Fringe benefits granted by the toy concerns represented at the conference included (typically) two-week vacations after one year three weeks after five years, hospitalization plans, with the lion's share of the cost borne by the employer; and group insurance programs. Major medical and pension plans, though not universal, were either in use or under consideration at most companies. . . . Data-processing systems have assisted the credit department nobly, thanks to their speed in supplying account-activity information

Chairmen of the seminar sessions, to whom a salute is due for the efficient way in which discussion time was used to generate ideas helpful to all the participants, were: Francis J Lukes (Strombecker), Lillian Gitlin (Kenner); R. F. Raisbeck (Fisher-Price); L. J. Rauth (Eagle Rubber); Leonard F. Brown (Hubley); and J. E. Dale (Universal).

On Tuesday morning, the 16th, preceding the summary reports delivered by the seminar chairmen, the

NEW IRON-ON BASEBALL Transfers

T-Shirts • Sweatshirts • Jackets
Cloth Book Covers • Play Clothes

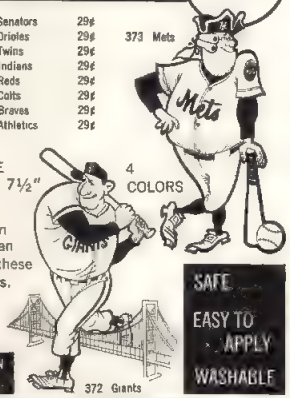
RETAIL 29c

BASEBALL TEAMS

371	Dodgers	29¢	383	Senators	29¢	373	Mets
372	Giants	29¢	384	Orioles	29¢		
373	Mets	29¢	385	Twins	29¢		
374	Yankees	29¢	386	Indians	29¢		
375	White Sox	29¢	387	Reds	29¢		
376	Cubs	29¢	388	Colts	29¢		
377	Tigers	29¢	389	Braves	29¢		
378	Phils	29¢	390	Athletics	29¢		
379	Angels	29¢					
380	Pirates	29¢					
381	Red Sox	29¢					
382	Cards	29¢					

SIZE 5" x 7½"

4 COLORS



372 Giants

Transfers come packed 6 dozen to the display shipper. You can order your own assortment of these favorites: specify style numbers.

Full freight allowed on orders for 36 dozen.

SAFE
EASY TO APPLY
WASHABLE

KAUMAGRAPH TOY DIVISION
200 Fifth Ave., New York, N.Y.

THE GLAMOUR EYES HAVE IT!

*"Glamour Eyes"...revolutionary dolls' eyes with a life-like look...instant sales-appeal! Flirty movable eyes (fixed eyes, too). only from Margon CORP

140 Thomas Street, Newark, N. J. Direct N. Y. Phone: WI-1-6260 3-2787
68 Broadview Avenue, Toronto, Canada Phone: 465-7414

Prize Packages*

...are yours with A & H Dolls' complete series of beautifully costumed dolls (including the new "Teens in Bells") all packaged in A & H designed & created, crystal-clear plastic "Bells."

A&H DOLL MFG. CORPORATION
200 Fifth Av., N.Y. 10, N.Y. 98 Bishop
Plant: 43-12 00 St., Woodside 77, N.Y.

TIE IN

With the Most Publicized Event of the Decade!

OFFICIAL WORLD'S FAIR SOUVENIR FLASH CARD SETS

by ED-U-CARDS®

From the world's leading specialists in children's card games and card sets come these official full-color souvenir picture card packs, illustrating major New York World's Fair exhibits. Complete descriptions in English, French and Spanish. 500 and $1.00 retail sizes. Write for complete new 1964 catalog.

ED-U-CARDS MFG. CORP.
36-46 33rd St.
Long Island City 6, N.Y.

ED-U-CARDS

WARREN Built-Rite GAMES

EVERYDAY SELLERS

CARD GAMES

7 Title Assortment

No. 4429

These full color cards are "Shaped" to fit small hands. Each box cello wrapped. Colorful display unit.

Each Set Complete. Only 29¢ each.

Warren Paper Products Co., Lafayette, Indiana

credit executives heard Toy Association attorney William Popper of Popper & Popper describe several current or recent cases involving "distressed or insolvent debtors." In connection with a number of these cases, creditor meetings had been held under Association auspices in New York, with the debtors present. Ninety per cent of meetings of this sort produce "favorable results," Mr. Popper advised. Normal procedure, after the debtor has been interviewed, is for a creditors' committee to be formed, an independent audit of the debtor's books undertaken, and an appraisal of his inventory made (its quantity, age and condition).

The evening of June 15 was set aside for the banquet held each year at the conference. Speakers included Cincinnati's Mayor, Walton H. Bachrach (who turned out to have been a Culver Academy classmate of Cass Hough of Daisy); Joe Steiner of Kenner Products; and Association president L. John Swedlin.

"Mr. J"

(*Continued from page* 63)

"Though fabrics were searched out in the market, it wasn't until 25 years ago that we persuaded the fabric industry to respect toy designers as a potential market for which they might develop new ideas. I don't want to go into names, or our troubles, but it was really challenging to realize that if we designed an item we would get just the right type of fabric that would appeal to the public. Design and fabric . . . if you can get both in the same item a 'star is born.' But its always a gamble."

"How many types of fabrics have been designed for soft toys?"

"That you can't even estimate for we use many of the numerous innovations in fur pile that often have application in other industries. We didn't have them years ago. The fabric that looks like lamb's wool is still good, but for a limited market—like lambs. The shaggy type is popular for making realistic-looking animals. It fits into a number of popular items

PERFORMANCE makes them famous

Baseball Softball Little League JUNIOR Golf Club Sets

Ideal For Youngsters

HILLERICH & BRADSBY CO.
Louisville, Kentucky

Skil Craft

SCIENCE SETS

Traditionally the Finest...by design

Handy Andy

TOOL SETS

Send for colorful catalog

Skil Craft Playthings, Inc.
325 W. Huron • Chicago 10, Ill.

CRAYONS
WATER COLORS
TEMPERAS
FINGER PAINTS
MODELING CLAY
Boxed or Bulk

Filling the requirements of Toy Manufacturers

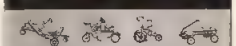
ADVANCE
CRAYON & COLOR CORP.
136 Middleton St. • Bklyn, N.Y. 11206

PAYTON TOYS

PAYTON

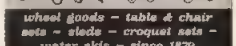
PAYTON PRODUCTS INC.
200 AVE. FIFTH N.Y. 10, N.Y.

GARTON



America's Profit Line

wheel goods – table & chair sets – sleds – croquet sets – water skis – since 1879



Garton TOY COMPANY
SHEBOYGAN • WISCONSIN

The Unforgettable Gift..a bouffant doll from our Italian collection

Exquisite in every detail from fabulous coiffure and delicate features . . to the rustle and sweep of hoop skirt and pantaloons

ARAIANNA $20.00

So sweet and sedate. Beautiful gray green eyes open and close, have long curly lashes. Beautiful, detailed features surrounded by halo of silky nylon rooted hair. Beribboned bonnet matches print check dress. Parasol included. Araianna is blown polyethylene. 16 inches high. Shpg. wt. 3 lbs.

79 N 3469C..... $20.00

CAROLA $15.00

As fresh and gay as the springtime flowers adorning her rich taffeta lined velvet dress with 9 rows of lace trim. Smart swept up hairdo frames her beautiful young face. Real looking eyes open and close, have long curly lashes. Polyethylene. 14 inches high. Hand made patent leather shoes. Shipping weight 2 pounds 14 ounces.

49 N 3470C $15.00

CRISTINA $30.00

Certainly the belle of the ball . . so luxuriously dressed in a sweeping gown. She carries a silk taffeta parasol, wears hand-made patent leather shoes. This 24 inch demure damsel has radiant brunette rayon rooted curls. Finely chiseled features . . from gorgeous opaline moving eyes, dark lashed . . to small cleft chin. Enchanting signorina of polyethylene.

79 N 3467L Shipping weight 10 pounds $30.00

3 delightful kitty dolls with wash-and-comb hair, wistful faces sculptured by famous Italian craftsmen, long lashed go-to-sleep eyes. All are 15 inches tall, made of vinyl. They wear vinyl shoes, full pettislips, knit panties and socks.

Long ponytail, plaid outfit

1 Chic blue-eyed Miss with swingy blonde hair wears a blue knit cardigan. Plaid trim on sweater matches pleated wool plaid skirt. White socks. Shipping weight 1 lb. 8 oz.
49 N 3516 . . . $7.98

Bubble-cut hair, black vinyl coat

2 Platinum hued hair contrasts smartly with leatherette easy snap-close coat, pert hat. Doll wears red cotton dress, socks. Shpg. wt. 1 lb. 8 oz.
49 N 3515 $11.98

Kitty the Bonomi Fashion Doll from Italy

italocremona

Flip-up hair, velveteen dress

3 Cranberry pink party dress of cotton velveteen complements doll's chestnut hair. Lace-edged collar, cuffs, dress front. Shipping weight 1 lb. 8 oz.
49 N 3369 $7.98

Outfits for every occasion . . made in Italy for your Bonomi Doll

4 **Resort Set.** Chic cam digger cotton pants. Print jacket and hat.
49 N 3375—Wt. 4 oz. $2.98

5 **Foul-weather Set.** Plastic rain cape. Slacks, knit shirt.
49 N 3379—Wt. 5 oz. $3.98

6 **Plaid Dress.** Fringed scarf tie and roomy hem placed pockets.
49 N 3374—Wt. 4 oz. $3.98

7 **Sweater Set.** Knit cardigan. Perky pleated skirt. Cotton.
49 N 3377 Wt. 4 oz. $2.98

8 **Wool Coat Set.** Warm lined coat. Chin-tie hat. Rayon print dress.
49 N 3382 Wt. 5 oz. $5.98

9 **Nylon Ball Gown.** Lacy white overlay caught in scallops.
49 N 3386 Wt. 5 oz. . . . $5.98

10 **Beach Set.** 1 piece play suit. Hooded terry jacket. Cotton.
49 N 3376 Wt. 4 oz. $2.98

11 **Lace-trimmed Pajama.** So feminine for leisure hours. Cotton.
49 N 3384—Wt. 4 oz. . $2.49

Dolls not included with outfits

Toys to Develop your Child's Interest in Music

(A) 25-KEY TABLE TOP BABY GRAND PIANO. An inexpensive way to get your youngster interested in playing a musical instrument Keyboard consists of 25 plastic keys including sharps and flats. Tone bar is heavy cast iron member with precision ground alloy music wires inserted to produce a rich, bell-like tone. Attractive Walnut shade finish. Rainbow Way color song book and key chart included. Overall size 13⅞x13½x6¼-inches high Shipping weight 5 lbs.
H-78056A410 ..... **$5.98**

(B) 30-KEY BABY GRAND PIANO WITH BENCH. A well designed replica of Baby Grand Piano—made of finest hardwood finished in Fruitwood Keyboard consists of 30 plastic keys including sharps and flats. Tone bar of heavy cast iron fitted with tone wire to give a range of 2½ octaves, chromatically tuned. Piano measures approximately 15⅛-inches high by 14½-inches deep by 16⅛-inches wide. Rainbow Way Color Song Book and key chart included. Matching bench measures approximately 7¾-inches high by 9-inches long by 16⅛-inches wide Shipping weight 9 lbs.
H-78057A697 ..... **$9.98**

(C) 49-KEY SPINET PIANO WITH MATCHING BENCH. Sturdily constructed of hardwood maple plywood Finished in rich simulated walnut Gracefully tapered legs. Keyboard consists of 49 plastic keys including sharps and flats Tone bar is heavy cast iron member into which are inserted precision ground alloy tone wires. The full 4 octave span is chromatically tuned Piano measures 30⅛x12½x23-inches high Matching Bench measures 14x8x11¾-inches high Rainbow Way color song book and key chart included. Shpg. wt 30 lbs *
H-78058B3097 ..... **$44.95**

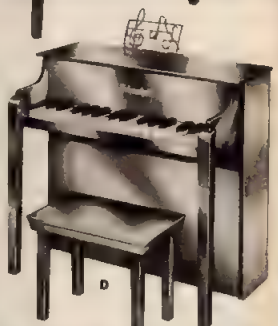
(D) SCHOENHUT 30-KEY SPINET PIANO AND MATCHING BENCH. Made of finest quality plywood finished in Walnut Keyboard consists of 30 ⅞-inch standard width plastic keys — giving you 2½ full octaves, chromatically tuned High precision steel piano wires Piano measures: 10¼-in deep, 13¾-inches wide, 18¼-inches high. Matching bench measures: 6½-inches deep, 10½-inches wide, 8-1/16 inches high Color Song Book and color key chart included. Shpg wt. 17 lbs
H-78051B1440 ..... **$19.95**

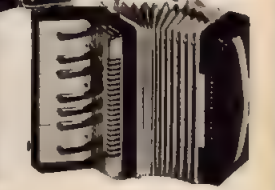
(E) JAYMAR 6-CHORD ELECTRIC ORGAN. Scaled to child size Delicately engineered to produce remarkable rich full-toned music Has 25 regulation sized keys, including sharps and flats, 6 lettered chord buttons, and 43 rust-proof brass reeds which are chromatically tuned; all are unaffected by the weather. Comes complete with music rack, music book and key chart. In short time, child is playing melodies Organ measures 20¼x21x9-inches deep Matching bench measures 11x6½x9¾-inches high Both are finished in Antique White hardwood with Gold-colored legs, and are perfectly matched Shipped with legs unattached; easily assembled without tools. Shipping weight 16 lbs.
H-78059B2465 ..... **$34.95**

(F) EMENEE GOLDEN TRUMPET. Develop your child's interest in music with this gold engraved break-resistant plastic trumpet scaled to child size Comes complete with tuned reed, spare mouthpiece, mute, and instruction booklet In no time at all, child will be playing songs, marches and bugle calls. 13-inches long. Shpg. wt. 1 lb
H-78272A280 ..... **$3.98**

(G) EMENEE WESTERN GUITAR. A fine quality musical instrument. Ideally suited for children and teen-agers; even adults will be tempted to try it Full size—nearly 3-feet long. Attractively decorated with sculptured rodeo and western motif Gives true mellow guitar tone with 6 nylon strings Comes complete with tasseled silk shoulder cord felt pick and easy-to-read instruction booklet Looks well hanging in den, family room or boy's bedroom Shipping weight 3½ lbs.
H-78276A350 ..... **$4.98**

(H) EMENEE GOLDEN ACCORDION. By famous maker of musical toys for children Has many features normally found only on regular professional instruments Full scale piano keyboard for the right hand, plus bass notes and chords for the left hand Contains 52 tuned reeds . . . bellow extends a full 2-feet instrument measures 12-inches high. Made of sturdy lightweight plastic, easily cleaned. Comes with easily followed special music book which enables children to start playing immediately. Carrying case included. Wt. 3 lbs
H-78270A565 ..... **$7.98**





Shipped Freight, Truck or Express.
Pay charges on arrival.

Have a profitable HOOTENANNY with Jefferson Guitars

WYATT EARP GUITAR

No. 71 BLACK

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

LENGTH 30"
DEPTH 3¼"
WIDTH 11" 2½ lbs. each

HAWAIIAN GUITAR

No. 72 CORAL

NEW

HOOTENANNY GUITAR

No. H-4 CORAL

No. H-5 MAHOGANY

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

SPANISH GUITAR

No. 92 BROWN

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
1¾ lbs. each

NEW

COWBOY BANJO

No. 89

LENGTH 24"
DEPTH 2½"
Width 10"
Weight 2 lbs.

CHIPMUNK JAMBOREE GUITAR

No. 78 BROWN

LENGTH 24'
DEPTH 2½"
WIDTH 9½"
1¾ lbs. each

VIOLIN

No. 91 Regular Toy Violin

Length, 22"
Depth, 2½"
Width, 7½"
Weight 2 lbs

BULL FIDDLE

No. 100
Regular
Bull Fiddle

LENGTH 36"
DEPTH 3½"
WIDTH 12½"

Weight, 4½ lbs.

GUITARS

Finished in Ivory with Green or Brown shading, decorated with two harmonizing colors. Equipped with the latest nylon strings.

Each packed in separate shipping container with instructions for tuning and playing.

HOTEL NEW YORKER Room 928

FULL SIZE GUITAR

THE TEXAN

No. 96 BROWN

LENGTH 33"
DEPTH 3½"
WIDTH 12¼"

4½ lbs.

VIOLINS AND BULL FIDDLES

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

JEFFERSON MANUFACTURING CO.

200 FIFTH AVE., NEW YORK 10, N.Y. FACTORY: 2433 N. ORIANNA ST.

ROOM 263 WA 9-8220 GA 5-0595 PHILA. 33, PA.

Quality TOYS by JEFFERSON

Jefferson's Cabin Cruiser No. 901

LENGTH—36"
WIDTH—19"
HEIGHT—33"
WEIGHT—18 lbs.
in shipping carton

ANCHORS AWEIGH!

HOTEL NEW YORKER Room 928

Exciting new pleasure cr
—Junior style

Feel the gentle swaying as you glide effortlessly on sturdy springs reinforced with ball-bearing casters.

- Sleek modern design
- Sturdy construction
- Flexible bumper guard
- Safety features
- Just like Dad's

THE VICTORIAN

No: 800 Toy Piano & Bench
2½ full octaves
30 key floor model
Length 24¼" Width—22¼" Height – 18¼"
14½ lbs. Each in shipping carton

A large piano finished in antique white with period decorations in gold. A fine piano for the youngsters to spend many hours in the enchantment of candlelight while playing this beautiful in [illegible].

JEFFERSON MANUFACTURING CO.

200 FIFTH AVE., NEW YORK 10, N.Y. ROOM 263 WA 9-8220

FACTORY: 2433 N. ORIANNA ST. GA 5-0595 PHILA. 33, PA.

JOHNNY SEVEN ONE-MAN ARMY!

A big 36 inches long . . . lets you "knock out" tanks, flush snipers, take out pill boxes—all with one gun!

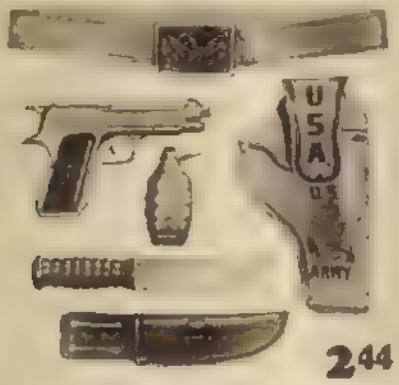
JOHNNY SEVEN GUN Puts all other guns to shame, because it does so many things! Grenade launcher lobs grenades near or far smack into "enemy" position. Anti-tank rocket is long range—no need to expose yourself to "strafing" or snipers' "pot-shots." If you've used up these weapons, and the enemy is closing in, disperse them with the missile launcher and armor-piercing shells—WOW! —you're a military juggernaut! To finish the skirmish, take prisoners with the 12-shot repeating rifle, rapid-fire tommy gun with rat tat-tat sound, and cap-firing pistol—all in the same gun. No batteries needed. Caps not incl. High-impact plastic. Not sold to residents of Mass., Delaware

X 923-1614 A—Shpg. wt. 3 lbs. 11 oz. . . . 6.22

JUNGLE-FIGHTER OUTFIT. Completely camouflaged to blend with surroundings. Sanforized® cotton twill jacket has patch pockets matching trousers. Decorated with ranger's and sergeant's emblems. Plastic helmet

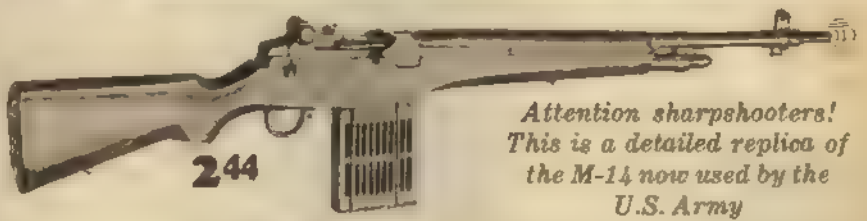
Sizes: Small (ages 4-5), Medium (ages 6-7), and Large (ages 8-10). *State size when ordering*—Small, Medium, Large.

X 923 2729 B—Shpg. wt. 1 lb. 8 oz. 4.44



U. S. ARMY HOLSTER SET. "You're in the Army now" with this pistol and holster set. Military green holster and belt have U. S. Army insignia. Snap-fastened flap locks realistic, cap-firing metal pistol in holster. Embossed eagle buckle on handsome military belt. Plastic knife has military-green leather sheath. Plastic hand grenade. This item not sold to residents of New York City.

X 923 9013 A—Shpg. wt. 1 lb. 8 oz. . . 2.44



Attention sharpshooters! This is a detailed replica of the M-14 now used by the U.S. Army

M 14 INFANTRY RIFLE. An amazingly realistic copy of the famous U. S. Infantry weapon. It's 34¾ in. long, made of rugged, high-impact plastic that has an overall metal and wood-grain effect—hard to tell it from the real thing! What's more, it has a recoiling barrel and rapid-fire sound. Uses 2 "D" batteries (not included—order on page 269). Use Credit Command—see page 283 for details

X 923-1887 A—Shipping weight 2 lbs. 2.44

BOLT ACTION TRAINING RIFLE. Modeled after the famous 1903 Springfield rifle. Pull back the bolt, insert the "bullet," and you're ready for mock firing. Bolt action also ejects shell casing and cocks gun for firing. 10 roll caps (not incl.). Has shoulder strap for steady firing. All pieces made of high-impact plastic, except die-cast metal cap-firing mechanism, bolt, hinge-leaf sights. 31 in. long

X 923-2687 A—Shipping weight 2 lbs. 1.97

FIELD TENT SET. Great to use after a long campaign, or when you've advanced far ahead of your "command post." Erect the easy-to-set up tent in a hurry and you've got a shelter or "field headquarters." Rugged cotton canvas dusk 8 x 6 ft. high. Adjustable helmet camouflaged with realistic leaves. Includes canteen and mess kit for "chow" break. Helmet, canteen **mess kit are plastic.**

X 923 9005 A. Shipping weight 5 lbs. . . . 5.88

Combat field kit—realistic copies of "captured" German gear

BATTLE SQUAD SET ** Souvenir equipment lets you imitate a German soldier. Mannlicher-design rifle has telescopic sight. With cap pistol, holster, belt, poncho, helmet. All pieces are made of plastic

X 923 1606 A. Shpg. wt. 5 lbs. . . . 4.88

** Not sold to residents of N. Y. C.

Ring the bell and light the bull's-eye!

silent electronic rifle

shoots bullets of light!

15.99

ELECTRONIC RIFLE RANGE Improve your marksmanship with this [illegible] target rifle game. A [illegible] 35½ in. outline [illegible] designed plastic rifle shoots harmless, accurate bullets of light. Equipped with telescope-like sight. The target has timing motor that keeps photo-electric bull's-eye in motion and acts as a scoring timer. When you score a hit, the bull's-eye lights up and a bell rings. The sensitivity of the bull's-eye can be set for beginners or experts. Interchangeable [illegible] head targets. Target uses 6 "D" [illegible] batteries [illegible] see page 289 to order). Rifle uses 9-volt transistor battery (not included). Score card included.

X 923-2653 A—9 lbs. Semi-mail.—see page 284..15 99

4.33

- Tommy-Burst® Gun
- Snub-Nose Pistol
- Dura-Hyde® Holster

DICK TRACY
Patrol Squad Set

DICK TRACY SET Gangsters beware! With two guns you're a real crime stopper! Tommy Burst® gun has sliding-bolt action—fires bursts or single shots. 7 in. snub-nose revolver has six "Shootin' Shells." Neat-fitting, smooth-draw Dura-Hyde® plastic holster lets you get the "drop" on them. Guns fire caps (not included).

X 923-4105 A—Shpg. wt. 2 lbs. 8 oz. . 4 33

Shoulder Holster Set. Same holster and pistol as above plus ID card, badge and target.

X 923-2919 A—Shpg. wt. 1 lb. 8 oz. 2.99

Guerrilla gun and booby trap set

Versatile booby trap comes in handy when raiding the "enemy"

2.97

GUERILLA GUN FEATURES

- Realistic detail
- Single or rapid fire
- Smoking barrel

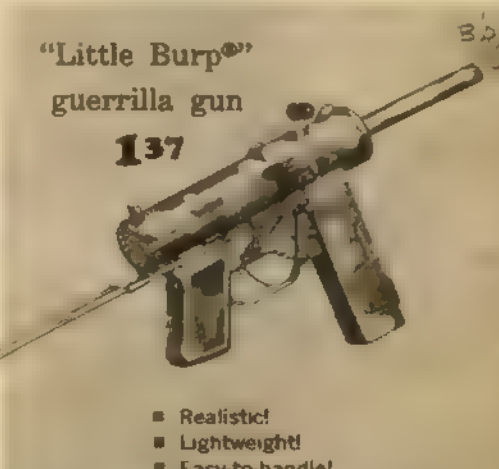
GUERRILLA GUN AND BOOBY TRAP SET Guerrilla gear gives you all the versatility you need for [illegible] conquest. Gun has authentic-looking jungle camouflage, fires rapid burst of caps like a real tommy gun—fires single shots too! Sling carrying strap, bolt action. Uses caps (not incl.). Booby trap [illegible] be used [illegible] a variety of ways—designed to [illegible] enemy [illegible] trap. Gun can be [illegible] separately—see below.

X 924 1886 A—[illegible] oz. Set 2 97

X 923 1770 A—Gun only. 1 lb. 11 oz.....2.44

"Little Burp®" guerrilla gun

1.37

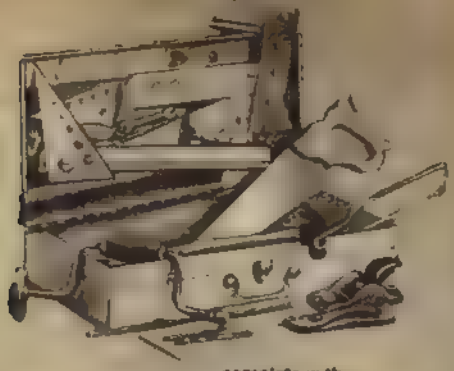


- Realistic!
- Lightweight!
- Easy-to-handle!

LITTLE BURP GUERRILLA GUN. A compact jungle gun that's the perfect size for close in-fighting. Camouflaged with wire stock and smoking barrel. Turn the crank for rapid-fire bursts, pull trigger for single shots. Easy to load, fire and handle. Fires caps (not incl.). Rugged plastic construction, metal firing parts.

X 923 5094 A—Shpg. wt. 13 oz. 1.37

SAVE THIS CATALOG—toys will be available till September 20, 1965



4.29 complete with sturdy steel chest

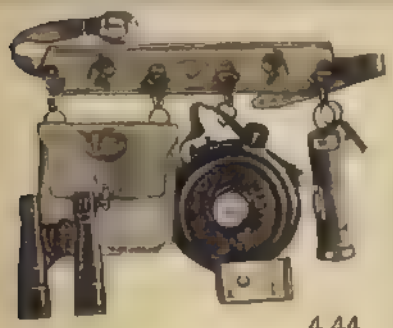
Tool set for "handymen"

20-PIECE AMERICAN TOOL CHEST For young handymen 4 to 9 years of age. Every piece is made with exacting care. Includes brace, assorted drill bits, spring steel handsaw, 12 in. hammer, coping saw, pliers, level, cast iron plane, steel square, plus screwdriver, ruler, sandpaper, nails, wrench, triangle and 16½ x 8 x 9½ steel chest. Charge it—see page 283 for complete details.
X 923-7058 A—Wt. 5 lbs. 8 oz. . . 4.29

JUNIOR-SIZED TOOL SET

36-PIECE AMERICAN TOOL CHEST. So rugged and realistic that Dad will want to use these tools. 36 pieces include brace, 5 assorted bits, cast iron vise, tempered spring steel handsaw, keyhole saw, coping saw, cast iron plane, 12 in. hammer, pliers, wrenches, large wooden mallet, wire stripper, screwdriver, steel square, and lots more! Complete with handsome steel carrying chest, 18½ x 10½ x 3 in. Instruction manual is included. Basic set designed for ages 6 to 16.
X 923 7009 A—Wt. 9 lbs. 6.88

6.88



4.44

For complete camping fun

LEATHER CAMPING BELT SET. A must for all young adventurers. Made of sturdy, genuine tooling cow leather. Clips hold bamboo reeds. Comes with large size canteen, compass, whistle, flashlight (uses 2 "D" batteries—not incl. * *), binoculars, adhesive bandages and a roomy leather pouch to hold odds and ends.
X 923 7041 A—2 lbs. 8 oz. . . 4.44

3.44

For beginning "carpenters"

17-PIECE AMERICAN TOOL CHEST SET. A work set that lets a boy experiment and learn while having fun. Includes tempered spring-steel hand saw, pliers, square, screwdriver, hammer, plane, wrench, coping saw and many other work tools too. Everything fits in the sturdy steel carrying case. Instructions. For boys ages 3 to 9.
X 923 7017 A—Wt. 3 lbs. 5 oz. 3.44

complete workbench has pegboard, full set of tools

9.99

JUNIOR WORKBENCH. Perfect for young craftsmen 6 to 16. Kindergarten work table sturdily built for long service. Wood construction, pegboard back. Complete with large roomy tool drawer, tray, tool assortment, wrench, punch, hammer, handsaw, brace, bits, plane, pliers, screwdriver, coping saw and more. Overall height is 38½ in. Table height is 28½ in. Work area is 30 x 16 in.
X 923 8296 A—Wt. 8 lbs. * . . . 9.99

3.77

For tool-totin' workers

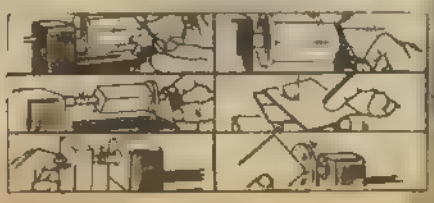
11-PIECE DELUXE TOOL HOLSTER SET. Handsome full-grain leather belt, tool loops and holster. With friction tape and holder, 2-ft. folding rule, alloy steel tools, 9-oz. claw hammer, putty knife, tack hammer, slip joint pliers, screwdriver, square, and flashlight (uses 2 "D" batteries—not incl. * *). Charge it—see page 283.
X 923 7033 A—Wt. 2 lbs. . . 3.77

* Semi-malleable—see page 284
* * Order batteries on page 269.

7-TOOL POWER WORKSHOP!

[1] **KENNER MOTORIZED WORKSHOP.** 7 high-impact plastic snap-on power tools: drill, saw, sander, screwdriver, [illegible] bed plus attachable woodlathe, [illegible] boring machine, [illegible] saw, coping saw and sander. Complete with colorful polyurethane foam "lumber," balsa wood, paint, brush, adhesive, and illustrated project book full of instructions for making planes, cars, boats, name signs, bird houses, and many, many more! Designed for safety—motor stops at the press of a finger. Operates on 3 "D" batteries (not included). * * Charge it—see page 283 for details.
X 923 7496 A—Wt. 4 lbs. 8 oz. 3.77

Plastic Lumber Kit. Additional plastic and wood for making more toys with set above.
X 923 7504 A—Wt. 10 oz. 1.66



Make everything from boats to bird houses!

3.77

GUNG-HO COMMANDO KIT!

8.66

Over 30 pieces . . . featuring a sturdy replica of a .50-cal. machine gun with:

- flashing muzzle!
- rapid-fire sound!
- recoiling barrel!

GUNG HO SET. You can "mop-up" any area when you've got this "lightin' man's" equipment. First you hit 'em with the .50-caliber machine gun, made of sturdy plastic with easy-to-set-up metal tripod legs. It's so realistic even the ammunition belt advances as gun is fired. To back machine gun up, you have a 7-in., cap-firing, .45 automatic pistol, with holster and fully adjustable belt. A plastic grenade adds to your firepower. Set also includes camouflaged helmet, walkie-talkie, knapsack, canteen, mess kit with utensils, battle map and case, real compass, I.D. tags, and more! All pieces are plastic. Not sold to residents of N. Y. C.

X 923-1646 A—Wt. 6 lbs. 8 oz. . . . 8.66

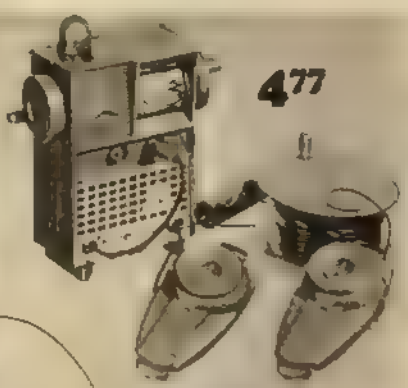
Lead your own squad into combat!

M-1 CARBINE.* An exciting replica of a gun used by the U. S. Army. Made of camouflaged, olive-green high-impact plastic with metal cap chamber. Has 50-shot cap-firing repeater action—lift-up loading. 2 big, long-range plastic grenades give you combat versatility—slip grenade into launcher underneath barrel, flick metal release mechanism, and FIRE! 34-in. long. With plastic shoulder strap

X 923-1622 A—Shpg. wt. 2 lbs. 8 oz. 1.97

K-23 PARADE RIFLE. "Tenshun! Hup two,three . . . company halt! Get in on the parade action with this "Official Kadets of America TraineRifle." Bolt-action gun has walnut finished wood stock, steel parts, nickel-plated barrel and bolt, adjustable web sling, detachable rubber bayonet. Operating bolt has dummy bullet, clicker trigger. 33 in. long. Kadet Book included

X 923-2620 A—Shipping weight 3 lbs. 3.97



"MONKEY" DIVISION FIELD PHONES. Keep your "attack" well organized with a communications system that really works! Contact advance troops, supply depots, headquarters, or any place you designate. Just lay the communication wire and begin talking . . . so simple to operate. Works indoors or out. String it from room to room or around corners for secret "pow-wows." This realistic set comes complete with signal generator, reel 20 feet of wire and two electromagnetic phones. Generator runs on one standard "D" cell battery (not included—to order, see page 269)

X 923-1630 A—Shpg. wt. 2 lbs. 8 oz. . . . 4.77

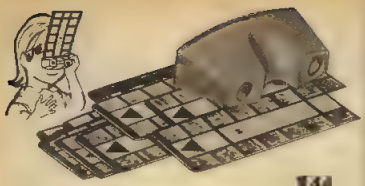
Detailed replica of air-cooled camouflage-color machine gun

- *flashing action!*
- *recoiling barrel!*
- *rapid-fire sound effects!*

50-CALIBER MACHINE GUN. Looks real! Rapid-fire machine gun modeled after U. S. Army original. Pull trigger, and flashing, recoiling barrel, "rapid-fire" noise simulate actual bullet firing. Camouflaged colors—great for backyard warfare. Made of high-impact plastic, mounted on 18-in. steel tripod legs. 28¼ in. long overall. Uses two "D" batteries (not included—order on page 269)

X 923-2810 A—Shipping weight 3 lbs. 3.88

* Not sold to residents of Mass. and Delaware.



1.44

KENNER'S DELUXE SEE-A-SHOW STEREO VIEWER. See 15 exciting shows—105 stereo scenes of favorite TV characters. 3-D pictures look so real you feel you're right there. Some of the shows include: Dennis the Menace, Mr. Ed, Dick Tracy, Mr. Magoo, Superman, the Three Stooges, and many, many more.

X 924-1753 A—Shipping weight 8 oz..... 1.44

KENNER'S GIVE-A-SHOW® projector with slides

5.88

DELUXE PROJECTOR provides full-color pictures up to 5 ft. sq. on wall, ceiling, or other surfaces. 186 color slides (35 mm) just snap switch and pull the slides through plastic projector. See 24 of these TV favorites: The Flintstones and Pebbles, Huckleberry Hound, Yogi Bear, The Jetsons, Quick-Draw McGraw, and all their friends. And you get a special super-fun bonus with the Deluxe Projector Set: 4 kaleidoscope film strips with kaleidoscope lens and focusing tube. Draw and project your own shows in COLOR over and over on 14 clear, reusable "draw-and-wipe-off" slides with green, red, and black coloring pencils. 21½ in. long—Uses 3 "D" batteries (not included—order on page 269). Like it? Charge it! See page 283.

X 923-6829 A—Wt. 3 lbs. 2 oz.....5.88

Projector above, with 116 slides, 16 shows. Kaleidoscope and drawing extras are not included.

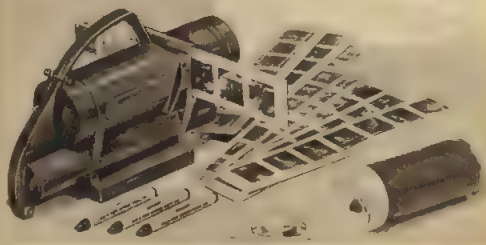
X 923-6837 A—Wt. 2 lbs..... ...3.57

Big color shows—4 ft. wide!

5.44

MAGNAJECTOR projects up to 4 ft. wide in actual color. Uses 4-in. picture of object—no slides or films required. Uses magazines, comics, newspapers, snapshots—full color or black-and-white. Black plastic case with insulated socket for 60-watt bulb (not incl.). On-off switch, twin focusing lens. 110-120 volts, AC-DC. UL listed.

X 923-6852 A—Shipping weight 2 lbs.... .... 5.44



Show slides, "funny fotos," comics, toys—almost anything!

8.99

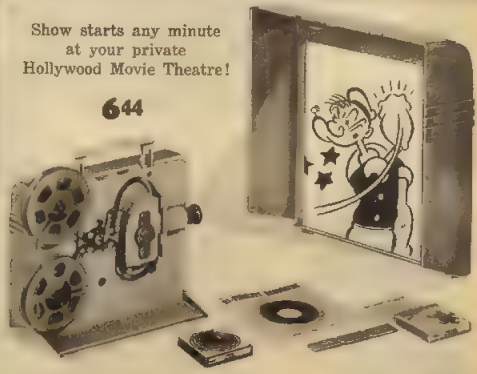
Projects an image up to 4 ft. sq.

KENNER'S SUPER-SHOW PROJECTOR offers an endless variety of shows. You can project pictures, coins, model trains, animated cartoons, toys—anything that fits the Play Area beneath the projector (a space 36 inches sq., 2 in. high). You can even project as you draw your own color shows. Shows real pictures sharp and clear. Has 12 action slide figures of TV favorites—you make them dance and play. Also, magic drawing wand, 8 crayons, 4 cut-out funny photo-masks and adapter for showing 8 new color TV shows, 56 slides. High-impact styrene. 15 in. long with 3 metal legs and curtain. 110-120 volts, AC-DC—uses 100-watt bulb (not included). UL listed. Charge it—see page 283 for complete details.

X 923-6845 A—Shipping weight 7 lbs. 8 oz.. . . ...8.99

Show starts any minute at your private Hollywood Movie Theatre!

6.44



HOLLYWOOD MOVIE THEATER is great fun for kids of all ages. Everything's here from films to tickets. Includes an 8mm plastic movie projector, manual crank rewind. Two 25-ft. film reels, and a clear white screen. One take-up reel. Youngsters will love to hand out admission tickets, and use the authentic-looking manager's card. With a 7-in., 45-rpm "barker spiel" record, old-time music. Instructions. Uses 2 "D" batteries (not included—order on page 269).

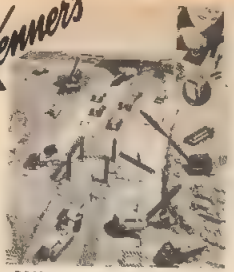
X 923-6860 A—Wt. 2 lbs. 7 oz..... 6.44

Extra films for Hollywood Theater. Three 25-ft. reels of 8mm films. Includes a cartoon, western, and comedy.

X 923-6878 A—1 lb.....1 pkg. of 3, 2.69

MOLDMASTER COMBAT SET — Electric molding machine for injection molding of real plastic toys. Complete with 9 different molds, 4 bags of reuseable plastic in different colors, metal parts, adhesive, paints and brush Mold and assemble a complete combat division of over 50 pieces, then remold them into something else
1410/897 **LIST $13.95**

Kenner's



ROAD BUILDER MOLDMASTER SET — mold and assemble up to 50 solid plastic action-models of construction equipment, HO scale Then remold into something else. Complete with 9 molds, plastic accessories, paints.
1411/897 **LIST $13.95**

MATTEL INC. TOYMAKERS

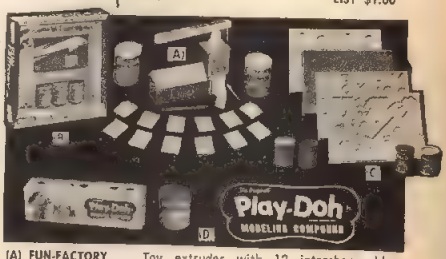
VAC-U-FORM—New toy and hobby concept. Sturdy metal unit actually forms plastic reproductions of any small object: planes, boats, cars, jewelry, decorations, signs, etc Includes molds, plastic sheets, paints, cement, clay; 28 page instruction booklet Thousands of safe fun hours.
422/897 **LIST $16.00**

EXTRA MOLD FORM KITS—Choice of Disguises, Airplanes, Boats, Jewelry, Cars and Trucks, Letters and Numbers, Car Parts Kit
400/69 **LIST $1.00**

EMENEE

FORMEX 7 MILITARY CASTING SET — New casting unit uses regular electric light bulb to safely melt Formex 7 Compound then pour into casting molds, dip into cooling realistic, wonderful toys for military maneuvers. Formex 7 is reuseable
4000/497 **LIST $8.00**

FORMEX 7 DOLL CASTING SET — At last! A casting set for girls to let them make a whole family of adorable dolls. Set includes natural color Formex 7 and paint set
4005/497 **LIST $8.00**



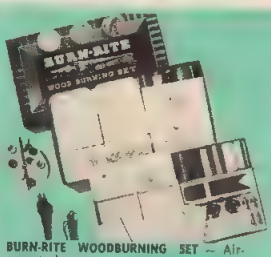
(A) **FUN-FACTORY** Toy extruder with 12 interchangeable modeling dies to form an endless variety of play shapes, for countless hours of fun Set includes Play-Doh modeling compound, trimmer, instructions
450/267 **LIST $4.00**

(B) **FUN FACTORY JR.** – Smaller extruder, with slide-thru die strips Created for pre-school, nursery and kindergarten. Includes Play-Doh modeling compound
900/139 **LIST $2.00**

(C) **COLORING TRAYS** — New concept! Child colors with Play-Doh, using different colors in depressions in tray showing nursery figures, numbers, letters.
500/139 **LIST $2.00**

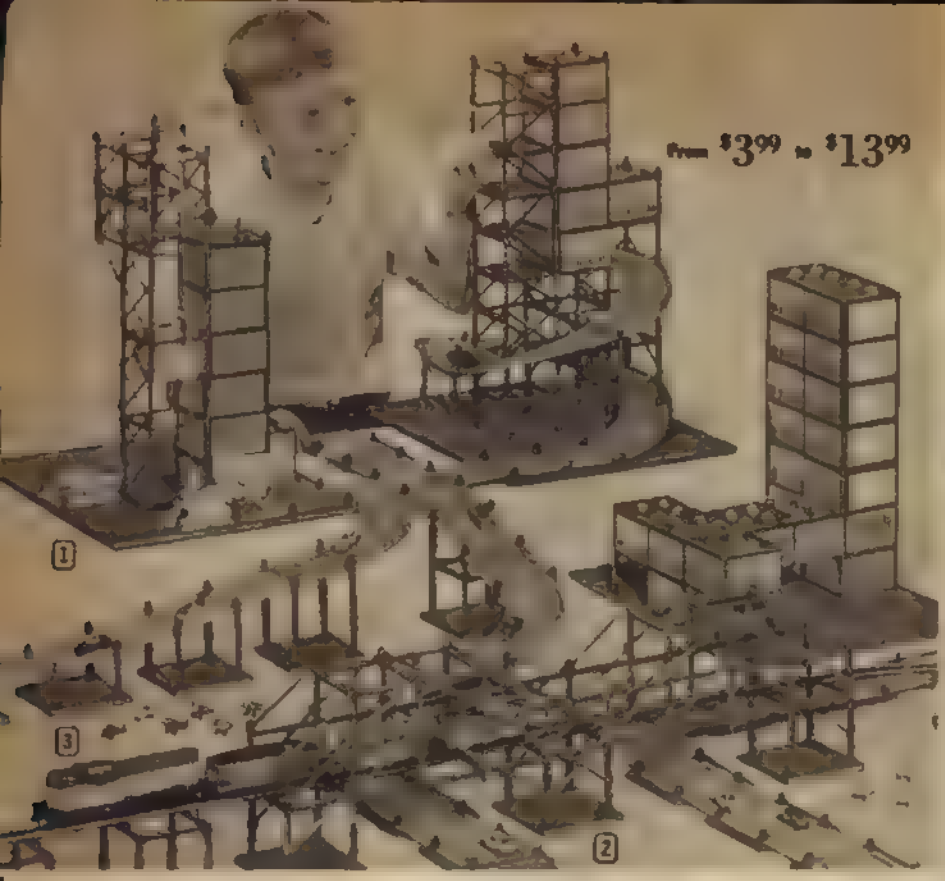
(D) **PLAY-DOH MODELING COMPOUND** Four Pak, with color-blend chart. Cans of red, blue, yellow, and white
259/69 **LIST $1.00**

SENIOR CAST-RITE CASTING SET—For the serious hobbyist: 3 figure mold, electric stove, ladle mold clamp, 24 pigs of casting metal, paint, brush, – complete instructions.
5710C/667 **LIST $9.95**



BURN-RITE WOODBURNING SET — Air-cooled electric pen engraves on 8 basswood plaques with designs, 3 hot plates, tie rack, leather coasters Includes 4 screw-on over points, color leaf foil, artist's pallette and brush, etc.
5705/333 **LIST $5.00**

BURN-RITE LEATHER CRAFT SET—Combination leather tooling and burning pen for work on top grain leather parts for pencil case, change purse, comb case, ident tag, book-mark, coasters, etc Also includes color leaf foil, craft pattern transfer sheet, lacing.
5445/333 **LIST $5.00**



DOUBLE THE ACTION WITH A

Hydro-Dynamic Plant

Create your own bottling plants or refineries—just like the real ones. Hydro-Dynamic building sets have hydraulic action pumps. You can pump multi-colored liquids through transparent pipes and tanks. Then open or close valves to direct liquids throughout the system. Speed up or slow the fluids; try mixing them. All plastic parts in assorted colors. Motors use "D" batteries. See Page 301 for batteries.

4 **Create your own night railway**—Pump it, Pipe it, and Light it; complete with roadways for your "heavy" trucks. Deluxe set has: electric lights—634 parts: 2 motors, velocity meter, water wheel, tanks, scales, automatic siphons, sprays, float valve, color tablets, to identify water in different pipes, roadways, girders, and a sturdy plastic hose. Uses 4 "D" batteries. *Mailable.*
48 T 2516 M—Ship. wt. 7 lbs. 12 oz. **$13.99**

Standard Set has 437 parts; a motorized pump and switch, scale, velocity meter, spray, float valve, automatic siphon, roadways, girders, and many more. Color tablets give ready identification to all pipes and tanks. Uses 2 "D" batteries.
48 T 2515 M—Ship. wt. 5 lbs. 12 oz. *Mailable*.. **$9.99**

Charge Your Toys—No Money Down
See Page 367 For Credit Information

Have Fun...Develop Engineering Talent Too

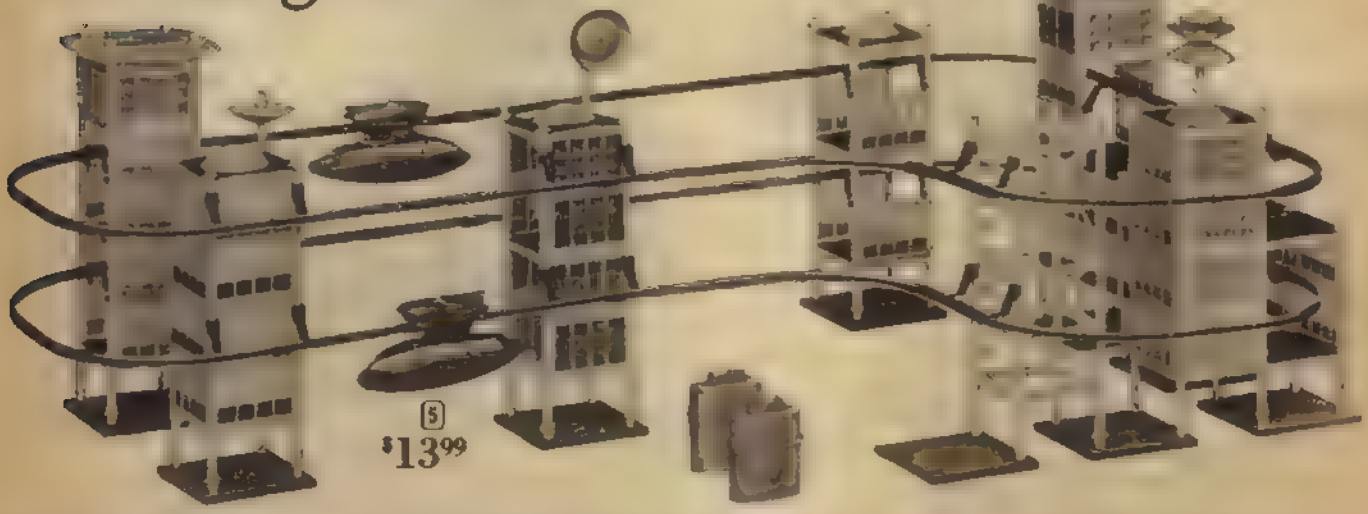
1-2 **A Realistic Challenge for Young Engineers:** build buildings, turnpikes, bridges of their own design. Can be used with HO to O gauge trains. Kenner sets have all plastic snap-on pieces with interlocking girders like real structural steel frameworks. Multi-colored snap-on panels complete the sides of structures you build. Motorized sets need 2 "C" batteries per motor. See Page 301 for batteries. Miniature cars and planes (shown) sold on Page 279

1 48 T 2522 M—Deluxe 921-piece 2-motor building set; builds assorted modern buildings, bridges and turnpikes. Ship. wt. 11 lbs. 8 oz. *Mail*.. .$13.99
48 T 2521 M—675 pieces; one motor building set. Ship wt. 7 lbs. 12 oz. *Mailable*.... ..... . **$9.99**
48 T 2513—612-piece building set without motor. Shipping wt. 6 lbs. 8 oz. **$7.99**
48 T 2529—291-piece building set without motor. Shipping wt. 3 lbs. 6 oz. **$4.79**
48 T 2502—145-piece Motorizing Kit for all Kenner sets. Ship. wt. 2 lbs. 4 oz. **$3.99**

2 48 T 2525—549-piece bridge and turnpike set builds a variety of fascinating roads and bridges; no motors. Can be combined with deluxe set. Ship. wt. 4 lbs. 11 oz. **$6.66**

3 **HO Trains** described fully on Page 299. Use with any Kenner set to increase realism.
48 T 3091 X—Ship. wt. 3 lbs. 8 oz. **$15.88**

Sky Rail



5 **Bring the World's Fair Home.** Construct ultra-modern sky stations, sky ports, towers, terminals, and heliports—add to Kenner sets above. Battery operated Sky Cars are remote controlled. 2 car set creates exciting race; see Page 301 for batteries.

Deluxe Set has 753 parts and 2 cars with headlights. Needs 4 "D" batteries.
48 T 2539 M—Ship. wt. 9 lbs. 6 oz. 18-ft. sky rails incl. *Mailable* **$13.99**
Beginners' Set has 481 parts and 1 car with headlight, needs 2 "D" batteries.
48 T 2509 M—Ship. wt. 4 lbs. 13 oz. 9-ft. sky rails included. *Mailable*. . **$9.99**

8 9 Genuine Leather—Holster Style—Adjustable Tool Belt Sets. Flashlights take 2 "D" batteries (not incl.). See Page 301 for batteries

(8) Exclusive Wards 22-piece Holster Belt Set. Young workmen can use: saw scabbard and saw, hammer holster with hammer, needle nose and regular pliers; Phillips and regular screw drivers; 6-in. adjustable wrench; 3 open-end wrenches; folding rule; friction tape, pencil, key ring; flashlight.
48 T 2476—Ship. wt. 3 lbs. 8 oz. ..... 22-pc. Set $5.49

(9) Holster Belt (see sketch) similar to (8) but 7 pcs. Includes: holster belt, hammer, pliers, screwdriver, flashlight, folding rule, friction tape.
48 T 2472—Ship. wt. 2 lbs. 4 oz. $2.98

Old Time Skate Scooter—You Make It

10 Dads will remember the old Box Crate Scooter. Now, Kids can enjoy their own skate scooter; they even get a "Skate Scooter Sports Club" emblem with every set. Featuring weatherproof rubber shock absorbers and ball bearing skate wheels. Pre-cut and pre-dried top grade lumber, shipped unassembled so junior can build his own. Clear instructions in colorful gift box. Overall: 27 in. high, 24¾ in. long. Add a touch of color, order Paint Kit below. Enroll kids in skate scooter club now by getting the skate scooter.
48 T 2527 M—Ship. wt. 5 lbs. *Malleable* $2.98

Wood Burning Sets

12-16 Featuring Exclusive Air Cool 7-in. Wonder Pens are designed so that they will not roll off a table. UL Listed pens have interchangeable brass points for different types of burning jobs (except 16). Learn to create beautiful burned patterns. Instructions with each set.

(12) Master Woodburning Set gives you a wide range of projects. Learn to monogram wood, leather, cork, or foil. Paint colored pictures in sand with paints and colored sand. Make and decorate a 13-piece 18x12-in. serving tray; build a tie rack. "Burn" 6 pre-sketched plaques that make beautiful wall decorations; get 4 cork coasters, and bookmark. Pen and 5 points. 17x10-in. double tray metal carry case
48 T 2694—Ship. wt. 5 lbs. $8.66

Woodburning

Build Bird Feeders

11 Kits "Just For The Birds" are: one classically shaped bird feeder and one nesting shelter that will dress up any patio, garden, or porch. Materials: Ponderosa Pine and sterilized nails; illustrated instructions. Precut wood pieces allow easy assembly. Bird Feeder and Shelter designed for birds up to the size of Robins
48 T 2535—Ship. wt. 2 lbs. 2 oz. $2.98

(13) Senior Woodburning Set lets you decorate a pair of Pre-sketched Deer design bookends; 4 plaques; 4 coasters. Try painting the burned designs and monogramming with transfer sheets and one of 5 interchangeable pen points for the pen. Double tray metal carry case. 14x17 inches.
48 T 2693—Ship. wt. 3 lbs. $6.77

(14) Large Set makes a wall shelf, and tie rack that can be decorated. 6 wood plaques plus 4 cork coasters. Paints and pen with 2 different points for monogramming.
48 T 2622—Ship. wt. 1 lb. 8 oz. $2.88

(15) Deluxe Set makes book ends, a jewel box, 4 cork coasters, and a bookmark. Contains 6 wood plaques, colored sand to make 6 sand pictures, watercolors to paint. Learn to monogram with 4 interchangeable pen points and transfer sheet; 6 rolls colored foil.
48 T 2623—Ship. wt. 3 lbs. 8 oz. $4.77

(16) Small Set for beginners has 2 wood plaques, 2 cork coasters, and 3 piece napkin holder to build. Paints, transfer sheet, colored leaf foil and pen with tip.
48 T 2621—Ship. wt. 14 oz. 8 oz. $1.77

Spray Enamel

17 Paint Up—Decorate and Preserve Hobby Projects. Instant drying enamel paint comes in a triple pack with a can of red, blue, and yellow. Use on wood, metal, paper, or plastic. A valuable aid in hobby projects.
48 T 2446—Ship. wt. 1 lb. 2 oz. $1.55

SAVE THIS CATALOG—
Toys Available Until October 1, 1964

18 Project Pack for woodburning. Five new and useful projects which anyone can burn and decorate. Complete instructions, paints, and parts insure foolproof assembly. Make: tie rack, letter holder, key rack, pen holder, and shelf.
48 T 2664—Ship. wt. 13 oz. $1.97

16 Assorted wood plaques that will go with any set above. Wt. 1 lb. 3 oz.
48 T 2625
....$1.77

Kenner's

SENSATIONAL SELL-OUT!!

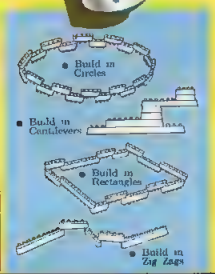
EVEN MORE NETWORK TV!

in 165 MARKETS

PLUS LOCAL SATURATION TV in 100 MARKETS!

Build a Flintstones Playhouse Big Enough for Two

COMMENDED BY THE PARENTS' MAGAZINE



Build . . . Flintstones Style! Build castles, forts, and archways big enough for two children to get into! Build 'em indoors or out. Build Flintstones — style pianos, cars, chairs, tables, traffic lights, TV cameras, totem poles and dozens of other things, including boats that float in wading pool! And extra fun with knock down boulder-ball—it's fun to topple buildings over after they're built! Halves of ball also can be used for foundation pieces and domes of buildings. More year 'round play value than any other toy.

ABOUT **10¢** PER BOULDER

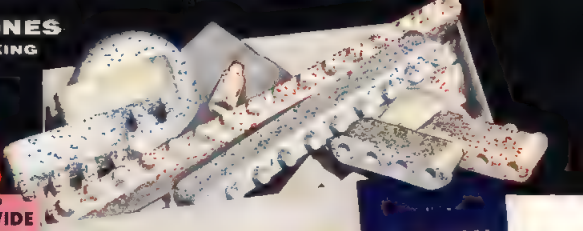
Turn the Page →

KENNER PRODUCTS CO., CINCINNATI 2, OHIO

NEW YORK REP SHOWROOMS • ROOMS 1416-18-20-22-24 • 200 FIFTH AVENUE BUILDING

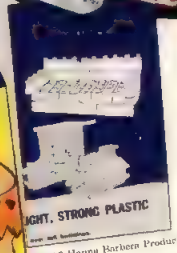
Kenner's FLINTSTONES INTERLOCKING

Building Boulders



INCLUDED IN NATIONWIDE NETWORK TV

3 BIG EXCITING SETS



1963 Hanna Barbera Productions Inc

NO. 1520

155 Giant interlocking Boulders, with plastic roof. Includes 2 Knock-Down Boulder Balls. Full-color 2-piece storage box size 21⅝" x 15¼" x 12⅞". Packed ¼ doz. wt. 20 lbs.

Retail Price Range under **$15.95***

*For trade guidance only and does not signify regular or actual retail price.

Packed ½ dozen wt. 20 lbs.

NO. 1020

100 Giant interlocking Boulders. Includes 2 Knocked-down Boulder Balls. Full-color 2 piece storage box size 18¼" x 12" x 14¼"

Retail Price Range under **$10.95***

*For trade guidance only and does not signify regular or actual retail price.

Packed ½ dozen wt. 13½ lbs.

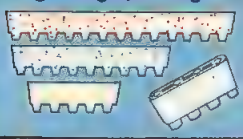
NO. 620

56 Giant interlocking Boulders. Knock-Down Boulder Ball. Full-color 2 piece storage box 15⅝" x 12⅝" x 9⅝"

Retail Price Range under **$6.95***

*For trade guidance only and does not signify regular or actual retail price.

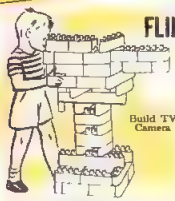
Lightweight, Strong Plastic Boulders



Fits together snugly. Comes apart easily.

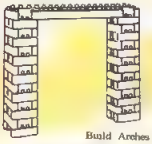
4 sizes from 6" to 24" long, plus Knock Down Boulder Ball 6" in diameter

AS USED BY THE FLINTSTONES ON TV



Build TV Camera

Build Boats that Float in Wading Pond

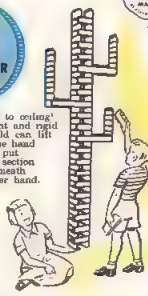


Build Arches

ABOUT 10¢ PER BOULDER

COMMENDED PARENTS MAGAZINE

Strong enough to stand or jump on!



Build to ceiling! So light and rigid child can lift with one hand and put bottom section underneath with other hand.

Patent Pending

MADE IN U.S.A. ©1964 Kenner Products Co., Cincinnati 2, Ohio PRINTED IN U.S.A.

Now Even More NETWORK TV in 165 MARKETS PLUS LOCAL SATURATION TV IN 100 MARKETS!!

Mold and assemble a toy army out of plastic . . even make pistols that really shoot plastic bullets

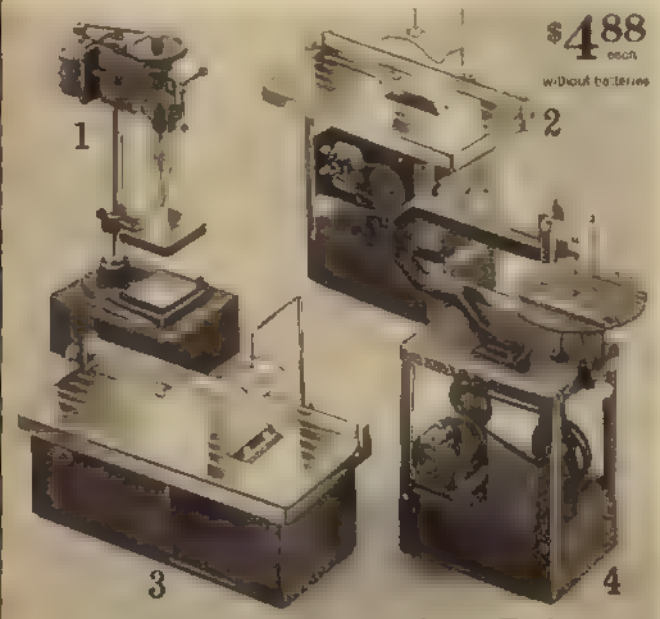
Electric Mold Master by KENNER

$8.99

Now you can make your own toys of plastic using the same injection molding method that toymakers use. Just pour plastic pellets into the 12-inch high Mold Master. They melt under low heat (exterior of machine stays cool) then, push plunger to fill mold. Set includes 9 molds to make an entire combat group in action, *plus* 4 colors of reusable plastic, metal parts, paints. UL listed for 110-120-volt, 60-cycle AC.

79 U 2017C—Shipping weight 5 pounds. $8.99

Extra Plastic Material. 4 colors. Also metal parts for shooting toys.
49 U 2018—Shipping weight 1 pound 8 ounces . . . Box $1.67



$4.88 each
without batteries

Battery-run Miniature Power Tools

For boys 12 or older. Work with wood up to ⅜-inch thick. Heavy-duty steel. From Japan. Each needs 3 "D" batteries, order below.

1 **Drill Press.** Controlled by spring lever. 9x5 in. high.
49U1534 Wt. 1 lb. 4 oz. $4.88

2 **Circular Saw.** Blade moves to vary depth of cut. Fence moves for width. 8x4½ in. high.
49 U 1533—Wt. 2 lbs. $4.88

3 **Planer** with chromed work surface. Moves vertically for thickness. Steadied fence.
49U1527—Wt. 1 lb. 12 oz. $4.88

4 **Jig Saw.** Tilt table for angle. Cutting guard. 9 in. high.
49U1528—Wt. 1 lb. 8 oz. $4.88

49 U 4660—"D" Battery. Wt. each 4 oz. . . . . Each 16c; 4 for 60c

Machine heats plastic sheet . . then you just lift and press on the handle. . *presto*, you've formed another toy

Make your own plastic toys with Mattel's Electric VAC-U-FORM

50 molds for making cars, boats, airplanes, jewelry and disguises . . you even can make your own molds

$8.55

You can make plastic models of any small object . . planes that fly, boats that float, signs, decorations. Vac-U-Form has over 50 individual molds in their own storage drawer. You can make your own molds as well from clay, soap, wood—almost anything.

Includes 65 sheets of plastic in red, yellow, blue, green, clear and chrome color. Paints, cement, clay, brush and cutting tool supplied.

Vac-U-Form is constructed of sturdy metal 17x11x7 inches high. 28-page instruction book with all the details. *UL approved* for 110-120-volt, 60-cycle AC.

49U2021 Wt. 7 lbs. 12 oz. $8.55

Vac-U-Form Refill Material Paks 49 sheets of clear, colored and chrome-color plastic. Each sheet about 5½x 3¾ inches wide.
49 U 2221 Wt. 6 oz. . Box 88c

Power King by MARX

A battery-powered portable workshop for older boys

$12.44 without battery

More than a toy, you get complete home workshop. Has sander, jig saw, drill press, router, lathe, screwdrivers, polishing wheel and mixer by using various attachments. Instruction book shows how to build useful and decorative things. Steel and plastic construction. Ages 8 to 16. Needs 12-volt battery . order below.

49 U 1513M Shipping weight 5 pounds . . . $12.44
49 U 8611M 12-volt Battery. Shipping weight 10 pounds. . 4.44

Be the fastest "Six-Gun" with this

Quick-Draw Double Holster Set

Load like real six-shooters . . just insert cap bullets into cylinder **$3.99**

With these 11-inch Remington pistols you can take on any gunfighter. Stick single shot caps on back of 6 metal play bullets. Cylinder revolves with every squeeze of trigger. Holsters with leg ties hang just right for quick draw. Holsters and full-contoured belt have Western-style tooling on natural-finish *top-grain cowhide* . . won't crack like split-grain leather. Belt fits 22 to 29-inch waist.

49 U 2742—Shipping weight 2 pounds 12 ounces $3.99

Top-Hand Double Holster Outfit

$2.97

Low in price but features top-grain leather belt and holsters in the popular new *quick-draw* styling. 8-inch, 50-shot repeater pistols have bone-like grips. 6 play bullets. Leg ties. Fits 22 to 28-in. waists.

49 U 2741—Shpg. wt. 1 lb. 14 oz. $2.97

$1.99

Wrangler's Double Holster Set

Low priced yet has detailed Western-design holsters in top-grain leather. 8-inch pistols break open to load 50-shot roll caps. Fits 21 to 26-inch waists.

49 U 2740—Shpg. wt. 1 lb. 12 oz. . . $1.99

$3.99

Roy Rogers Buckskin Set

Here's real firepower—two 10½-in. guns each shoot roll of 250 caps. Contour belt and holsters are natural buckskin and top grain cowhide decorated with silver-color studs, leg ties. 6 play bullets. Fits 22 to 31-in. waists.

49 U 2748—Shipping weight 2 lbs. 12 oz. $3.99

$2.99

Roy Rogers "Low-slung" Set

Favored by the quick draw boys because guns hang low in easy reach. Two 8-inch, silver colored pistols hold 50 caps. Top-grain cowhide. 6 play bullets. Fits 20 to 29-in. waists.

49 U 2747—Shpg. wt. 1 lb. 14 oz. $2.99

$2.98

Quick-Draw Single Holster Set

Same big revolving cylinder gun with insertable plastic bullets as in set above at left. Top grain cowhide holster with nail head design. Fits 22 to 28-in. waists.

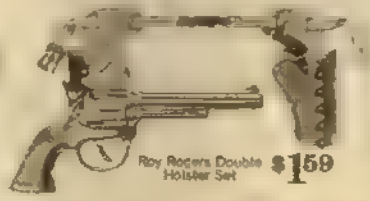
49 U 2739—Shpg. wt. 1 lb. 14 oz. [illegible]

Miniature Sets for tiny cowboys

Pat & Scotty Holster Set **$1.99**

Includes 27-inch automatic "flip-action" rifle in plastic and metal; two 6-inch, silver colored pistols, colorful leather holsters, adjustable belt. Rifle shoots roll caps. Pistols shoot single caps.

79 U 2753C—Shipping weight 2 pounds. . . . $1.99



Roy Rogers Double Holster Set **$1.59**

Sized for little fellows but looks like big brother's outfit. Guns are 6½ inches long, fire single-shot caps. Holsters made of top grain leather. For 16 to 21-inch waists.

49 U 2736—Shipping weight 14 ounces. . . $1.59

$1.88

Top-Hand Single Holster Set

Top grain leather belt, quick draw holster. 8-inch, 50 shot repeater pistol. Includes 3 play bullets and trophy buckle on belt. Fits 21 inch to 26-inch waists.

49 U 2738—Shpg. wt. 1 lb. 4 oz. . . . $1.88

NOTE: Caps are not included with any cap-firing toy

Build operating elevators, cranes and bridges . . expressways, skyscrapers, too

KENNER MOTORIZED SETS

$9.99 and $13.99 without batteries

Build and run almost any power-operated structure. All you do is snap together the skillfully engineered basic parts. Then watch them come to life with the battery-operated motor units. Plastic buildings are sturdy enough to be picked up, carried. All sets include illustrated planning book to make building easier.

Deluxe 921-piece Set. 2-motor Girder, Panel, Bridge and Turnpike Building Set. Two motors have switches, lights. Pulleys, cables, elevator cabs motorized parts. Order 4 "C" batteries.
79 N 2348C—Shipping weight 11 pounds . . . . Set $13.99

675-piece. 1-motor Bridge, Turnpike, Building Set. Uses 2 "C" batteries . . not included, order below.
79 N 2346C—Shipping weight 8 pounds . . . . . Set $9.99
79 N 4665—"C" Battery. Wt. ea. 2 oz. . . 2 for 32c; 4 for 60c

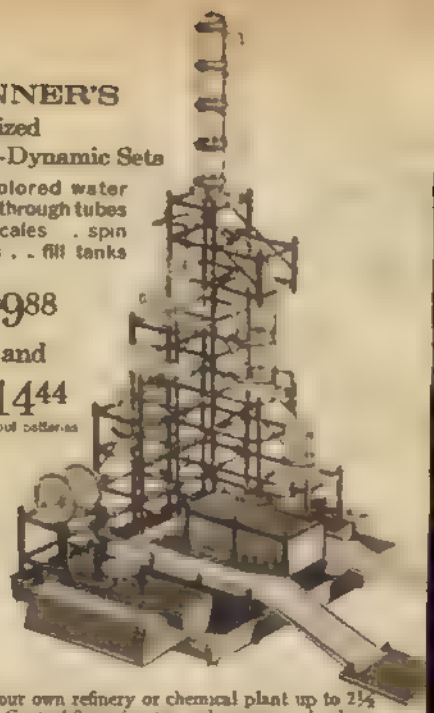
605-piece. Bridge, Turnpike and Building Set. Without motor.
79 N 2323C—Shpg. wt. 7 lbs. Set $8.44

All sets can be added to HO and O gauge train layouts. Scale vehicles not included. See 49 N 2122 on page 178

KENNER'S Motorized Hydro-Dynamic Sets

Send colored water rushing through tubes . . hp scales . . spin turbines . . fill tanks

$9.88 and $14.44 without batteries



Design your own refinery or chemical plant up to 2½ feet high. Control flow of water with pumps and valves. Watch water change color as it circulates—just put color tablets in different tanks.

Colorful, strong plastic parts snap together fast—without tools. Plastic tray base, illustrated instructions included. "D" batteries needed, order below.

Deluxe 2-motor 634-pc. Set. With 3 lights, 10-ft. tubing, 20x13-inch base.
79 N 1912L—Shipping weight 8 lbs. . . . . Set $14.44

1-motor 437-pc. Set. 6-ft. tubing, 18x13-inch base.
79 N 1911C—Shipping weight 6 lbs. . . . . Set $9.88

"D" battery. Order 2 for each motor.
79 N 4660—Wt. ea. 4 oz. . . . . 2 for 32c; 4 for 60c

KENNER'S Girder-and-Panel Sets

New see-through windows and interior panels

$2.22 to $5.99

Build with plastic interlocking parts. Planning book.

376-pc. Set. With 13x19-in. pressed wood base.
79 N 2296C—Shipping weight 4 lbs. . . . . Set $5.99

234-pc. Set. Two 5x16-in. pressed wood bases.
49 N 2297—Shpg. wt. 2 lbs. 10 oz. . . . . Set 3.88

137-pc. Set. Two 5x10-in. pressed wood bases.
49 N 2298—Shpg. wt. 1 lb. 10 oz. . . Set 2.22

Bridge and Turnpike Building Sets $2.88 to $6.99

Kenner's HO scale plastic girders, parts snap together. Roads, toll houses, signs, light poles, traffic signals.

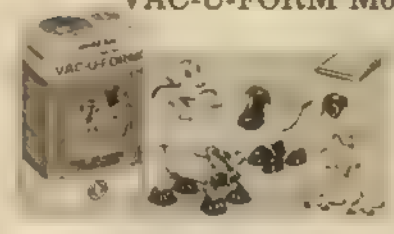
736-piece Set with 40 feet of roadway.
79 N 2299C—Shipping weight 4 lbs. . . . . Set $6.99

369-piece Set with 18 feet of roadway.
49 N 2304—Shipping weight 2 lbs. . . . . Set 3.99

246-piece Set with over 10 feet of roadway.
49 N 2305—Shipping weight 1 lb. 4 oz. . . . . Set 2.88

See what useful, amusing items you can make . .

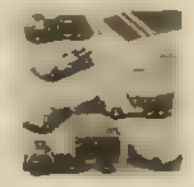
VAC-U-FORM Mold Kits



Animals. These Mattel molds produce a crazy pipe cleaner animal kingdom that includes dog, horse, lion, crow and many more. You'll love making this colorful group, as well as playing with it. Kit includes pipe cleaners and 7 plastic sheets. 49 N 2289 -Shipping weight 4 oz.. 94c

Medals and Badges. Molds for crown, heart, shield, others plus pins, 5 plastic sheets. Wt 4 oz. 49N2290 ...94c

Military Vehicles. Tanks, jeeps, missiles, and others. 9 plastic sheets. Shpg. wt. 4 oz. 49N2291.. .94c



Trucks. 9 molds form 21 trucks. Wheels, axles, chassis. 8 plastic sheets. Wt. 4 oz. 49N2292....94c

Disguises. Make noses, teeth, mustaches and others 14 plastic sheets. Shpg. wt. 4 oz 49N2282. ..94c

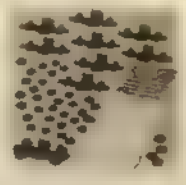
Airplanes. Make flying wings, delta and other planes. 9 plastic sheets. Shpg. wt. 4 oz. 49N2283. ..94c

Boats. Mold and float sail boats, hydroplanes, others. 11 plastic sheets. Wt. 4 oz. 49N2284.. .94c

Cars and Trucks. 18 different cars and 2 trucks. 8 plastic sheets Shpg. wt. 4 oz 49N2285 . 94c

Jewelry. Mold eye catching animal designs. 11 plastic sheets, pins Shpg. wt. 4 oz. 49N2286 . 94c

Letters and Numbers. 3 complete alphabets. ⅝ in 15 plastic sheets. Shpg. wt. 4 oz. 49N2287... 94c



Car, Truck Parts. Spare wheels, axles, chassis to make 9 vehicles Shpg. wt. 4 oz. 49N2288 .. 94c

It's exciting to create your own plastic toys . . and so easy.
Make planes, boats, cars, jewelry and disguises

VAC·U·FORM

by MATTEL

Vac-U-Form is made of sturdy metal . . Comes with over 50 molds

$8.88

You can have hours of fun and entertainment making plastic models of many small objects. Take your pick . . planes that fly, boats that float, cars that roll Make signs, decorations, comic buttons. And you can make your own molds from almost anything—clay, soap, wood

Vac-U-Form has storage drawer for molds, is 17x11x7 inches high Comes with 65 sheets of plastic in red, yellow blue green, clear and chrome color 28-page instruction book, paints, cement, clay, brush and cutting tool supplied UL approved for 110-120-volt, 60-cycle AC, 49 N 2021—Shpg wt. 7 lbs. 12 oz $8.88

Vac-U-Form Refill Material Pak. 49 sheets of clear, colored and chrome-color plastic Each sheet about 5½x3⅝ in. wide 49 N 2221—Shipping weight 6 oz ..94c

3-D's Draw, Draft and Design Kit by Ohio Art

Fascinating aid for young engineers and designers. Mechanical square makes dimensional drawing easy

$3.66

You'll be fascinated as you learn to use this multi-purpose mechanical square, which eliminates the need for many basic drawing tools. Flexible arm allows square to move in any direction . button control lets you set or change angles. Comes with 17x11x¾ inch durable Masonite Presdwood drawing board, divider and compass, pencils, masking tape, eraser, drawing pad 49 N 1946—Shipping weight 2 pounds 4 ounces.....$3.66

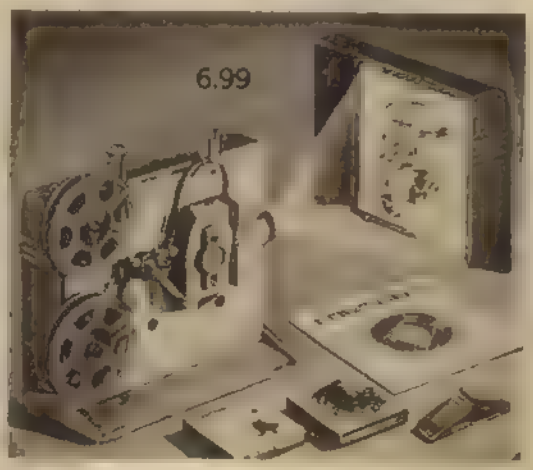
feature attraction: Home Movie Toys with big entertainment value for the kids

KENNER'S GIVE-A SHOW PROJECTOR Provides full color pictures up to 5 ft. sq. on wall, ceiling or any surface. 68 color slides (35 mm.). Just snap switch and you'll see things in plastic projector. See 24 shows of these TV favorites: The Flintstones and Pebbles, Huckleberry Hound, Yogi Bear, The Jetsons, Quick Draw McGraw and all their friends! Bonus: 4 kaleidoscope film strips with kaleidoscope lens and focusing tube. Draw and project your own shows in 3 ways: over and over or 14 clear reusable draw and wipe off slides with red, green, and black coloring pencils (2½ in. long). Uses 4 "D" batteries, not incl.*

X 923-6829 A—Shpg. wt. 3 lbs. 2 oz. 5.88
X 923-6837 A—With 112 slides, 18 shows. Wt. 2 lbs.. 3.77

KENNER'S SUPER SHOW PROJECTOR. Offers endless variety of shows. You can project pictures, coins, model trains, animated cartoons, toys, anything that fits the Play Area beneath the projector (space 36 inches sq.). You can even project as you draw your own color shows. Show actual pictures up to 4 ft. square. Has 2 action slide figures of TV favorites that you can make dance and play, use magic drawing wand, 6 crayons, 4 cut out funny photo masks, plus adapter for showing 8 new color TV shows. 110-120 volts, AC/DC, uses 100 watt bulb (not incl.). Molded in high impact styrene. 15 in. long with 3 metal legs and curtain.

X 923-6845 A—Shpg. wt. 7 lbs. 8 oz. 8.99



GIFT APPEALING MAGNAJECTOR Projects a 4 in. picture at direct focus or wide angle at reduced size, no slides or film required. Use magazines, photos, newspapers, snapshots, coloring books, full color or black and white. Gleaming black plastic case with insulated socket housing for ordinary 60 watt light bulb (not incl.). On/off switch. Adjustable two lens for focusing 110-120 volt AC/DC. (If linked 2 x 4½ x 8 in. high.)

X 923 6852 A Shpg. wt. 2 lbs. **5.44**

HOLLYWOOD MOVIE THEATER Ready for business 8MM plastic movie projector, manual crank rewind. Two 25 ft. film reels, screen, take-up reel, admission tickets, manager's card, instructions. 7 in. 45 rpm record with barker spiel, old time music. Uses 2 "D" batteries, not incl.*

X 923 6860 A—Shpg. wt. 2 lbs. 7 oz. 6.99

Three 25-ft. reels of 8MM film: a cartoon, a western, and a comedy. Very exciting and accordingly priced.

X 923 6878 A Shpg. wt. 1 lb. Pkg. of 3 **2.77**

ARGUS MOVIE VIEWER Needs no batteries. Uses hand crank. Continuous crank for personal viewing. Includes one reel 25-ft. 8MM film: Flintstones and Jetsons take up reel. Sturdy plastic.

X 923 6910 A Wt. 12 oz. **3.44**

Argus Pack of 3 reels, 25-ft. 8MM film: Cool in Pool, Mr. Magoo, Rapture Beat, 3 Stooges "Grips, Grunts, Groans."

X 923 6928 A Wt. 1 lb. Pkg. of 3 **3.44**

*To order batteries, see bottom of page 118.

No down payment with Credit Command: see page 79

Penneys

Science Center

for youngsters

ELECTRIC BUILD-IT SET WORKS WONDERS at Penneys wonderfully low price. Build a flashlight, bike horn, hot rod, four-way traffic signal, bike directional lights, head lights for toy auto, electric quiz game, more. All models are battery operated and completely illustrated in the instruction manual. This large assortment of experimental material is sure to be a gift hit! Educational, entertaining—designed to encourage inventiveness, stimulate youngsters' imaginations. Uses two "D" batteries (incl.).

X 923-6522 A—Shpg. wt. 5 lbs. 6.99

LIONEL WEATHER STATION —a complete home weather-forecasting outfit with professionally approved equipment. A Mark I selection in Lionel's famous Engineering Series. Young folks will enjoy this fascinating gift that appeals even to grown-ups. Professional-type instruments are set in a plastic console. Incl. electric wind-speed indicator, compensated aneroid barometer, recording roll chart, cloud chart, etc. Full instructions in manual. Uses "D" battery (not included*). 16 x 8½ x 4¼ in.

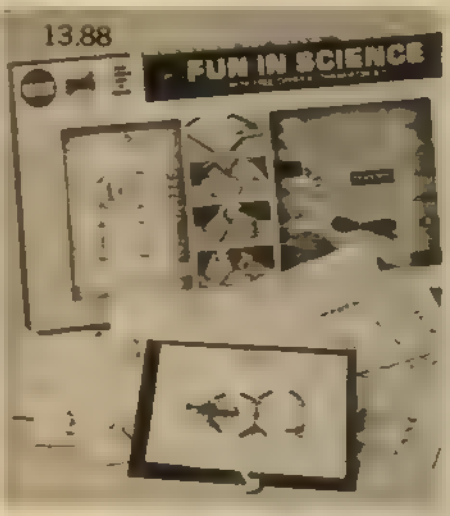
X 923-6563 A—Shpg. wt. 2 lbs. 8 oz. 6.99

see the moon and the planets

GILBERT'S REFLECTING TELESCOPE comes with 26-in. steel tripod and heavy die-cast base. Exciting space-age gift, this giant telescope has 80-power vision, finger-touch rack-and-pinion focusing wheel, 360° swiveling—packed in handy mock-leather zipper case. Explore the mysteries of the Moon, Jupiter, Saturn, Mars—you actually see detailed close-ups of these celestial bodies. Sure to give hours of happy adventuring in the sky. What a buy!

X 923-6555 A—Wt. 2 lbs. 14.44

Save this catalog to order toys the year 'round.



be a wizard at math!

LIONEL'S MATHCRAFT LAB is a rewarding gift for young people. Complete manual suggests hundreds of projects, including magic with mathematics. Comes with complete adding-machine kit, slide rule, instructions, Japanese abacus, and drafting equipment for a real plus value at Penneys low price. Lionel constructed to meet high quality standards, this Mathcraft Lab wins praise from students, teachers, parents.

X 923-6571 A—Shpg. wt. 4 lbs. 5 oz. 6.99

be a radio broadcaster!

GILBERT'S EREC TRONICS TRANSISTOR KIT is a great hit on the gift list, especially at Penneys budget-minded price. Takes only 10 minutes to build a radio—9 different radio sets from which to choose. No soldering, special tools, or technical skills are needed. You can also make a broadcasting station, varied receiver circuits, a code practice set, etc.—all challenging fun. Transistors incl. Uses 1 "D" battery (not incl.*).

X 923-6548 A—Shpg. wt. 3 lbs. 13.88

be a research "scientist"

REMCO'S PACK OF 8 BASIC SCIENCE KITS is a real gift-find at Penneys low price. All sturdy plastic pieces. Set includes Printed Circuitry Kit to make a telegraph, other devices; Mechanical Physics Kit with several experiments; Optical Illusions Kit with eye tricks; Electro-Magnetism Kit with magnetic experiments; Electro-Chemistry Kit about electro-plating; Jet Propulsion Kit about new jet science; Electric Motor Kit for building a working motor; and Chemistry Set Kit with real chemicals and test tubes. Complete with easy-to-follow instructions. Smart choice for the scientist of tomorrow who likes to learn as he plays.

X 923-6530 A—Shpg. wt. 3 lbs. 4 oz. 5.88

*Order batteries at bottom of page 118 Like it—charge it—see page 79 for details about Credit Command

1.44

KENNER'S DELUXE SEE-A-SHOW STEREO VIEWER. See 15 exciting shows—105 stereo scenes of favorite TV characters. 3-D pictures look so real you feel you're right there. Some of the shows include, Dennis the Menace, Mr. Ed, Dick Tracy, Mr. Magoo, Superman, the Three Stooges, and many, many more.

X 924-1753 A—Shipping weight 8 oz. . 1.44

Big color shows—4 ft. wide!

5.44

MAGNAJECTOR projects up to 4 ft. wide in actual color. Uses 4-in. picture at object—no slides or films required. Uses magazines, comics, newspapers, snapshots—full color or black-and-white. Black plastic case with insulated socket for 60-watt bulb (not incl.). On-off switch, twin focusing lens. 110-120 volts, AC-DC. UL listed.

X 923-6852 A—Shipping weight 2 lbs. 5.44

KENNER'S GIVE-A-SHOW® projector with slides

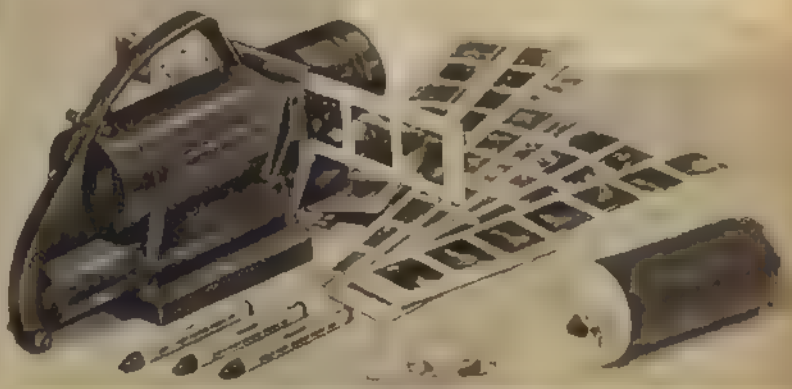
5.88

DELUXE PROJECTOR provides full-color pictures up to 5 ft. sq. on wall, ceiling, or other surfaces. 188 color slides (35 mm). Just snap switch and pull the slides through plastic projector. See 24 of these TV favorites: The Flintstones and Pebbles, Huckleberry Hound, Yogi Bear, The Jetsons, Quick-Draw McGraw, and all their friends. And you get a special super fun bonus with the Deluxe Projector Set: 4 kaleidoscope film strips with kaleidoscope lens and focusing tube. Draw and project your own shows in COLOR over and over on 14 clear reusable "draw-and-wipe-off" slides with green, red, and black coloring pencils. 21½ in. long—Uses 3 "D" batteries (not included—order on page 269). Like it? Charge it! See page 283.

X 923-6829 A—Wt. 3 lbs. 2 oz. 5.88

Projector above, with 116 slides, 16 shows. Kaleidoscope and drawing extras are not included.

X 923-6837 A—Wt. 2 lbs. 3.57



Show slides, "funny fotos," comics, toys—almost anything!

8.99

Projects an image up to 4 ft. sq.

KENNER'S SUPER SHOW PROJECTOR offers an endless variety of shows. You can project pictures, coins, model trains, animated cartoons, toys—anything that fits the Play Area beneath the projector (a space 36 inches sq., 2 in. high). You can even project as you draw your own color shows. Shows real pictures sharp and clear. Has 12 action slide figures of TV favorites—you make them dance and play. Also, magic drawing wand, 6 crayons, 4 cut-out funny photo-masks and adapter for showing 8 new color TV shows, 58 slides. High-impact styrene. 15 in. long with 3 metal legs and curtain. 110-120 volts, AC-DC—uses 100-watt bulb (not included). UL listed. Charge it—see page 283 for complete details.

X 923-6845 A—Shipping weight 7 lbs. 8 oz. . 8.99

Show starts any minute at your private Hollywood Movie Theatre!

6.44

HOLLYWOOD MOVIE THEATER is great fun for kids of all ages. Everything's here from films to tickets. Includes an 8mm plastic movie projector, manual crank rewind. Two 25-ft. film reels, and a clear white screen. One take-up reel. Youngsters will love to hand out admission tickets, and use the authentic-looking manager's card. With a 7-in., 45-rpm "barker spiel" record, old-time music. Instructions. Uses 2 "D" batteries (not included—order on page 269).

X 923-6860 A—Wt. 2 lbs. 7 oz. 6.44

Extra films for Hollywood Theater. Three 25-ft. reels of 8mm films: includes a cartoon, western, and comedy.

X 923-6878 A—1 lb. . . . . 1 pkg. of 3, 2.69

Ring up sales, issue receipts

burglar–alarm vault keeps cash safe after closing time!

Only **2.88**

Only **3.29**

TOM THUMB STEEL CASH REGISTER Ring up sales from 1c to $1.00 on 13 numbered keys. Push lever—drawer opens, bell rings automatically. Show through plastic window allows "customers" to see prices as they are recorded. Bright chrome-plated front. Includes combination knob and lock on drawer, tear-off paper receipts, paper money, and coins. Measures a full 8¾ in. high.

X 923-1838 A—Shpg. wt. 2 lbs. **3.29**

MOSLER JR. DOUBLE-DOOR SAFE. Every combination lock is different—only you hold the secret 2 numbers that open your heavy-gauge steel safe. Burglar alarm sounds when one of the full length piano-hinged doors is opened. Coins can be deposited through a convenient top slot. Roomy enough for many "valuables." Measures 9 in. wide, 7 in. high, 6 in. deep. Perfect for all young shopkeepers.

X 924-1514 A—Wt. 3 lbs. 8 oz. . . **2.88**

2.77

Uncle Sam's 3-coin register bank

IT RINGS. It adds, it locks and unlocks automatically. Drawer cannot be opened after the first quarter is deposited or $10.00 drawer opens automatically. Deposit 5c, 10c, 25c, pull lever and watch your total add up in the dollars-cents register window. With [illegible] slot for bills. Rugged [illegible] construction. Measures 5½ in. deep, 4½ in. wide, 5½ in. high.

X 924-1506 A—Wt. 2 lbs. 6 oz. **2.77**

1.69

Play cash register

REALISTIC push-button mechanism operates on the seven-key system. Youngsters can ring up sales from 1c to $5.00. Just press any key and the drawer pops open, amount of sale pops up and shows through plastic window, sale bell rings automatically. Play money and. Durable plastic. 6¾ x 6¾ x 7¼ in. high. Imported from Hong Kong.

X 924-1944 A—Wt. 1 lb. 5 oz. **1.69**

SAVE THIS CATALOG—order toys until September 20, 1965.

4.44

Tic-toy clock

SO MUCH FUN for children 4 years and over! They can take this clock apart, and reassemble it simply by organizing the 25 color-keyed plastic parts and following the easy-to-read instruction sheet. Spring driven—actually runs for 14 hours on one winding. 11½ in. high. You can buy toys for all the youngsters with no money down. Use Credit Command—see page 283.

X 923-3677 A—Shpg. wt. 3 lbs. **4.44**

1.19

Bank-o-matic

MORE THAN JUST A TOY, this bubble gum bank by Taco actually vends all standard-size gum balls or round hard candies. Operates with penny, nickel, dime, or quarter gives one ball for each coin. In colorful plastic filled with rainbow-hued bubble gum. 6½ in. high, 4½ in. in diam. Order extra gum below.

X 923-3438 A—Wt. 12 oz. **1.19**

200 Gum Ball Refills

X 923-3701 A—Wt. 1 lb. 4 oz. **79c**

1.44

Reference globe

EDUCATIONAL and interesting, offering a world of fun and excitement. Colorful metal globe is securely mounted on a metal base decorated with astrological symbols. Easy-to-read white plastic graduated arm. Comes in [illegible]-color box imprinted with helpful information about the tides, the zodiac and several countries. 26 in. in circumference, 11½ in. high. For all ages.

X 923-3354 A—Wt. 2 lbs. 8 oz. **1.44**

3.87

Deluxe supermarket with telephone

DURABLY BUILT corrugated fiberboard market has enough room inside for a couple of junior clerks. Complete with counter and display shelves, plastic telephone, brand name miniature packages, play money, a clock with movable hands. Assembles easily, quickly. Measures 34 x 22½ x 64½ in. high.

X 921-1277 A—Shipping weight 8 lbs. **3.87**

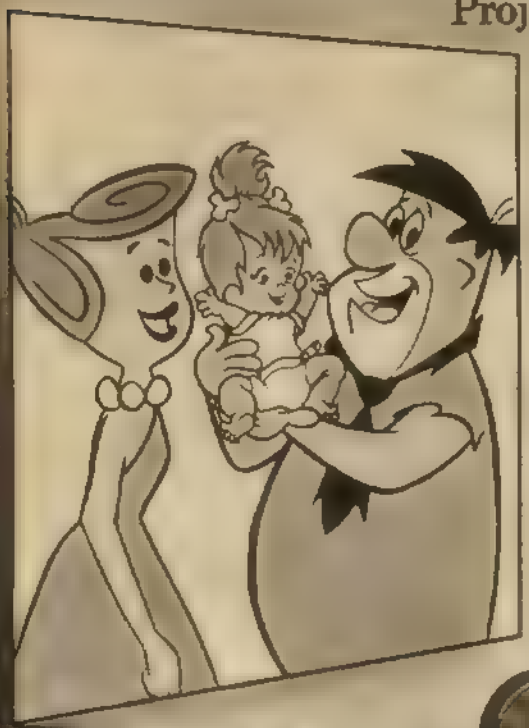
See the Flintstones—the Jetsons—Yogi Bear
—Huckleberry Hound . . and all their friends

Battery operated Give-a-Show Projector by KENNER

with 112 Color slides

ALL FOR ONLY

$3.95 without batteries



Give 16 different shows . . each one on 35mm strip of 7 color slides. Projects up to 5x5 ft. on wall or surface. Just snap on switch, pull slides through. Projector of high-impact plastic . . adjustable precision lens. About 9 in. long. Order 3 "D" batteries below

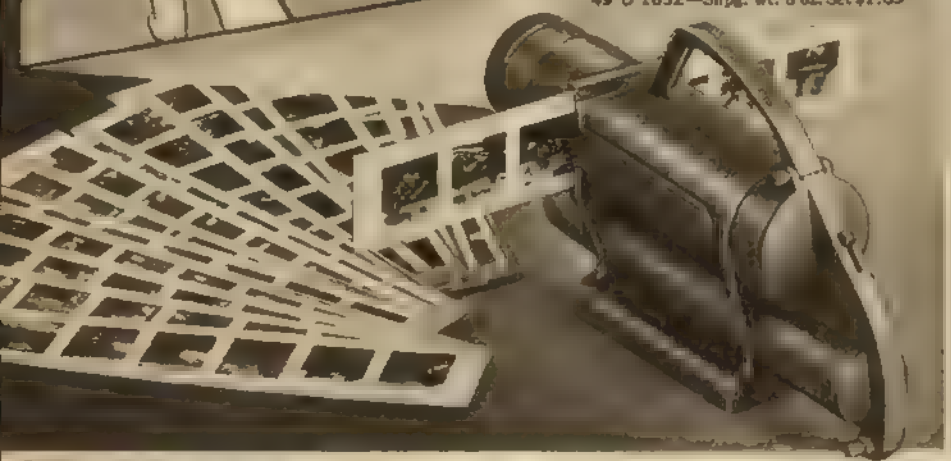
49 U 1844—Wt. 1 lb. 9 oz.....$3.95

"D" Battery. Shipping wt. each 4 oz.
49 U 4660 .....Each 16c; 4 for 60c

Extra Slides for Kenner Projectors
Each set includes 84 color slides to give 12 exciting cartoon shows.

Popeye, Dick Tracy, Magoo, etc.
49 U 1850—Shpg. wt. 8 oz. Set $1.69

Huck Hound, Flintstones, etc.
49 U 1852—Shpg. wt. 8 oz. Set $1.69

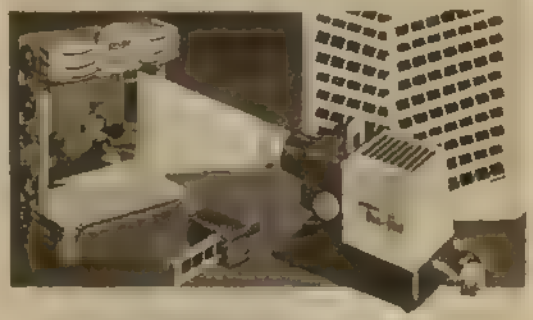


GIVE-A-SHOW PROJECTOR with 168 slides, Kaleidoscope plus draw-your-own "shows"

$6.39 without batteries

Show slides of 24 TV favorites as the Flintstones, Mighty Mouse. Also project beautiful kaleidoscope patterns, color slides. Special coloring pencils and wipe-off frames let you project your own shows. Order 3 "D" batteries below
79 U 1846C—Shipping weight 3 lbs.....$6.39

"D" Battery. Shipping wt. each 4 oz.
79 U 4660.....Each 16c; 4 for 60c



Tru-Vue® Electric Theater with 140 Walt Disney color slides and 10x10-inch screen

$8.77

Show 20 stories of your favorite characters. High impact plastic projector has 30 watt bulb, focus lens and turn knob, 5 ft. cord, UL approved, 110-120 v, 60-c AC. 3-D stage has screen, playbill board plus "drive in" rear screen. Plastic viewer to pre-view shows.
49 U 5093—Shpg. wt. 3 lbs. 8 oz.....$8.77

Extra Slides for Tru-Vue Theater. Each set has 70 pictures. Shipping weight 3 ounces
49 U 5094—Bugs Bunny.....Set $1.69
49 U 5096—Fairy Tales.....Set 1.69

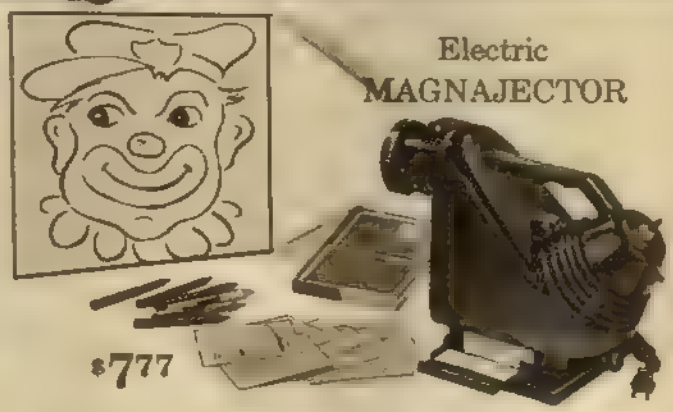
KENNER Super Show Electric PROJECTOR

$9.59

Produce 5 different types of shows at home in bright, clear color . . even create your shows using toys and objects up to 6x6x2 inches high.

Show action cartoons with 12 movable puppets. 8 race shows of your TV favorites. 4 "funny fotos" cover all but faces of family photos. . project charts, maps, comics . . project while you draw.

Images project and magnify into huge 6-foot square picture on wall or screen. Durable plastic projector about 15 inches long. Uses standard 100-watt bulb (not included). UL approved, 110-120 volt 60-cycle AC.
79 U 1849C Shipping wt. 6 lbs. $9.59



Electric MAGNAJECTOR

$7.77

Enlarge magazines, comics, newspapers, snapshots, maps up to 4 feet wide, in color or black and white . . no film needed.

Black Magnajector has adjustable lens, easy turn switch, handy card positioner. Set of 54 Rand McNally Flash Cards . . "Know You U.S.A." and "Know Your World." Also 12 cards with color drawings plus 12 reusable plain cards and wipe off crayons to make your own shows. UL approved for 110-120 volt 60-cycle AC. Uses 60 watt bulb (not included). Plastic projector about 12 inches long.
49 U 5021—Shipping weight 3 pounds 10 ounces $7.77

ELECTRIC MOLD MASTER BY KENNER

Find out how exciting it is to create your own plastic toys . . use this injection-molding machine to form an entire road building company or a combat group in action. All HO scale. Each set comes with 9 different molds

Road Builder Set can make more than 50 realistic action pieces $8.99

Mold movable, operating trucks, tractors, road graders, bulldozers, many more. Melting process thermostatically controlled. 8½-in. high Mold Master is UL listed, 110–120 v. 60-c AC. Re-usable plastic, metal parts, adhesive, paints.
79 N 2260C—Shipping weight 6 pounds $8.99

Road Builder Kit. Molds, plastic, metal parts as above. Without Mold Master
49 N 2019—Shipping weight 3 pounds $4.44

Extra Plastic and Metal Parts for Road Builder Sets. 4 bags of plastic (red yellow, orange, blue) plus metal axles, wires, etc., to make vehicles
49 N 2258—Shipping weight 1 pound 8 ounces . . Box $1.64

You mold your own army, even pistols, with this Combat Group Set $8.99

Use famous toymakers' injection molding method to produce missile launchers, tanks, jeeps, 3 pistols that shoot short-range plastic bullets. Make different combinations each time with re-usable plastic in 4 colors. Exterior of Mold Master stays cool while plastic melts. Also get metal parts, paints, adhesives. UL approved for 110–120 v. 60-c AC.
79 N 2017C—Shipping weight 6 pounds

Extra Plastic and Metal Parts for Combat Set. 4 bags of plastic (green, yellow, gray, red) plus metal gun barrels, triggers, springs, axles, etc
49 N 2018—Shipping weight 1 pound 8 ounces ..... Box $1.64

Electric Metal Casting Set

You're the toymaker Mold 2¼-in. soldiers

$4.99

These metal men really become your army . . you create them as well as put them "into action." The 3-figure metal mold makes a sharpshooter, bazooka-man, and bayoneteer. Electric stove melts 18 pigs of casting metal (enough to form 6 figures.)

Set also includes ladle, candle and cord set, instructions. UL listed, 110–120 v, 60 c AC
49 N 6375—Wt. 3 lbs. . . $4.99

Extra 72 pigs of Casting Metal. Shipping wt. 2 lbs. 8 oz.
49 N 2205 ..... $2.88

Extra Casting Molds

Make more things with your metal casting set. Each mold makes 3 items. Molds are heavy steel.

1 **Civil War Cannon.** 3½ inches, from 3-pc. mold. Actually rolls.
49 N 2169—Wt. 1 lb. 8 oz. . . $2.44

2 **Medics in action.** Wounded soldier, stretcher, bearer. 2¼–3 in.
49 N 2218—Wt. 1 lb. 8 oz. . . $2.44

3 **Tank Defense Squad.** Rocket launcher, rifleman, machine gunner ¾, 1¾ in
49 N 2211—Wt. 1 lb. 8 oz. . $2.44

4 **Knights of the Round Table.** 3 gallant knights, 2¼ inches.
49 N 2215—Wt. 1 lb. 8 oz. . . . $2.44

5 **World War II Machine Gunner.** Also 2 riflemen. 2¼ in
49 N 2158—Wt. 1 lb. 8 oz.

Pull remote-control stick . . plane zooms up.
Push, and it power-dives . . bomb drops out

RCAF BANSHEE RAIDER

$11.66 without accessory kit and battery

Ideal for backyard "bombing" missions. Authentic stick control makes you the pilot. You'll enjoy taking control of Wen Mac's RCAF Banshee, powered by the famous, easy-starting Hot Shot .049 engine. Rugged polypropolene construction. Comes with Rotomatic starter, dive breaks, bomb that drops, 2-seat cockpit, authentic rivet detail. Wingspan, 22 inches. Fuselage length, 19 inches

(Starter battery, fuel and accessory kit are not included. Order from listing at bottom of the page.)

Plane is guided to target location with remote control. Aluminum post, "joystick" and flight lines included.

79 N 2239CM Shipping weight 4 pounds..... $11.66

Plane only. Includes hand control with flight lines.

79 N 2240CM—Shipping weight 3 pounds..... $7.99

They're jet-propelled

Fill fuel chamber with propellant, and whoosh—they blast off and race away! Sturdy plastic with shock-absorbing nosecone

Tru-Jet Plane

Climbs up to 50 feet, gliding as far as 600 feet before landing. Two wings one 12 inch for racing one 14 inch for duration flights. Propelled by harmless gas (enough for 80 to 150 flights included) No fire, heat or liquids. Tough, colorful plastic, with decals. Shpg. wt. 1 lb. 12 oz.

49 N 2037..... $3.99

Tru-Jet Racer

Gas-pressurizing motor chamber is quickly filled under pushbutton control with powerful but non flammable gas. Enough for 80 to 150 speed runs included. Ragged colorful plastic car is 14½ inches long, has 3 cushion-tired wheels. Wt. 1 lb. 12 oz.

49 N 2087..... $3.99

49 N 2038—Extra fuel, 2 chambers. Wt. 1 lb...$1.97

Powerful F4U Marine Fighter with aluminum-color airframe

Wen Mac calls this one of the hottest flying ready to fly plastic planes they make. Hot Shot .049 engine. Wingspan, 13¼ in. Fuselage length, 11½ in. Order starter battery below . . accessory kit at bottom of page.)

49 N 2235CM–Shpg. wt. 1 lb. 12 oz. $5.99

49 N 2259M–Battery. Wt. 1 lb. 4 oz. 99c

P-63 King Cobra is a fighter . . fires 2 rockets . . ejects 'chute

Aluminum metallized plastic with authentic rivet detail. Super-powered engine, removable cowl, tinted canopy. Wingspan, 22¼ in. Fuselage length, 21 in. Has hand control with flight lines. (Order starter battery and accessory kit at bottom of page.)

79 N 2237CM—Shpg. wt. 4 lbs.... $8.99

Plane, Go-Kart Accessories

For Wen Mac planes, go-kart

1 **Starter Battery.** 1½ volt.
79 N 2259M—Wt. 1 lb. 4 oz. 99c

2 **Accessory Kit.** ½-pint premium racing fuel spout engine wrench battery wire with attached clip.
49 N 2250—Shpg. wt. 12 oz.... $1.29

2 **Extra Fuel.** ½-pint Shpg. wt 12 oz.
49 N 2143 Can 57c

Jr. Go-Kart with "gas" engine

Shoots down the track like a lightning flash! 16-inch fuel-propelled speedster has .049 Wen-Mac automatic starter engine; steel frame; plastic seat, pedals and steering wheel; aluminum floorboard, rubber tires; neoprene belt drive. Race in circular or straightaway course. Tether control lines included.

Order starter battery above (49N2259M) and accessory kit at left

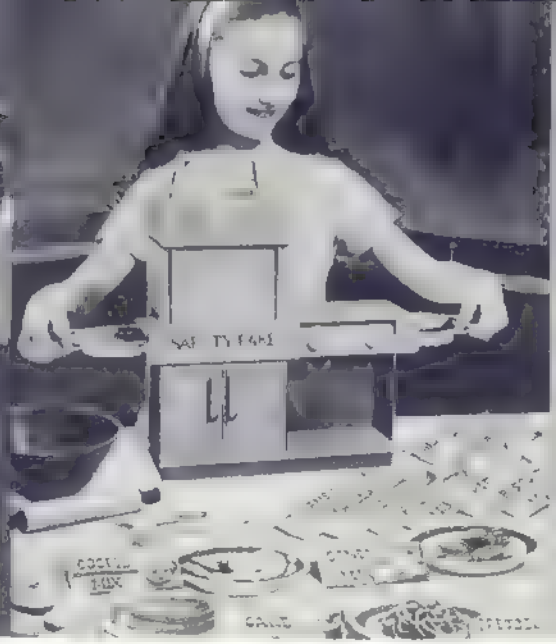
49 N 2212M—Shpg. wt. 3 lbs. 8 oz.. $8.88

Rugged Condor Helicopter

Soars up to 50 feet high. Can be assembled in 3 minutes. Automatically adjusting hub gives proper pitch angle to insure high ceilings and avoid tumble landings. Whirls into flight at the pull of a cord—no battery needed. Propeller span, 18 inches. Plastic, crafted in West Germany

49 N 2080—Shpg. wt. 6 oz. $2.99

GUN THAT SHOOTS AROUND THE CORNER. New! Gun Shoots at right angle in either direction, straight ahead, or any angle in between. Accurate mirror-sight. Gun barrel swivels 180 degrees. Semi-automatic: shoots soft rubber balls (10 included).



SAFETY-BAKE OVEN. New! Bakes delicious cakes, pies, pretzels, candy, etc., with 2 ordinary electric light bulbs. Easy! While one pan bakes, another pan cools. Slide in third pan, which pushes other pans through baking chamber and cooling chamber.

ROMP AND ROLL. New! Each set makes dozens of life-size playthings with light, strong plastic parts that just press together. 4 wheel cart, cradles, tables, love seats, wagons — all kinds of FUN iture on wheels! 3 sets.

The Most Impressive Line of New and Success-Proved Toys in KENNER History!

Backed by Heaviest-Ever Network TV
Plus Saturation Campaigns in Many Markets
Exact Schedules and Items to be announced.

LET'S PLAY HOSPITAL with working elevator. New! Play from all 4 sides. Arrange and change movable walls, furniture, equipment. Dress and play with doctors, nurses, patients. Have fun arranging 16 rooms — wards, x-ray room, nursery, etc. 30" high, 4 floors. Sets up easily.

AMERICA'S TOP-SELLING BUILDING AND BRIDGE SET LINE. Beautifully restyled. Girder & Panel Sets 1, 2, 3 contain see-thru first floors, curved walls, etc. Bridge & Turnpike Sets 4, 5, 6 contain cloverleafs with connecting expressway bridges, toll houses, etc. Storage cans. Entire line backed by heaviest-ever network plus nationwide local TV.

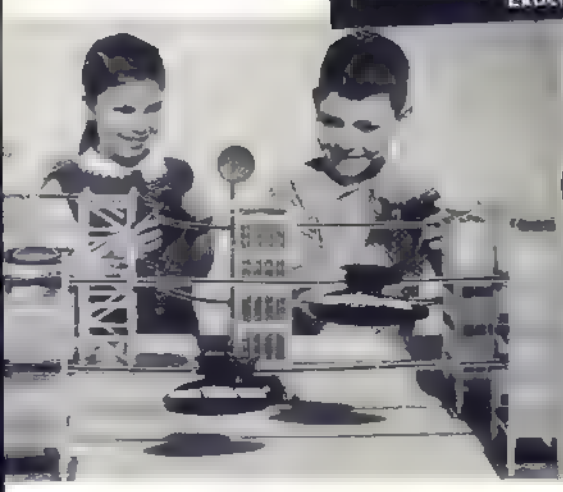
MEET "AAWK-AAWK" AND HIS FRIENDS. New! Big, colorful, cuddly, flexible foam animals. Yogi Bear, a Disney animal, Oggie the Octupus, Winnie the Worm and AAWK-AAWK, Kenner's famous TV bird. Bendable (molded with wire armature), Washable. 14" to 24" high.

More For '64 →

The Most Impressive Line of New and Success-Proved Toys in KENNER History!

Backed by Heaviest-Ever Network TV
Plus Saturation Campaigns in Many Markets

Exact Schedules and Items to be announced



SKY RAIL GIRDER & PANEL BUILDING SETS Parts just snap together to build and operate dozens of sky rail systems of tomorrow. Outstanding test market success in '63. Now to be backed by heaviest-ever network plus nationwide local market TV.

SEE-A-SHOW STEREO VIEWER SETS New! Color cartoon shows of TV favorites in 3-D. So real you feel you're in the show Great values! 3 regular sets, each with viewer, 5 shows. Deluxe set with viewer, 15 shows.

GIVE-A-SHOW PROJECTORS. One of top-selling toy lines of all time! New No. 505 (Popeye) set features all-new shows of 16 top TV stars, No. 504 (Flintstones); Deluxe Set, with Kaleidoscope "movies"; Super Show; Refills. All backed by network, plus nationwide local TV.

ELECTRIC MOLD MASTER. Combat group set a sell-out in test markets in 63, going national this Fall New! — ROAD BUILDER Set molds working models of highway equipment Both sets backed by heaviest-ever network plus nationwide local TV.

FLINTSTONES BUILDING BOULDERS Sensational sell-out nationally in 1963 Builds castles, forts, archways, tables, etc, with interlocking plastic "Boulders." Production greatly expanded again Backed by Network and nationwide local TV.

SPARKLE, PRESTO AND PRESTO-SPARKLE PAINT SETS Now Shrink-Packed! Color and glitter top TV favorites like Popeye, Rocky and Bullwinkle, Dick Tracy and others. Backed by heaviest-ever network plus heavy local TV in over 100 markets.

Kenner's impressive new line for '64 also includes exciting new Jet-Shoot Games — JET-PUTT MINIATURE GOLF; JET-PITCH HORSESHOES; JET-PUSH SHUFFLEBOARD; JET-SHOOT TIC TAC TOE — Just Aim, Press 'n Play. Jet of air propels ball, disk or horseshoe into scoring position Fun for all ages CAR PLANE Child "pilots" plane by remote control from inside car window Makes it fly, climb, dive. Safe, does not extend beyond line of car. DOLLY'S NURSERY BIRDS and DOLLY'S NURSERY BUTTERFLIES – "just like mine when I was a baby" MOTORIZED HOME WORKSHOP with 7 power tools that turn, shape, bore, drill, saw and sand. BATTERY MOTOR PLAY DRILL — "just like Daddy's, but SAFE!" Kenner's famous line of infant mobiles: NURSERY BIRDS, NURSERY BUTTERFLIES, MUSICAL NURSERY BIRDS — "Baby's First Playthings".

It's Kenner It's FUN!

KENNER PRODUCTS COMPANY, ***Cincinnati 2, Ohio***

NEW YORK REP. SHOWROOMS 1416-1424, 200 5th Ave. Bldg.

Send sky cars coming in and out of buildings

KENNER'S SKY RAIL

753-piece 2-car Set $13.99 without batteries

481-piece 1-car Set $9.99 without batteries

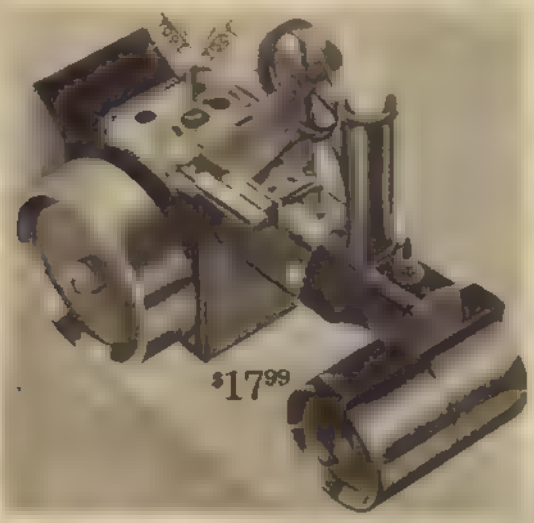
Build and operate Sky Rail Systems of Tomorrow

Build a 21st Century city, with sky stations, towers, terminals, heliports. Watch Sky Car streak through buildings, whiz around curves, climb slopes. Operate car by turning knob on remote control battery case. Send cars forward or reverse. Turn on headlights for night trips.

Plastic girders, panels, insulated-steel sky rail sections snap together without tools . . interlock to form strong, rigid structures. Combine any Kenner Girder and Panel Set on facing page with a Sky Rail Set to make an even bigger city. Project book has dozens of layouts.

Single-Car Set. Includes 1 car and control box, girder and panel set, traffic signs and 9 feet of track. 481 pieces in all. Order 2 "D" batteries on facing page.
79 N 1965C—Shipping weight 6 lbs. Set $9.99

Double-Car Set. Includes 2 cars, 2 control boxes, 18 ft of track. Share fun with a friend. Same materials as above but 753 pieces. Order 4 "D" batteries on facing page.
79 N 1958C—Shipping weight 8 lbs. . . . . Set $13.99



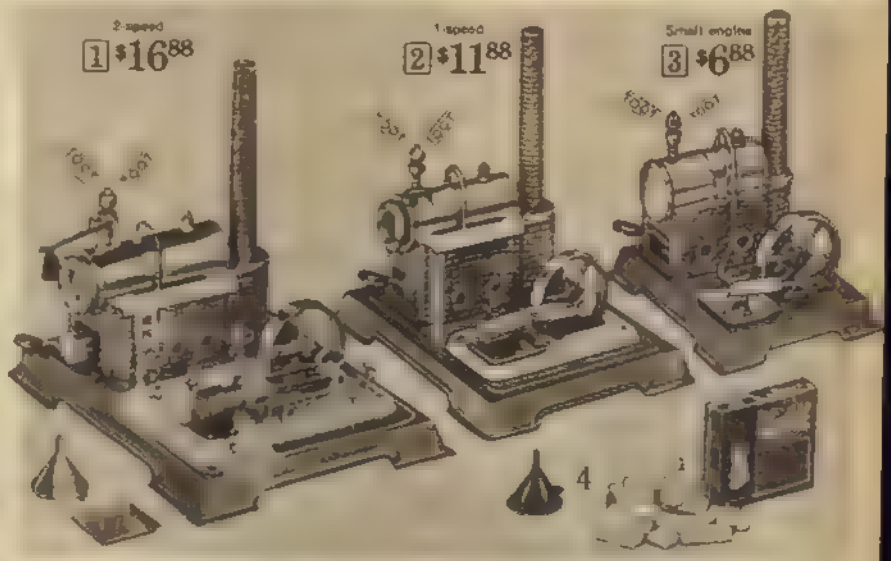
$17.99

Steam Roller chugs ½ mile under its own power

Pulls, drives other toy models, too

Get up a good head of steam and let 'er roll. This whistle blowing, steam-puffing roller can run free—just lock in the steering. Or direct it yourself by attaching 22 inch long manual steering rod. Heavily built, with cast aluminum wheels and roller, it's 9 inches long, 7 inches high to the tip of the smokestack. Can be used as power take off for other working models if you disconnect driving cable. Runs inexpensively on regular rubbing alcohol; not included. Steering rods and funnel are included.
49 N 2139—Shipping weight 3 lbs. 12 oz. $17.99

NOTE: Items (1) thru (7) made in West Germany



Whistle-blowing Steam Engines . . powered by dry-fuel heat

1 **Our biggest—on 12x10-inch base.** 5-inch polished brass boiler has water-check window. Metal walls look like brick. Adjustable safety valve, whistle, double-acting pistons. Centrifugal governor keeps speeds steady. 2 speeds. 11 in. high. Wt. 4 lbs. 4 oz.
49 N 2136 $16.88

2 **On big 8x10-in. base.** 4-inch polished brass boiler, with water-check window. Double-acting piston rods, brass cylinder. Safety valve and whistle, *plus* centrifugal governor. 1-speed. All metal, realistically embossed. Funnel incl. Shpg. wt. 2 lbs. 8 oz.
49 N 2141 . . . . . $11.88

3 **One-speed on 8x5-in. base.** 3-in. brass boiler. Single-action piston. Safety valve whistle. Wt. 1 lb. 9 oz.
49 N 2144 . . . . . $6.88

4 **Esbit Dry Fuel.** 40 pellets. 3 pellets heat boiler. Shpg. wt. 6 oz.
49 N 2375 . . . . Box 79c

Steam engine Attachments

For action, connect by drive-belt to power plant

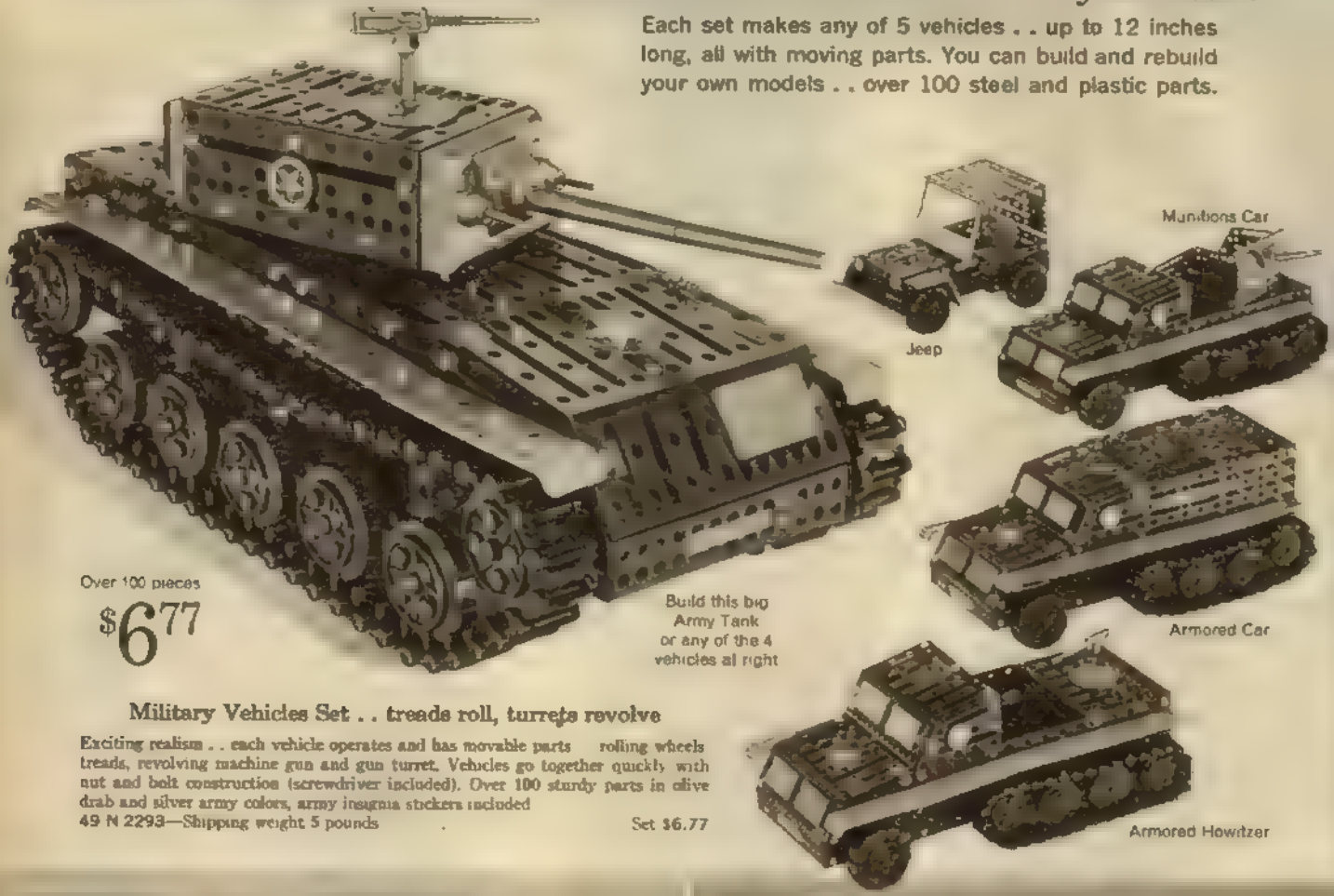
5 **Sausage Maker.** 5x3½x4 inches high.
49 N 2150—Shipping weight 11 oz. $3.49

6 **Smith Forging.** 5x3x4 inches high.
49 N 2151—Shipping weight 9 oz. . . $2.66

7 **Grinder.** 3½x3½x4 inches high.
49 N 2152—Shipping weight 11 oz. . . $2.66

NEW ERECTOR 5-in-1 CONSTRUCTOR SETS . . Only at Sears

Each set makes any of 5 vehicles . . up to 12 inches long, all with moving parts. You can build and rebuild your own models . . over 100 steel and plastic parts.



Over 100 pieces

$6.77

Build this big Army Tank or any of the 4 vehicles at right

Military Vehicles Set . . treads roll, turrets revolve

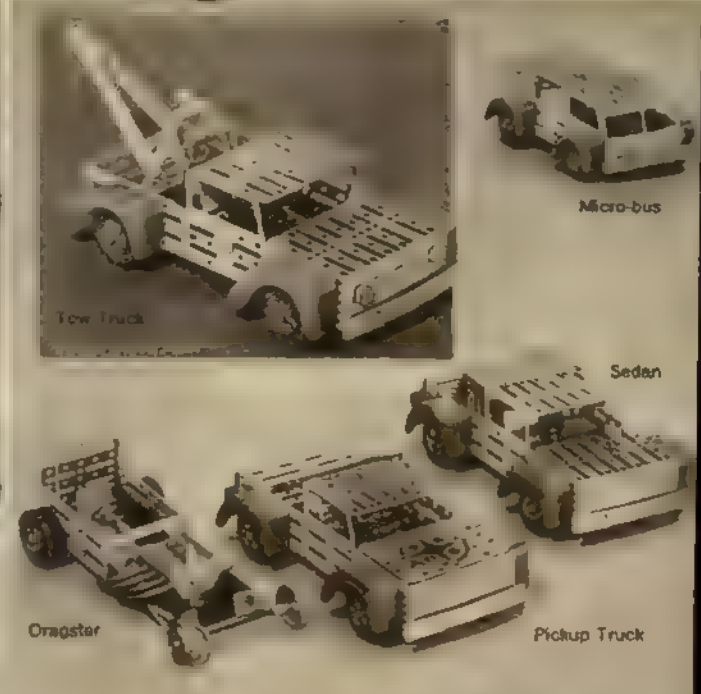
Exciting realism . . each vehicle operates and has movable parts rolling wheels treads, revolving machine gun and gun turret. Vehicles go together quickly with nut and bolt construction (screwdriver included). Over 100 sturdy parts in olive drab and silver army colors, army insignia stickers included

49 N 2293—Shipping weight 5 pounds . Set $6.77

Road Construction Set . . truck dumps, shovel lifts loads, crane swivels, all roll freely $6.77

You're ready for big jobs with this Erector Set that has over 100 black and yellow steel and break-resistant plastic parts. Specialized accessories, rolling wheels, treads add fine detailing. Assemble any one of 5 road building vehicles in a jiffy with nut and bolt construction. Screwdriver, too.

49 N 2294—Shipping weight 5 pounds.....Set $6.77



Cars and Trucks Set . . tow truck hoists, bus and cars have realistic trim parts $6.77

Build and rebuild any one of 5 operating vehicles from over 100 multi-colored steel panels, brightly plated and molded parts. Assembly is fast and simple with this Erector Constructor Set. Includes many nuts and bolts, a screwdriver, too. To add realism there are molded plastic parts for dragster motor, seat, steering wheel, rollbar, grill bumpers, headlights, tail lights, front, fenders and treaded wheels.

49 N 2296—Shipping weight 5 pounds.....Set $6.77

Kenner's SPARKLE PAINTS

PAINT PICTURES THAT SPARKLE LIKE JEWELS with flowing glitter!
Ready mixed . . . just brush on this dazzling new kind of paint!

NETWORK TV in 165 MARKETS plus Saturation local TV in many markets

No. 151 T

No. 151 M

No.

3 SETS each at price range under **98¢***

2 SETS each at price range under **$1.98***

Each 98c set contains 5 dazzling jewel-like colors in unbreakable plastic container with locking lids, 5 spreader brushes, and 6 exciting pictures: for example, Dick Tracy battling Flattop and Mumbles.

Each BIG Deluxe size 1.98 set contains 10 BIG exciting pictures and 10 dazzling colors of Sparkle Paints: Gold, Silver, Emerald, Ruby, Sapphire, Copper, Topaz, Garnet, Zircon, and Amethyst, in two plastic containers with locking lids.

*For trade guidance only and does not signify regular or actual price.

NOW! ALL SETS SHRINK-PACKED!

NEW!
No. 251

No 250

U.S. Patent No. 2,815,150

2 NEW EASY-TO-BUY ASSORTMENTS AT 98¢* and $1.98*

98c Sparkle, Tracy and Magoo Assortment:

No. 150 Sparkle Paints
No. 151 T Dick Tracy Sparkle Paints
No. 151 M Mr. Magoo Sparkle Paints
2 doz. assorted, wt. 14 lbs.

$1.98 Sparkle, Tracy and Magoo Assortment:

No. 250 Sparkle Paints
No. 251 Tracy & Magoo Sparkle Paints
1 doz. assorted, wt. 13 lbs.

Sparkle Paints also in Solid Packs

No. 150 Sparkle Paints . . . 1 doz., wt. 7 lbs.
No. 250 Deluxe Sparkle Paints . . 1 doz., wt. 13 lbs.

THE BIGGEST SELLING LINE OF PAINT SETS IN AMERICA!

NOW! ALL SETS SHRINK-PACKED!

Kenner's

SPARKLE, PRESTO, and PRESTO-SPARKLE Paint Sets

NOW! BIGGER THAN EVER—WITH ALL THESE TOP TV FAVORITES TO PAINT AND SPARKLE!

TO SPARKLE PAINT

© 1963, Chicago Tribune —New York News Syndicate

© 1963, UPA Pictures, Inc.

TO PRESTO-PAINT

© 1963, King Features Syndicate, Inc.

© 1963, Terrytoons. A Div. of CBS Films, Inc.

TO PRESTO-SPARKLE PAINT

© 1963, Norman Maurer Productions, Inc.

© 1963, P.A.T. Ward Productions, Inc.

It's FUN to Sparkle and Presto-Paint Your TV Favorites

IN NEW, EASY-TO-BUY ASSORTMENTS

*Every price shown represents the top of the price range for the item. It is shown for trade guidance only and not to signify the regular or actual retail price.

NETWORK TV in 165 MARKETS

Plus SATURATION LOCAL TV *in many Markets!*

THE MOST IMPORTANT EVENT OF THE YEAR

© King Features Syndicate, Inc.

To every child, the most important event of the year is his birthday. Imagine the excitement a child would feel if his birthday were celebrated on TV by Popeye the Sailor.

Well, that's exactly what's happening to millions of kids in 1964.

As part of POPEYE'S BIG BIRTHDAY YEAR, TV stations from coast to coast are throwing Birthday Parties each month on their Popeye cartoon shows . . . with Popeye games, Popeye prizes, "Popeye's Birthday Song" and Popeye's personal greeting to all the kids whose birthdays are that month.

Many children will hold their own parties at home while they watch Popeye's TV birthday special . . . just for them.

You too can take part in the wonderful excitement of "POPEYE'S BIG BIRTHDAY YEAR." How?

Retailers: ask your wholesalers for more Popeye items.

Wholesalers: ask manufacturers for more Popeye merchandise.

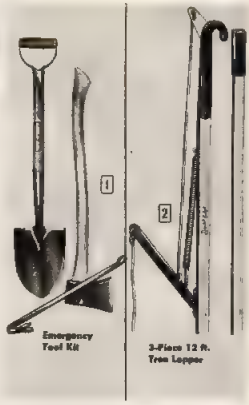
Manufacturers: ask us.

KING FEATURES SYNDICATE
235 East 45th Street, New York, N. Y. 10017
Tel 212 MU 2-5600
Chester Weil, Director of Special Services

LAKESIDE '64

See
LAKESIDE TOYS
Suite 1224
200 5th Ave. Bldg.

©LAKESIDE TOYS, MCMLXIV



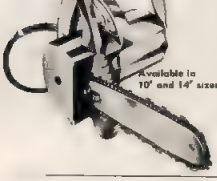
Four features exclusive with chain saws built by Lancaster:

- *Horizontal Engine: reduces vibration because power impulses are absorbed by the opposing cutting forces; lessens operator fatigue*
- *Unit Frame: 2-pc. construction eliminates strapped on tin tanks and usual assembly hardware—saw cannot vibrate apart*
- *Down Draft Carburetor: air filter is mounted high and dry, away from oily sawdust and chips—keeps air filter clean many times longer*
- *Single Control Starts: choke automatically pre-sets throttle—makes starting much easier*

These extra-powerful direct drive chain saws are lightweight, compact . . . fast-cutting and easy to handle, even in tough spots All models feature diaphragm type carburetor which allows cutting in any position Automatic recoil starter . . automatic centrifugal clutch Narrow kerf 5/16" pitch chain (.063 gauge) Heavy duty ball and needle bearings throughout. *Freight or Express;* from Pa Allow 2 weeks plus transit

Handyman Chain Saws. 2-cycle Power Products air cooled engine has 4.7 cu. in. displacement, 2" bore, 1 50" stroke
52-65-66D 16" Handyman, 3.5 HP Wt 20 lbs $99.95
52-60-04D 19" Handyman; 5.5 HP Wt. 23 lbs. 119.95

Super Logger Chain Saws. Both sizes with 7 5 HP, 2-cycle West Bend air-cooled engine with 6 1 cu in displacement, 2.187" bore, 1 62" stroke
52-65-82D 19" Heavy Duty. Wt. 25 lbs. $139.95
52-65-90D 24" Extra Heavy Duty. Wt. 28 lbs. 154.95

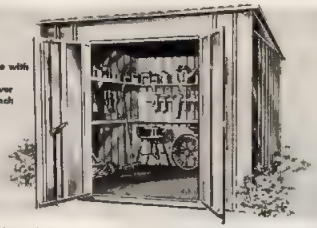


Electro-O Chain Saws. Rugged, multi-purpose saws, 10" or 14" deep cuts perfect for boring cuts into walls, joists or heavy beams. Safety clutch prevents "kick-back," minimizes motor burnout. Positive chain adjustment eliminates slack, assures faster, truer sawing Heavy duty motor Cutting speed 1300 ft. per minute. 115v, 60 cycles, AC-DC 6-ft. 3-prong cord, adaptor plug. *Available*
52-42-98C 10" Saw, 1¾ HP, 8.0 amps Shpg wt 13 lbs . . . $57.95
52-60-53C 14" Deluxe Saw; 10 amps Shpg wt. 16 lbs. 8 oz. $79.95

Portable Drill with Ice Auger. Get through the ice fast and start fishing! No back-breaking, time-consuming chopping and scooping every time you want to move to a luckier spot Let the All-Purpose drill's quick-starting, powerful gasoline engine bore a clean 7" hole through the thickest ice in just a couple of seconds It's lightweight, completely portable. Knock-down too, for easy carting in plane or sled 2½ HP engine has automatic rewind starter, fingertip throttle control, automatic centrifugal clutch Earth bit also available (see separate listing below) Shipped from Wisconsin. *Freight* Allow 2 weeks plus transit.
52-53-94D Drill with 7" Ice Bit Shpg wt 57 lbs $124 95
52-54-02D 7" Earth Bit for digging fence holes, etc Shpg wt 16 lbs $21 95

1 Emergency Tool Kit. Three basic compact size tools (shovel, axe, crowbar) for camping, road use, shelters. 30" True Temper grade shovel ideal for work where "elbow room" is limited Kelley 2¼-lb axe is heat treated for rugged use. Forged steel 18" crowbar Set is double-strapped with hang-up loop
52-60-12C Shpg wt. 9 lbs $7 95

2 Extension Tree Lopper. No need to climb trees that need pruning—do the job the easy way (same as professional tree trimmers) with this extension tree lopper Composed of three 4-ft. sections of stained hardwood with sturdy steel hook. Long rope is attached to operating arm. Heavy steel blade, hardened and tempered, cuts up to 1" branches
52-60-38B (5 lbs. 8 oz.) $6.95



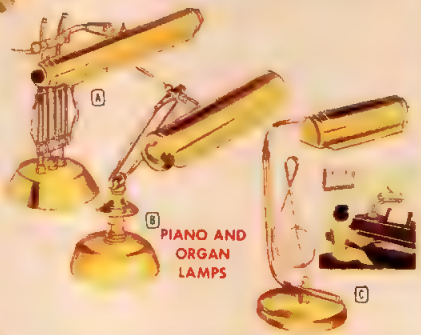
Deluxe Utility Building . al. steel pre-fab construction. Gives complete weather-proof protection for garden tools, etc. Double doors have piano hinges, Yale-type key lock handle. Roof slope can be front or back. Prime painted 5x7x6 ft 4 in. high. (Shelf and floor not included.) *Freight or Express;* from Michigan Allow 2 weeks plus transit
52-60-46D Deluxe Utility Building Shpg. wt. 245 lbs $94.95

Flo-Gun Crack-Crete Wet Cement. Nothing to mix, nothing to add! Flo-gun dispenses exact amount of crack-crete to repair hairline cracks in cement steps, foundations, sidewalks, and for tuckpointing. Sets in 10 to 20 minutes, hardens in 24 to 30 hours Dries by evaporation Tested to hold in brick after 22 cycles of freezing and thawing. You get two tubes of Crack Crete at one low price.
52-60-79B Wt. 3 lbs. 9 oz.. . . . . $2.29

Down Spout-O-Matic . . . automatically uncoils when it rains, recoils by itself when rain stops. You never have to touch it! Openings at end disperse water 6 to 10 feet away from the house Protects lawn from annoying waterholes, guards against water settling in pools around basement foundation . . . helps prevent flooding. Spout-O-Matic fits any downspout. Made of heavy duty plastic. Green color. Shpg. wt. 1 lb.
52-37-38B Spout-O-Matic $3.29

Lenox

FUNCTIONAL LAMPS



PIANO AND ORGAN LAMPS

(A) "LYRE". For your piano, organ or even your desk. Richly finished gleaming brass. Cool Fluorescent bulb affords soft shadowless light, adjustable to any angle. Ht.: 17". Weighted 6" base with protective pad. Shade 15" long, complete with 8 watt fluorescent bulb (A.C. only). Shpg wt.: 7 lbs. **Mailable.**
619/1997 ..... **$29.95**

(B) "SPINET". The ideal lamp for your spinet piano or organ. Bright polished brass. 14" long heavy metal shade is adjusted to height of 17", swivels 360 degrees as desired. Uses two tubular T-10 bulbs (not incl.). 6" weighted base with protective padding Shpg. wt.: 7 lbs. **Mailable.**
620/1530 ..... **$22.95**

(C) "CLEF". Adjustable to fit all pianos, spinets or organs. Polished brass finish. Sturdy 8" metal shade. Uses tubular T-10 bulb (not incl.). Adjusts to height of 21", swivels 360 degrees directing the light where required. Extra heavy weighted 6" base with protective pad. Shpg. wt.: 6 lbs. **Mailable.**
621/1130 ..... **$16.95**

(D) BUDGET POLE LAMP AND TABLE. 24" brass center with mocha ends. Walnut finished table with brass rim. Translucent shades with gold stripes and walnut finished handles. 4-way switch; adjusts 7'8" to 8'6" Shpg wt. 9 lbs. **Mailable.**
707/1330 ..... **$19.95**

(E) BUDGET TREE LAMP AND TABLE. Matches lamp (D) 15" diam. simulated walnut table with brass rim. 4-way switch. 62" high. Wt. 14 lbs.
706/1330 ..... **$19.95**

(F) DELUXE "BRASS SHADE" POLE LAMP. Gleaming Brass finished shades and pole with *simulated walnut center section.* 4-way lighting. Swivel-mounted bullets. Genuine Walnut handles. Adjustable from 7'6" to 8'6". Wt. 9 lbs.
753/1663 Mailable **$24.95**
Above lamp with all brass finished pole. **Mailable**
713/1663 ..... **$24.95**

(G) DELUXE "BRASS SHADE" TREE LAMP. Throws a dramatic "accent" spot on a decorative high point. Gleaming brass finish; genuine Walnut handles on shades; 4-way lighting; 62" high. Wt. 13 lbs.
712/1663 ..... **$24.95**
As above but with simulated walnut bottom section, brass base **Mailable.**
752/1663 ..... **$24.95**

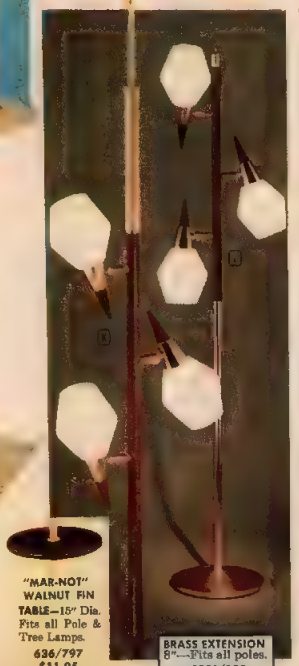
(H) "KOOLITE TREE LAMP." Gleaming brass upper half. Square shades for cool light; Solid Walnut handles. 4-way control switch. 62" high. Shpg. wt. 13 lbs. **Mailable.** Colors: Black or Mocha
714/1397 Black **$20.95**
715/1397 Mocha **$20.95**

(J) "KOOLITE POLE LAMP." Square shade design for cooler lighting. Polished brass center section. 4-way controlled lighting. Adjusts from 7'6" to 8'6". 10 lbs. **Mailable.**
716/1397 Black ... **$20.95**
717/1397 Mocha . . **$20.95**

(K) "WALNUT 'N BRASS" POLE LAMP. Superb blend of fine materials! Translucent opal glass shades combined with genuine Walnut handles; polished brass top and bottom with simulated walnut center, adjusts 7'6" to 8'6"; 4-way switch. Shpg wt.: 14 lbs.
709/2330 ..... **$34.95**

(L) "WALNUT 'N BRASS" TREE LAMP. Add charm and warmth to any decor with this unique and functional lamp. Translucent imported opal glass bullets, simulated walnut with brass base; 4-way control lighting for perfect vision, overall size stands 62" high. Shpg. wt. 17 lbs.
708/2330 ..... **$34.95**

"MAR-NOT" WALNUT FIN TABLE—15" Dia. Fits all Pole & Tree Lamps.
636/797
$11.95



BRASS EXTENSION 8"—Fits all poles.
BRE8/130
$1.95

LENOX WARE

The fine melamine dinnerware

from the maker of Lenox china

Now, from the world-renowned maker of Lenox-Ware, comes new break-resistant dinnerware. Neither boiling water nor daily baths in the dishwasher can harm it. Light, delicate-looking, yet molded of such sturdy melamine, you can forget about chipping, cracking, breaking. Cups are Lenoglazed for protection against permanent coffee or tea stains. Every piece is guaranteed not to chip, crack or break in 2 years normal use or it will be replaced absolutely FREE.

Golden Rhythm . . . so elegant with soft ivory accessories. So beautiful . . . with golden plumes setting every plate aglow. So translucent . . . it rivals fine china. This fine quality melamine dinnerware is guaranteed 2 years against breaking, chipping or cracking. Lenoglazed cups will stay free of permanent coffee or tea stains.

70-44-29C 45-pc. Set (serves eight). Shpg. wt. 17 lbs. **$49.95**

56-53-41C 65-pc. Set (serves twelve). Shpg. wt. 26 lbs. **$64.95**

Contents of Lenox-Ware Sets

45-pc. Set (serves 8). Eight each: cups, saucers, dinner plates, salads, soup-cereal bowls. One each: platter, serving bowl, sugar/lid, creamer. *Mailable.*

65-pc. Set (serves 12). Twelve each: cups, saucers, dinner plates, salads, soup-cereals. One each: platter, serving bowl, sugar/lid, creamer. *Express.*

Seville . . . with white accessories. Gracefully scrolled border . . . beige, brown and antique gold . . . recalls the grillework of a Spanish balcony. Melamine dinnerware defies breaking. Cups are Lenoglazed to resist staining.

70-40-23C 45-pc. Set (for 8). 15 lbs. **$39.95**

56-53-58C 65-pc. Set (for 12). 26 lbs. **58.90**

Spring Spice . . with rosy pink accessories. From a June garden, a bouquet of daisies and coral bells to brighten your table. Break-defiant melamine dinnerware guaranteed 2 years. Stain-resistant Lenoglazed cups.

56-53-66C 45-pc. Set (for 8). 15 lbs. **$39.95**

56-53-74C 65-pc. Set (for 12). 26 lbs. **58.90**

Dutch Garden . . . with white accessories. Sets a gay mood for dining. Winsome tulips and roses, in vibrant blue, shower the white plates with color. Lenoglaze finish keeps cups free of caffeine stains. Break-resistant melamine.

56-53-82C 45-pc. Set (for 8). 15 lbs. **$39.95**

56-53-90C 65-pc. Set (for 12). 26 lbs. **58.90**

Love Birds . . . with light olive accents. Winsome little birds nestle atop bright blooming flowers to create a pattern of fresh appeal. Colors . . . light green and yellow . . . will never fade. Lenoglazed cups are protected against caffeine stains. Break-resistant melamine.

56-54-08C 45-pc. Set (for 8). 15 lbs. **$29.95**

Woodcut Leaves . . . with terra cotta accents. Suggests a crisp October day with leafy foliage of brown, beige and orange. This melamine dinnerware is china-light and break-resistant. Lenoglazed cups are safe from permanent coffee or tea stains. Shpg. wt. 15 lbs.

56-54-16C 45-pc. Set (for 8). . . **$29.95**

Garland Rose . . . with misty green accessories. Sweet pink rose buds on stems of soft green, twirl on the edges of snowy white plates. Molded of melamine . . . light, lustrous, defiant to breaking. Lenoglaze protects the cups against permanent coffee or tea stains.

70-41-30C 45-pc. Set. Wt. 15 lbs . . **$29.95**

All merchandise on this page shipped prepaid for your convenience

Dear Santa Claus:

I'd love a dress-up doll!

[A] to [C] **BARBIE, MIDGE AND KEN** are like real people. Made of molded, flesh-toned vinyl plastic, with movable arms, legs, heads. Barbie and Midge have rooted Saran hair (sorry, no color or style choice) for you to brush and comb. Both dolls come in knit-jersey swimsuits and sandals. Ken has molded, painted hair; comes in swimtrunks, beach jacket, sandals. Order other outfits below. All Barbie clothes fit Midge, too.

[A] X 921-0014 A—Barbie Doll. About 11½ in. tall. Shpg. wt. 10 oz. 1.92
[B] X 921-0006 A—Midge Doll. About 11½ in. tall. Shpg. wt. 10 oz. ..1.92
[C] X 921-0022 A—Ken Doll. About 12 in. tall. Shpg. wt. 11 oz. 2.28

[1] to [7] STUNNING CLOTHES AND ACCESSORIES FOR BARBIE AND MIDGE

[1] **Knitting Pretty.** Matching sweater set, flannel skirt, shoes, knitting needles and yarn with hook, scissors in bowl.
X 921-1608 A—Shpg. wt. 7 oz. ...2.44

[2] **Barbie Baby-Sits.** Baby doll with moving legs and head. Extra diaper, bassinet, blanket, pillow, sacque, bottle. For Barbie: apron, clock, eye-glasses, phone and phone book, bottle of pop, pretzels, school books.
X 921-1616 A—Shpg. wt. 6 oz... 2.27

[3] **After-Five.** Black/white organdy evening dress with matching hat, plastic shoes.
X 921-1632 A—Shpg. wt. 5 oz.....1.57

[4] **Airline Stewardess.** Blue jacket, skirt, white nylon blouse, cap, shoes, flight bag.
X 921-2911 A—Shpg. wt. 6 oz. 2.44

[5] **Ice Breaker.** Leotard, fluffy white bolero jacket, rayon velveteen skirt, nylon tights, white shoe-skates
X 921-1657 A—Shpg. wt. 7 oz....2.47

[6] **Ski Queen.** Blue/red hooded parka with zipper, jersey ski pants, mittens, boots, skis and poles, sunglasses.
X 921-1590 A—Shpg. wt. 7 oz... 2.57

[7] **Graduation.** Traditional cap and gown with crisp white collar, tasseled mortar board; outfit even includes a ribboned diploma for the graduate's big day. A perfect match to Ken's graduation costume.
X 921-1640 A—Shpg. wt. 6 oz... ..1.47

[8] to [12] OUTFITS FOR KEN

[8] **Graduation.** Traditional black tasseled-cap, gown. With diploma.
X 921-1665 A—Shpg. wt. 6 oz.....1.47

[9] **Saturday Date.** Natural shoulder suit, shirt, striped tie, shoes and socks.
X 921-1624 A—Shpg. wt. 7 oz... . 3.44

[10] **Campus Hero.** Pullover knit cheerleader sweater, duck pants, shoes, socks. With banner and varsity "letter."
X 921-1673 A—Shpg. wt. 6 oz.....2.47

[11] **Fun on Ice.** Argyle sweater, corduroy trousers, knitted stocking cap, muffler, mittens, and racing shoe skates.
X 921-1699 A—Shpg. wt. 7 oz. ... 2.44

[12] **Ski Champ.** Quilted jacket, ski pants, cap, mittens, skis, poles, boots, sunglasses.
X 921-1681 A—Shpg. wt. 8 oz..... 2.67

[D] to [K] FURNITURE AND ACCESSORIES ESPECIALLY FOR THE TEEN DOLLS

[D] **Dream House.** Comes in a corrugated suitcase that unfolds into 3 walls and floor of house. Easy-to-assemble furniture, rugs, accessories. Sturdy chipboard. Folds compactly. 33 x 26 x 14½ in. high.
X 921-0188 A—Shpg. wt. 6 lbs. 5.77

[E] **Hot Rod.** Car will seat Barbie, Ken, Midge and other teen-age dolls. Plastic body with steel axles. Authentic details
X 921-1772 A—Wt. 3 lbs. 10 oz... 4.97

[G] **Vanity.** Made of styrene. Mirror, telephone, Ken's picture in frame, tissue-box holder, bench, plush rug. 8 in. high
X 921-0238 A—Shpg. wt. 1 lb... 2.67

[H] **Bed.** Made of styrene. Comes with pillow, plastic mattress, and storage chest. Bed measures 12 in. high
X 921-0246 A—Wt. 1 lb. 12 oz... 2.67

[J] **Wardrobe.** Made of styrene. Mirror attached to door, shoe rack, hatrack, basket, shelf, rod with hangers, drawers. 14 in. high.
X 921-0220 A—Wt. 2 lbs. 2 oz.....3.27

[K] **Barbie and Midge Case.** Room for Barbie and Midge with their clothes and accessories. Vinyl plastic-clad case, plastic handle. Partitioned interior; built-in accessory compartments, pouch pockets.
X 921-0204 A—Wt. 4 lbs. 8 oz. 3.77

[L] **LIBBY LITTLECHAP.** Pert 10-year old has lots of charm. She stands 10½ inches tall, has jointed arms and legs—her head turns, too. Libby's rooted Saran hair, styled in a cute pony tail, can be washed, combed. She looks fresh-from-the-bath, in a striped terry cloth sarong, just waiting to be dressed in her darling clothes. Made of flesh-toned styrene with plastic stand. Order a complete selection of Libby's clothes and accessories below.
X 921-1806 A—Doll. Shipping weight 8 oz. . . Only 2.67

[13] to [18] CLOTHES AND ACCESSORIES DESIGNED FOR LIBBY LITTLECHAP

[13] **Lingerie.** Lace-trim tricot panties, cotton slip with pleated nylon flounce. Short socks; pink stuffed puppy
X 921-1855 A—Wt. 4 oz..... 1.27

[14] **Pajamas.** French smock, print-lining; matching pants! With mules, diary, toy.
X 921-1822 A—Wt. 3 oz.....1.57

[15] **Levis.** Fly-front denim jeans, sweat shirt, sneakers, comic book, yo-yo.
X 921-1848 A—Wt. 4 oz.....1.67

[16] **Dress.** Rayon velveteen with rayon taffeta lining, sash; petticoat. Shoes, gloves, socks, hairbow, locket.
X 921-1863 A—Shpg. wt. 4 oz.. .1.87

[17] **Reefer Coat.** Bright red/blue plaid; back belt. Comes with red boots, knit hat, mittens and mock-leather school bag.
X 921-1830 A Wt. 4 oz. . 2.37

[18] **Blazer Outfit.** Sporty-looking blazer with crest, pleated skirt, blouse, pumps, socks, school books with mock-leather strap
X 921-1814 A—Shpg. wt. 4 oz.....2.77

[M] **FAMILY ROOM.** 15 pieces of easy-to-assemble furniture and accessories. Convertible sofa opens into two beds. Hanger-filled closet. Entire room folds into portable carrying case with handle.
X 921-1798—Shpg. wt. 4 lbs. 8 oz. 2.87

Barbie Doll Mix 'N' Match Set Includes Doll and Wardrobe

[N] **THIS COMPLETE SET INCLUDES** "Barbie" plus a go-everywhere wardrobe. Garments are made of quality fabrics, beautifully detailed, with sealed-down zippers and tailored linings. 11½-in. doll of flesh-toned vinyl plastic has movable arms, legs and head. Rooted hair can be brushed and combed. Barbie wears knit jersey swim suit, earrings and sandals; stands on pedestal. Wardrobe includes: coat, hat, jacket, skirt, cardigan, pull-over, playsuit, jeans, blouse, leotards, shorts, gloves, shoes, necklace and valise. Dress Barbie in fashionable combinations.
X 921-2937 A—Shipping weight for complete set 2 lbs.....7.88

Dolls are not included with outfits [1] to [18]

SAVE THIS CATALOG—toys will be available till Sept. 21, 1964

Lifelike Dolls that little girls adore

Set 4.99

B Set 6.97

C 4.44 Set

Mary and her little lamb

Little Red Riding Hood and wolf

D 4.44 Set

A PONYTAIL TODDLER WITH WARDROBE. Blond, blue-eyed little playmate with many colorful outfits—even a rain cape and boots. 13-in. vinyl plastic doll in pretty checked pinafore, panties, socks, and shoes. With fully jointed arms and legs, "sleeping" eyes, soft, rooted Saran ponytail hairdo. Wardrobe consists of slack set, sundress, stole, pajamas, skirt, flannel sweater, purse, rain cape with boots, comb, brush, mirror, scissors, two curlers.
X 921-1582 A—Shpg. wt. 1 lb. 8 oz. 4.99

B DRINK-WET BABY WITH LAYETTE AND CASE. She drinks and wets just like a real baby—comes with layette in handy carrying case. 16-in. baby is made of polyethylene and vinyl plastic with rooted Saran hair, moving eyes, arms and legs. Dressed in tights and white dress. Layette includes diaper and kimono set, sunsuit, sleeper, two dresses and bonnets, undershirt and panties, shoes and socks, sponge, clothespins, bottle and bottle brush. In paperboard case with 6 plastic hangers, carry handle
X 921-1558 A—Shpg. wt. 2 lbs. 1 oz. 6.97

C MARY AND LITTLE LAMB. Charming "Mary" has moving eyes, vinyl plastic head and arms, polyethylene body, legs. Braided blond rooted Saran hair. Rick rack trim pinafore, white blouse, socks, black shoes. 16 in. high. Rayon plush lamb included
X 921-1525 A—Shpg. wt. 2 lbs. 8 oz. 4.44

D LITTLE RED RIDING HOOD AND WOLF. This darling fairy-tale doll wears a bright red cape and hood, print dress, apron, shoes and socks. She has moving eyes, vinyl plastic head and arms, polyethylene body, legs, carries plastic basket. Washable blond rooted Saran hair. 16 in. high. Furry rayon plush wolf included.
X 921-1533 A—Shpg. wt. 2 lbs. 8 oz. 4.44

E TINY CHATTY BABY GIFT SET. A cherished gift for any little girl, includes cuddly 15-in. Tiny Chatty Baby with soft rooted blond Saran hair. Says 11 different phrases—"Hi mama," etc. Her eyes open and close; vinyl plastic arms, legs, and head are movable. Wears pink party dress of nylon organdy over gingham, panties, slipper-socks. Two extra costumes—"Bye-Bye" outfit: blue cotton pique coat and hat, "Fun-Time" outfit: romper, hat, and shoes
X 921-1483 A—Shpg. wt. 4 lbs. . . . . Set 9.99
X 921-1871 A—Doll only, in blue romper. Wt. 2 lbs. 5 oz. 6.33

G CHATTY BABY 3-PC. NURSERY SET. Adorable play set of sturdy corrugated board. Crib, chair, and two-door wardrobe with removable drawer, plastic knobs, hangers, and hanger rod. Dainty pink and blue design with Chatty Baby silhouette. Wooden legs. Easy to assemble. Wardrobe, 13½ x 6 x 17¼ in. high, crib, 22 x 10 x 13¼ in. high, chair, 9 x 6½ x 10½ in. high. (Doll not included.)
X 921-1467 A—Shpg. wt. 6 lbs. 4.77

H OFFICIAL TINY CHATTY BABY CRIB. Made of white styrene with polypropylene net drop sides with Tiny Chatty Baby motif. Playful "Twirly Bird" spins in cage at head of crib. Cotton mattress 21½ x 11½ x 16½ in. high. (Doll not included.)
X 921-1517 A—Shpg. wt. 3 lbs. 8 oz. 4.99

J CHATTY CATHY GIFT SET. It's talkative Chatty Cathy, dressed in red rayon velvet dress and shoes. Blue-eyed Cathy stands 20 in. tall—says 18 different phrases. Her twin, rooted Saran ponytails can be brushed, styled. Movable vinyl plastic head, arms, and legs. Complete set includes red rayon velvet party coat and hat—also another outfit: smart capri pants, blouse, hat, sandals
X 921-1475 A—Shpg. wt. 4 lbs. . . . . Set 13.44
X 921-1491 A—Doll only. (Blond.) Wt. 2 lbs. 9.88
X 921-1509 A—Doll only. (Brunette.) Wt. 2 lbs. 9.88

K CHARMIN' CHATTY TRAVELS 'ROUND THE WORLD. A Traveling Charmin' Chatty says 216 different phrases in English and six foreign languages: French, German, Spanish, Italian, Russian, Japanese—has a British accent, too. 24-in. Charmin' Chatty comes in one-piece navy blue skirt, white middy blouse with red sailor collar, panties, red socks, saddle shoes and eyeglass frames. With movable vinyl plastic head, arms, and legs—blond rooted Saran hair. With complete travel wardrobe of coat, hat, gloves, shoes, socks, passport, and shoulder bag—plus Stewardess cap, with wings, and flight bag for child. 9 records, language folder; Charmin' Chatty book included. To order doll only, see back cover of this catalog. No down payment with Credit Command—see page 79.
X 921-2606 A—Shpg. wt. 5 lbs. . . . . Set 19.99

L CHARMIN' CHATTY ANIMAL GAME. Charmin' Chatty competes with one or more players. Incl. reversible game boards for two games, animal cards, Chatty record, instructions
X 921-2598 A—Shpg. wt. 8 oz. 1.66

M CHARMIN' CHATTY "LET'S PLAY NURSE." Charmin' Chatty's the talkative patient. Includes record, hospital gown for Charmin' Chatty—nurses cap, armband, and stethoscope for child
X 921-2622 A—Shpg. wt. 12 oz. 2.44

N CHARMIN' CHATTY "LET'S PLAY TEA PARTY." Charmin' Chatty and her playmate enjoy lively talk at tea party. Incl. record, place settings, aprons for Charmin' Chatty and child
X 921-2614 A—Shpg. wt. 12 oz. 2.44

SAVE THIS CATALOG—order toys till Sept. 21, 1964

. . . Bisgyer

(*Continued from page* 83)

advertised on TV and in other media." An ex-GI himself—he served with the Army during World War II—he says he knows what the serviceman and his family want and that he will give it to them if at all possible.

It's no wonder that early-rising Mr. Bisgyer says "the day goes by fast" for in selecting toys for different parts of the world he is constantly faced with limitations and endless considerations. There are the climate ("Toys must tolerate extreme heat, cold and humidity"); elements such as salt water, smog or dust storms; rust ("In Panama we give them bikes with enamel rather than chrome rims"); areas with poisonous animals and insects ("Here the kids play on platforms, so we wouldn't buy them sand toys"); the base in a stockade ("No bikes"); and even a GI's wife's boredom ("She goes to the store several times a week, so we must have a varied selection"). He also buys toys for bases without families, such as in Thule, Greenland, because a GI might want to pick his own toys to send back to the kids. And he handles the problem of military transfers by having *some* type of toy wherever a base might be. "As a result of the GI's travels," Mr. Bisgyer notes, "the American toys are distributed in more countries than ever before. Seeing Americans enjoying American products creates a demand abroad that has helped build exports."

Operating from headquarters at 8 W. 14 Street, New York City, Mr. Bisgyer serves as "resident buyer" for the overseas exchanges. With his associates he starts covering the market in January, but waits until the Toy Fair before sending the information abroad. (Orders are written in New York on overseas requests.) The domestic bases do their own buying subject to suggestions from New York and service centers in Atlanta, Baltimore, San Antonio and San Francisco. A committee for each service center area comes to the Toy Fair; then, as a team they work with the New York staff to make their selections for the domestic exchanges. An almost completely self-supporting facility of the Department of Defense, the Exchange Service has 70,000 personnel and employees (34,000 American civilians, 34,000 indigenous personnel and the rest military). The exchange's worldwide chief is Brig. General C. J. Galligan, USAF.

Brooklyn-born and bred, the amiable Mr. Bisgyer came to the exchange service after having worked for a number of years at Gimbels under Bill McDuffee in the toys and sporting goods departments, where he went from head of stock to assistant buyer. A graduate of St. John's College of Annapolis, Md., he was also associated with the lumber, plastics and soft goods industries for varying periods of time.

A bachelor until two years ago when he married into a "going family," Mr. Bisgyer now lives in Hewlett, L. I., N. Y. And, when not tirelessly working for GI Joe, he enjoys fishing, gardening, driving and reading detective stories. He has traveled extensively for business and pleasure to places all over the world and real gourmet that he is—has sampled and enjoyed the food of each place. He'd like to return some day to Eleuthera, a tiny, sparsely-populated island in the Bahamas where "the sand is pure white and soft as powder and the fishing is great!"

. . . Chizewer

(*Continued from page* 82)

tee for several years previous. He is currently a member of the board of directors of the Bernard Horwich Community Center, affiliated with the Jewish Federation of Metropolitan Chicago.

With his father, Mr. Chizewer has helped to finance the building of a nursery home in Tel Aviv, Israel, and a school building in Kfar Silver Agricultural School, Ashkelon, both in memory of his mother.

Mr. Chizewer was one of the founders of Temple Menorah and served two terms as its president—1947-49 and 1955-57. In 1962,

FULLER APPOINTED REMCO'S NATIONAL SALES MANAGER

Philip Cohen, vice-president in charge of sales at Remco Industries, announced last month the promotion of Bert Fuller to the post of national sales manager. He was

Bert Fuller

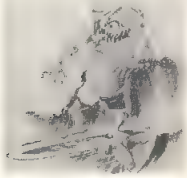
previously in charge of national chain store sales

Prior to his move to Remco, Mr. Fuller headed national chain store sales for Ideal Toy. He has also been with Robert Patterson Associates, toy representatives

REVELL NOW OFFERING SURFINK, NEWEST CUSTOM MONSTER BY ROTH

Surfink is the latest custom monster designed by Ed "Big Daddy" Roth for Revell, Inc., Venice, Calif

Complete with a 1/1,000,000 scale tidal



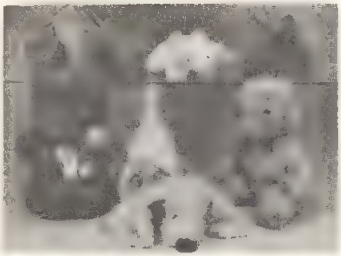
wave, the $1 Surfink has his very own surfboard and a contemptible crustacean "Sam Crab" to hang from his big toe. The arms and wrists of Surfink move and there are special red beady eyeball decals.

SHETLON COVERED STUFFED TOYS AT WORLD'S FAIR KODAK EXHIBIT

A variety of stuffed animals made from Shetlon, a Borg deep pile fabric, is displayed at the World's Fair exhibit of Eastman Kodak. Made from Verel, an Eastman modacrylic fiber, Shetlon fabrics are nonallergenic and flame resistant, according to Henry Pollak, president of Henry Pollak, Inc., 1040 Avenue of the Americas, New York City, exclusive Shetlon distributor to the toy trade.

Mr. Pollak stated that stuffed toys made from Shetlon are so lifelike in appearance their hair can be surface-washed, combed, brushed, and set with pin-curls.

Dardenelle Line of Stuffed Animals Being Offered for Fall by Dakin



Lovable stuffed animals in the Dardenelle line are now being offered for fall by R Dakin Company, San Francisco. Those illustrated above carry wholesale prices ranging from $14.40 per dozen to $43.40 per dozen, according to sales manager Norman P Cannight.

The Dardenelle Company of Lindsay, Calif., was recently purchased by R. Dakin, which plans to solidify production and expand the line. Currently, distribution is concentrated on the West Coast, in the Mountain States and in parts of the Midwest. Representatives include Hal Warner, 108 S. 8 Avenue, La Grange, Ill.; Arthur Gonser, 1902 S. Newport, Denver; Norman Reule, 8015-14 Avenue N.W., Seattle; Bill Turcot, R. Dakin Company, 121 2nd Street, San Francisco; Robert Brown, 3 Kerr Avenue, Berkeley, Calif.; and George Gardiner, 607 S. Hill Street, Los Angeles.

R. Dakin Company is well known for its humorous miniature stuffed animals and dolls sold under the Dream Pet and Dream Dolls labels

Memphis Toy "Mart" Shared by Brownstein, Farber and Carver

A new 6,400-square-foot "Toy and Hobby Building" at 4077 Viscount Avenue, Memphis, has been completed by Fred X. Brownstein of Brownstein Associates and Jack Garver and Bernie Farber of Farber and Garver, Inc., manufacturers' representatives

Described as being the "closest thing to a privately-owned toy mart running a permanent toy show," the modern, air-conditioned building is divided into two equal parts with completely furnished adjacent offices and showrooms for each of the companies, Brownstein and Farber and Garver represent the lines of Mattel, Hassenfeld, L. M. Cox, Aurora, Craft Master, Emenee, Standard Plastics Products, Banner and Halpern

Mr. Garver and Mr. Brownstein report that since their opening they have held numerous jobber sales meetings and retail educational programs and are "extremely gratified" by the response of local and other mid-South buyers.

BACK IN JANUARY 1927

Loads of action came with Officer Stopgo, the whistling Traffic Cop who also moved his eyes and raised his arms to give stop and go signals.

. . . Bisgyer

(*Continued from page* 83)

advertised on TV and in other media." An ex-GI himself—he served with the Army during World War II—he says he knows what the serviceman and his family want and that he will give it to them if at all possible.

It's no wonder that early-rising Mr. Bisgyer says "the day goes by fast" for in selecting toys for different parts of the world he is constantly faced with limitations and endless considerations. There are the climate ("Toys must tolerate extreme heat, cold and humidity"); elements such as salt water, smog or dust storms; rust ("In Panama we give them bikes with enamel rather than chrome rims"); areas with poisonous animals and insects ("Here the kids play on platforms, so we wouldn't buy them sand toys"); the base in a stockade ("No bikes"); and even a GI's wife's boredom ("She goes to the store several times a week, so we must have a varied selection"). He also buys toys for bases without families, such as in Thule, Greenland, because a GI might want to pick his own toys to send back to the kids. And he handles the problem of military transfers by having *some* type of toy wherever a base might be. "As a result of the GI's travels," Mr. Bisgyer notes, "the American toys are distributed in more countries than ever before. Seeing Americans enjoying American products creates a demand abroad that has helped build exports."

Operating from headquarters at 8 W. 14 Street, New York City, Mr. Bisgyer serves as "resident buyer" for the overseas exchanges. With his associates he starts covering the market in January, but waits until the Toy Fair before sending the information abroad. (Orders are written in New York on overseas requests.) The domestic bases do their own buying subject to suggestions from New York and service centers in Atlanta, Baltimore, San Antonio and San Francisco. A committee for each service center area comes to the Toy Fair; then, as a team they work with the New York staff to make their selections for the domestic exchanges. An almost completely self-supporting facility of the Department of Defense, the Exchange Service has 70,000 personnel and employees (34,000 American civilians, 34,000 indigenous personnel and the rest military). The exchange's worldwide chief is Brig. General C. J. Galligan, USAF.

Brooklyn-born and bred, the amiable Mr. Bisgyer came to the exchange service after having worked for a number of years at Gimbels under Bill McDuffee in the toys and sporting goods departments, where he went from head of stock to assistant buyer. A graduate of St. John's College of Annapolis, Md., he was also associated with the lumber, plastics and soft goods industries for varying periods of time.

A bachelor until two years ago when he married into a "going family," Mr. Bisgyer now lives in Hewlett, L. I., N. Y. And, when not tirelessly working for GI Joe, he enjoys fishing, gardening, driving and reading detective stories. He has traveled extensively for business and pleasure to places all over the world and—real gourmet that he is—has sampled and enjoyed the food of each place. He'd like to return some day to Eleuthera, a tiny, sparsely-populated island in the Bahamas where "the sand is pure white and soft as powder and the fishing is great!"

. . . Chizewer

(*Continued from page* 82)

tee for several years previous. He is currently a member of the board of directors of the Bernard Horwich Community Center, affiliated with the Jewish Federation of Metropolitan Chicago.

With his father, Mr. Chizewer has helped to finance the building of a nursery home in Tel Aviv, Israel, and a school building in Kfar Silver Agricultural School, Ashkelon, both in memory of his mother.

Mr. Chizewer was one of the founders of Temple Menorah and served two terms as its president—1947-49 and 1955-57. In 1962,

Topper's Johnny Seven Shipments Expected to Reach 1.4—1.5 Million

President Henry Orenstein brandishes millionth Johnny Seven gun L-r: David Cohen, Topper general sales manager; Morris Orenstein, vice-president; Mr. Orenstein; Ron Saypol, executive vice-president; Tony Francis, v-p, personnel; Pete Cassada, v-p, production.

From 1.4 to 1.5 million Johnny Seven OMA Guns will have been shipped before the end of this month.

This projection was made recently by Henry Orenstein, president of De Luxe Reading Corporation, who noted that the millionth piece of the Topper Toys Division's multi-function Johnny Seven weapon had been produced on October 24 at the company's mammoth plant complex at Elizabethport, N. J.

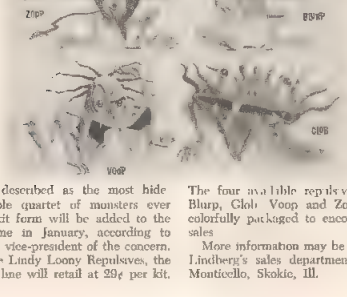
Mr. Orenstein voiced his belief that sales totals for the gun establish an industry record for a single year's volume on a toy wholesaling at about the $5 level.

Shipments on Penny Brite, another product star in the Topper firmament, are expected to approach the 3.5 million unit mark by Christmas. Ordering on the doll came to a halt in late August, at Topper's direction, so that the company could be certain of filling demand.

Total sales for Topper Toys in this, its first year of operation, are expected to range between $24-$26 million, about 25% above the estimates predicted at Toy Fair time.

For 1965, according to Mr. Orenstein, the present Topper line of about 20 packaged items will be expanded five-fold; several new-for-Topper toy categories will be entered with low-end merchandise.

Quartet of Repulsive Monster Kits Joining Lindberg Line in January



What is described as the most hideously horrible quartet of monsters ever created in kit form will be added to the Lindberg line in January, according to Ken Rathke, vice-president of the concern.

Called the Lindy Loony Repulsives, the new plastic line will retail at 29¢ per kit.

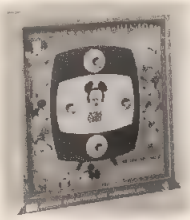
The four available repulsives are named Blurp, Glob, Voop and Zopp. They are colorfully packaged to encourage impulse sales.

More information may be obtained from Lindberg's sales department at 8050 N. Monticello, Skokie, Ill.

AMSCO RELEASING MICKEY MOUSE CLUB TOON-A-VISION IN JANUARY

Amsco's Toon-A-Vision, the $1 TV "face" toy which the manufacturer claims has racked up a sales record of more than 2,000,000 units since its introduction last year will get a "facelifting" in 1965. This was announced by James R. Becker, vice-president and marketing director of the concern.

In a licensing arrangement with Walt Disney, the cartoon characters of Mickey



Mouse, Donald Duck, Pluto and Goofy will be featured in Amsco's new Mickey Mouse Club Toon-A-Vision (#1002), to be released for sale in January. The new toy (still a $1 retailer) will be intensively promoted via regional TV campaigns covering more than 20 major markets starting early in January. Additional markets will join the promotion during the spring and fall.

Mr. Becker said that the toy is expected to receive a bonus boost from its identification with the Mickey Mouse Club TV show, which is syndicated in 77 markets where it ranks among the leading children's afternoon programs. With permission from Walt Disney, Amsco has used special animation material from the show in its 60-second TV toy commercial.

In addition to the change to Mickey Mouse Club "faces," the new Toon-A-Vision is more colorful and reportedly improved in construction. Wooden controls have been replaced with durable plastic dials which can "tune in" as many as 38,640 different cartoon faces.

Suitable for use indoors, at parties, or in cars, Toon-A-Vision is said to be a good "baby sitter," keeping the child absorbed as he tries various combinations of faces, eyes, noses and mouths. The item is packaged like a TV screen in a sturdy 14⅜" by 13⅜" by 1", four-color shadow box. Packing is 24 per 15 pound, 26⅝"-by-14⅜"-by-15⅝" master carton.

Amsco is also offering the Mickey Mouse Club Toon-A-Vision Floor Display (#1003), packed four dozen per 30-pound master carton. The display carton size is 23⅜" by 16" by 28". Amsco's general sales office and showroom are at 200 Fifth Avenue, New York City.

DUCKY FAMILY · FEB. '48

Wobbling and quacking in unison as a new family consisting of a mother duck and her three offsprings. Called The Quacks, this pulltoy retailed at $1.29.

NOW . . .

A PENNEY EXCLUSIVE!

[1]

LIONEL

Famous Lionel electric train with transformer, figure-8 track . . . only **9.99**

[2] Twin Diesel
18.88

[3] Rocket-firing Army Transport
13.88

From Lionel, the most famous name in model railroads, three exciting new freight trains

Authentically detailed "powerhouse" locomotive

[1] PENNEYS FIGURE 8" TRAIN SET "027" gauge. A model railroader's delight—at an unbelievably low Penneys price! Run her forward, back her up around the unique figure-8 track arrangement. Pulling the mighty cargo is a husky Lionel steam engine equipped with "rail gripper" wheels and a powerful track-scanning headlight. Back of the locomotive tender, there's a realistic flatcar loaded with a steel girder, followed by a hopper car. Bringing up the rear, a colorful crew's quarters caboose. For power, a big 35-watt transformer with built-in circuit breaker. Figure-8 track rig includes 12 sections of curved track, 4 sections of straight track, 90° crossing, plus automatic uncoupling. Wire and instructions included.

X 924-0664 A—Shpg. wt. 6 lbs. 8 oz. 9.99

Mighty Santa Fe Diesel with real-action cars

[2] LIONEL TWIN-DIESEL FREIGHT TRAIN SET, "027" gauge. Here's an action-packed deluxe model railroad that gives any young engineer plenty to do! At the head of this outstanding performer, a heavy-duty twin-unit Lionel Diesel with its own beam headlight. Rolling stock includes an exciting rodeo car with four head-bobbing horses, a log car which automatically dumps its cargo when actuated by the remote control switch, a gondola with heavy-duty cable reels, and a colorful caboose. For added fun, a figure-8 track, consisting of 12 sections of curved track, 3 straight track, 90° crossing and remote-control uncoupling track. Power-packed 35-watt transformer with built-in circuit breaker. Wire, instructions incl.

X 924-0672 A—Shpg. wt. 10 lbs. 3 oz. . . . 18.88

[3] LIONEL "027"-GAUGE TROOP-TRAIN SET—two squads of soldiers swarm over and around this Diesel-drawn transport, ready to fire its top-secret turbo missiles. Add an army gondola, hopper car, and caboose, plus a big oval track with automatic coupling, a 35-watt transformer with circuit breaker, and you're all set. Wire, instructions included.

X 924-0680 A—Shpg. wt. 7 lbs. 13.88

Add-on accessories for "027"-gauge train sets

Straight Track. 8⅞-in. section
X 923-4915 A—Shpg. wt. 4 oz. 21c

Curved Track. 9½-in. section
X 923-4907 A—Shpg. wt. 4 oz. 21c

Remote-Control Switches. 1 right, 1 left
X 923-4923 A—Wt. 2 lbs. 13 oz. . . . . Pair 13.95

Manual Switches. 1 right, 1 left
X 923-4931 A—Wt. 1 lb. 10 oz. . . . . Pair 5.95

All train sets operate on 110-120 volts, AC. UL listed
Buy all your toys with Credit Command—see page 283

Extra realism for your trains!

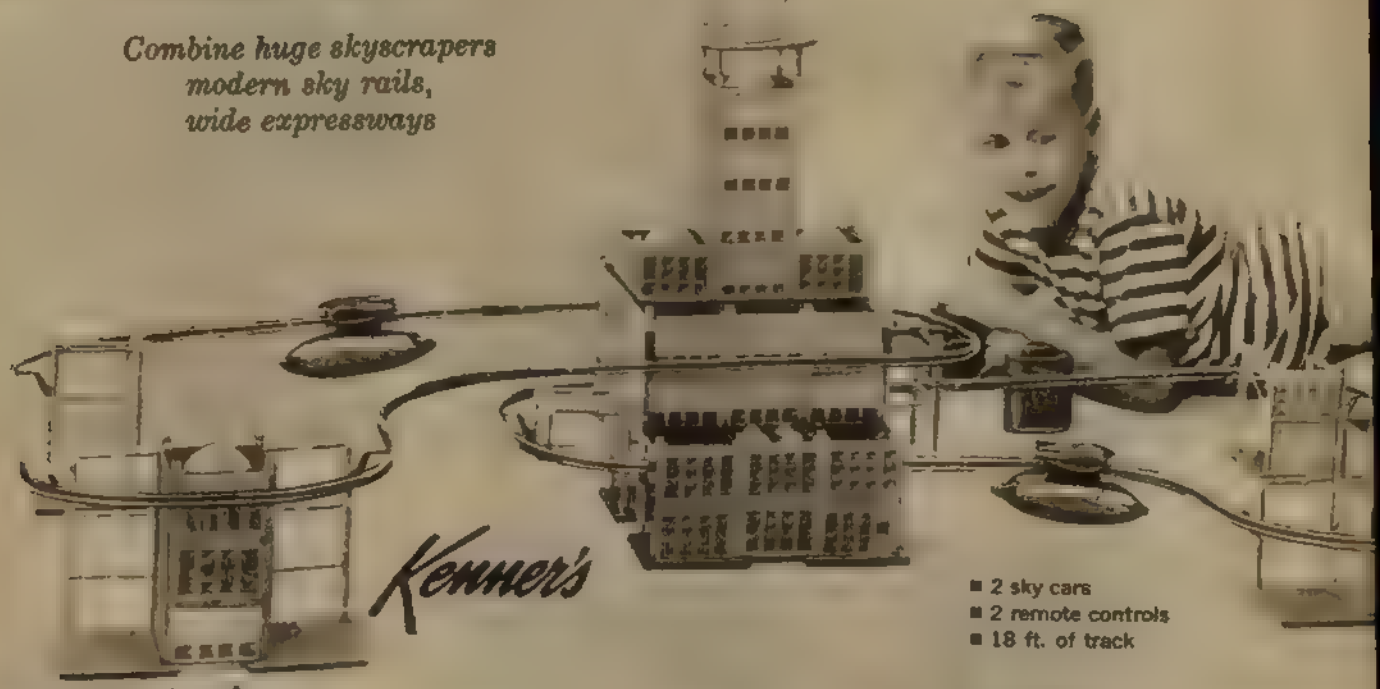
GRADUATED TRESTLE SET. Add exciting variety to your train layout with this "027"-gauge set of graduated trestles. Build figure-8 systems, elevated lines, overpasses—trains climb the grade, run on elevated lines, descend again to regular level. Set includes 22 sturdy plastic piers of graduated heights ranging from 3/16 to 4¾ inches high. For use with most Magne-Traction locomotives. Charge it—see page 283 for complete details

X 923-7991 A—Shipping weight 1 lb. 12 oz. 4.44

4.44

Make a **dream city** come true!

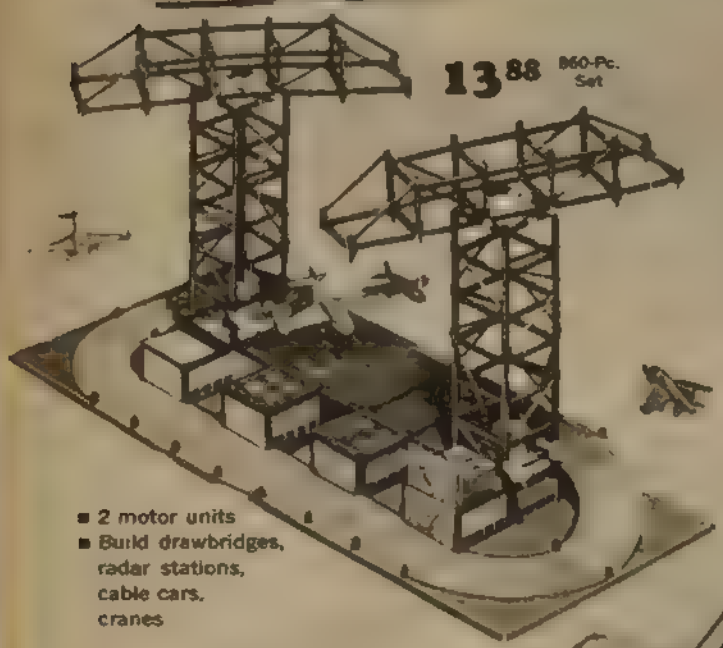
Combine huge skyscrapers modern sky rails, wide expressways



- 2 sky cars
- 2 remote controls
- 18 ft. of track

Giant 696-Pc. Set Only **13.88**

13.88 860-Pc. Set



- 2 motor units
- Build drawbridges, radar stations, cable cars, cranes

KENNER 696-PC. SKY RAIL SET Build working ultra-modern sky stations, sky ports, terminals. 2 sky cars whiz in and out of buildings, zoom around curves. Separate remote controls for each car—can be operated at same time by one or two children. Cars go forward, reverse, up and down steep slopes—even have headlights. 18 ft. of insulated steel sky rail can be suspended from sky hooks in spirals and crossovers, etc. Plastic girders, panels, and rail sections interlock without tools. Built-in controls, switches, rail connections. Uses 4 "D" batteries (not incl.—see page 269).

X 923-5938 A—Shipping weight 9 lbs. 6 oz. 13.88

Kenner 440-pc. Sky Rail Set. Enough parts to give much of the action of the deluxe set. 1 sky car. Uses 2 "D" batt. (not incl.—see page 269).

X 923-5946 A—Shipping weight 5 lbs. 5 oz. 9.66

SAVE THIS CATALOG
Order toys anytime until September 20, 1965

3.99

860-Pc. Kenner construction set

DESIGN BATTERY-OPERATED STRUCTURES, then build and run them. Make double drawbridges belt conveyors hook conveyors, amusement rides, 2-elevator buildings. Set has 2 motors, 2 power units that operate independently. High-impact plastic girders and panels snap together securely and easily. With roadway, braces, pulleys, cables, elevator cabs, conveyor belts, motorized metal parts. Uses 4 "C" batteries (not included).

X 923-5904 A—Shpg. wt. 11 lbs. 13.88

640-Pc. Set. Builds many of the above structures. 1 motor, 1 power unit. Uses 2 "C" batteries (not included)

X 923-5912 A—Shpg. wt. 7 lbs. 12 oz. . . 9.88

605-Pc. Set. Contains all pieces to build bridges, turnpikes, and buildings. No motorized parts.

X 923-5920 A—Shpg. wt. 8 lbs. 8 oz. . . 7.88

Kenner bridge and turnpike set

PERFECT FOR YOUNG ENGINEERS—you can design and construct an unlimited variety of modern expressways. Combine thruways, interchanges, cloverleafs, crossovers. Then add the finishing touches with feeder roads, exit and entrance ramps, double cloverleafs with connecting expressway bridges, toll gates, etc. Plus many authentic extras: signs, light poles, traffic signals. Strong plastic girders and parts snap together to form strong, rigid structures.

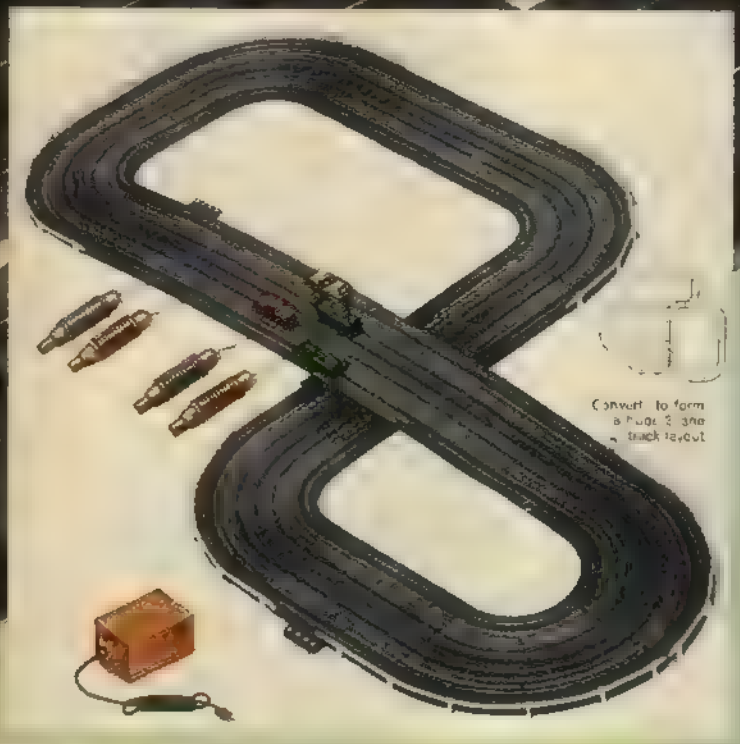
X 924-1670 A—Shipping weight 2 lbs. 2 oz. 3.99

246-Pc. Bridge and Turnpike Set. Over 10 ft. of roadway. Build many of the bridges and expressways of the bigger set above.

X 924-1688 A—Shipping weight 1 lb. 3 oz. 2.49

369-PIECE SET INCLUDES:
Over 17 ft. of roadway, new turnoffs, new curves, toll houses, signs and traffic signals.

Fast HO racing cars measure 2¾ inches long
Cars race into the stretch at scale speeds of over 400 MPH ..then go UP, UP, UP and AROUND the giant loop for the most thrilling HO racing ever
Sears Loop-the-Loop Speedway by Lionel
$19.88
• Two detailed, HO stock car racers
• 14½ feet of track with Loop-the-Loop section
• Two rheostat controls and 16-volt power pack
See the starting flag drop, leap into the lead and the race is on. Your worthy opponent switches ahead at the change over track and he's gaining on you. Slow down, there's a curve ahead — if you don't you'll spin out. Now pour it on — you're headed straight for the Loop-the-Loop. Steady, now you're going up, up and around. Whee! The other racer, never one to quit, keeps up with the chase. Keep on sprinting and the winner's purse is yours.
Two authentically designed racing stock cars speed on 14 track sections through a Loop-the-Loop and past a lap counter. There's also a power pack, guard rails, cups, two hand-held controllers and a set of flags. U.L. approved for 110–120-volt 60-cycle AC.
49 N 9546 -Shpg. wt. 7 lbs $19.88



AURORA

MODEL MOTORING

$29.88

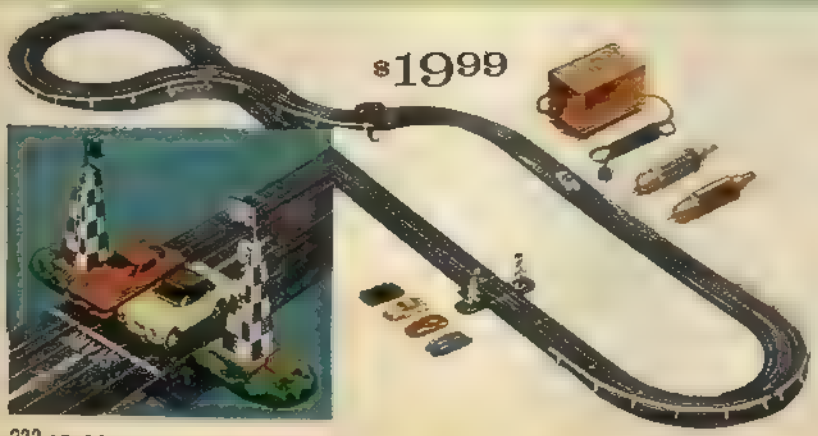
- Powerful Aurora Thunderjet 500 motors give cars tremendous speed (Racers capable of reaching scale speeds of 600 miles per hour)
- Famous Ferrari, Maserati, Corvette Sting Ray and Ford Mustang racers accurately detailed . . scaled to exact size
- 11 feet of 4-lane track . . converts to 20½ feet of 2-lane track (Track separates at center-line, all ends match perfectly)

Double your racing thrills when not only two but four people can compete at the same time. Cars spin-out and weave just like real-life racers, for fun and excitement at every turn. Real skill and timing are needed to get fast lap times without a mishap.

Cars are plastic and metal, about 2⅝ inches long. Chrome bumpers and rubber tires. Make 2½x5 ft. layout (4-lanes), guard rails and trestles included. Power pack UL listed for 110-120-volt, 60-cycle AC.

79 N 7623C—Shipping weight 8 pounds $29.88

No Money Down on anything Sears sells



AURORA Over-and-Under Two-lane HO Road Race

- Two chassis with famous Thunderjet 500 motors plus 6 interchangeable body shells
- 15 feet of running track makes 3x6-foot layout

Press button on starting pylon . . the flag drops and the race is on. Cars speed around tricky course at up to 600 scale miles per hour. Wide, sweeping curve is banked for "all out" run into the straightaway. Watch out for the squeeze track where your opponent may box you in. Be first to flash across finish line as checkered flag drops for the winner.

Your stable of cars includes Ford Mustang Hardtop, Corvette Sting Ray, Ferrari, Maserati, XKE Jaguar and Ford Mustang Convertible. Plastic and metal cars are about 2½ in. long. 2 push button speed controls, lap counter, guard rails. Power pack UL listed (110-120 volt, 60-cycle AC).

79 N 7622C—Shipping weight 7 pounds $19.99

IMAGINE
THE SPIN AROUND LOOP by LIONEL
$19.88
• 17½ feet of track
• Hand-held controls
• Lap counter keeps tab
• Trestle and banked curves
• Authentic 1/32nd scale
Here's a real test of your skill and daring. You and your partner start fast ease the two 5 inch racing cars around the first curve. Then [illegible] yours down the straightaway. Hit the *banked* curve at high speed. Zoom right through the giant loops. Steady now. Hold on tight as your racer climb up over and down the giant "spin around loop." It's the biggest [illegible] road racing sets today. Made exclusively for Sears by famous toymaker Lionel.
You get curved, straight and loop track sections to form a 4x7 foot layout. Also flags, rails, trestles with banking piers to tilt 3 curves. Plastic and metal. Powerpack with track connector. UL approved. 110-120 v. 60 c. AC.
49 N 9532C Shipping weight 10 pounds. . . $19.88

In this road race, a big 25-foot track with so many thrilling obstacles we had to equip the cars with brakes.

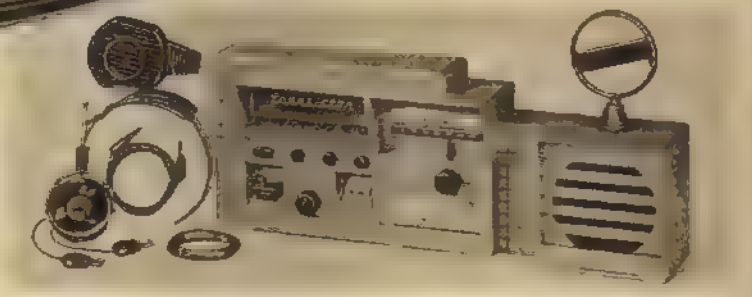
ALLSTATE Monaco Speedway by

Build and rebuild a transmitter, a telegraph, 5 different radios with LIONEL-PORTER'S Communications Lab

Work with real transistors, capacitors, coils, resistors . . just plug parts into the control panel for various circuits—no soldering

$7.99

Explore the wonders of sound. Build 5 different types of radios, an electronic wireless telegraph. Set up broadcasting station in your home and transmit through home radios. Easily build and rebuild these devices with quick plug-in circuits. Order 2 "D" batteries at bottom of page.
49 U 2182 Shipping weight 2 pounds 8 ounces . $7.99

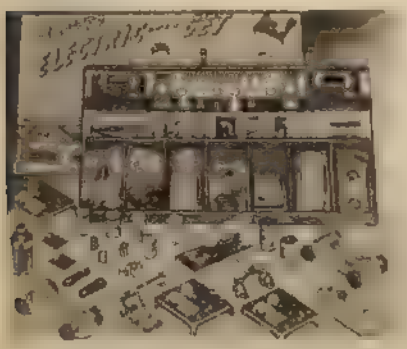


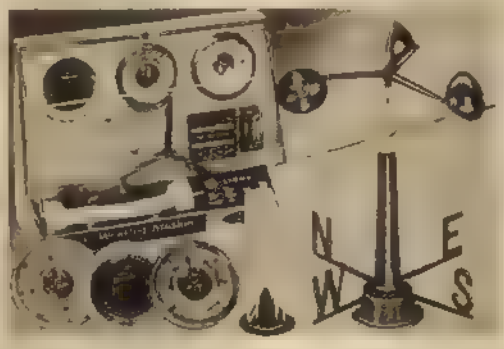
Make a Sun-powered Radio $7.99 without batteries

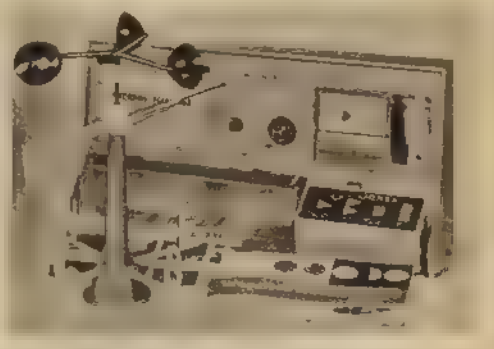
Build your own radio powered by a real satellite-type solar cell. You can make simple radio circuits from early crystal sets to modern transistor designs. Instructions. 8-in. plastic cabinet. Order 2 "C" batteries below.
79 U 2188C—Shipping weight 3 pounds. $7.99
79 U 4665—"C" Battery. Shpg. wt. 2 oz. Each 16c; 4 for 60c

Build a Radio and Public Address System $7.99

Listen to local programs with headset of transistor radio. Broadcast in your home through microphone, amplified by 4-in. loudspeaker. Includes station tuner, diode detector. Plastic cabinet. Order 3 "C" batteries.
49 U 2190—Shipping weight 3 pounds. $7.99
49 U 4665—"C" Battery. Shipping wt. each 2 oz. Each 16c, 4 for 60c







Design toys that work

Electric Build-it Set uses safe battery power $7.99

Build 2 motor-driven hot rods with headlights—and race them. Make telegraph set, traffic light, motor boat, electric tester, many more toys.

Over 100 metal and plastic parts—2 motors, motor kit, 7 bulbs, 2 buzzers, tools, 2 "D" batteries. Order 4 "AA" batteries for headlights.
79 U 6399CM—Shipping weight 4 lbs. . . $7.99

"AA" Battery. Shipping weight each 1 ounce.
79 U 4666M. . . . . Each 16c; 4 for 60c

Predict the weather with Lionel Kits

Master Set relays readings indoors $22.50

Indoor weather panel wired electrically to instruments outside. Measure pressure changes on clock-face, metal Aneroid barometer. Read wind speed, direction on electrically lighted panel. Measure rain and snowfall. Weather manual and colorful cloud chart to consult. Order 1 "D" battery below.
49 U 6305 Shpg. wt. 4 lbs. 12 oz. $22.50

"D" Battery. Shipping weight each 4 ounces.
49 U 4660. . . . . .Each 16c; 4 for 60c

Even Beginner's Set gives full readings $7.99

Measure rain and snowfall, use a compensated air barometer, read wind speed and direction with this set. Compute temperature-humidity index . take wet and dry-bulb temperature readings. Learn official symbols and chart the weather. Plastic, metal parts. Order 1 "D" battery at left.
49 U 2183—Shpg. wt. 2 lbs. 14 oz. $7.99

15-piece Wood-burning Set

Get electric pen with 2 extra points, 6 wood plaques, *plus* silver-color foil, 6 decorating paints . . all for only

$2.97

Introduce youngsters to the fun of wood burning. Instructions guide them step by step. 6 wood plaques have line markings. Electric pen traces lines. Clearly-etched design shows up. Brush on water-color paints. Ready to hang: a graceful clipper ship, an Indian maid . . 4 more studies . . ready to burn and color. And youngsters made it themselves. Also includes 2 foil plaques, tapping tool for embossing, 4 cork coasters to decorate; foil transfer sheet.

49 U 2157—Shipping weight 1 pound 4 ounces..... $2.97

$4.97

21-piece Wood-burning Set . . even make tie rack with it

Set makes handsome plaques. 7 of wood to decorate, 2 of foil to tap. You also get unassembled tie rack to build. 3 extra points for electric pen. Metal box has water paints, brush, tapping tool, foil, transfer sheet, instructions.

49 U 2177—Shipping wt. 2 lbs.....$4.97

NOTE: All electrical items on page are UL listed, 110-120-volt 60-cycle AC DC

$8.99

40-pc. Set for wood burning, carving . . even leathercraft

Multi-craft set helps do great work worthy of a "pro". Electric pen, 4 extra points. 4-pc. bookends for wood burning, 6-pc. bookends, 4 plaques for wood carving, 6 cork coasters, 3 leather bookmarks, tie rack to build, 2 chisels, hammer, C clamp, coping saw, foil, water paints, brush, transfer sheet, instructions. All in metal box.

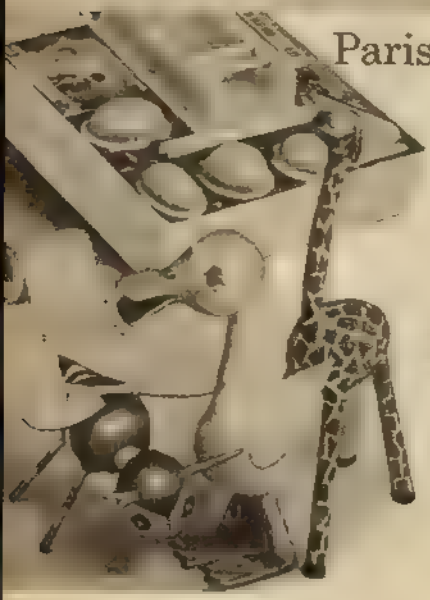
49 U 2160 Shipping wt. 4 lbs. $8.99

Extra Wood Plaques $1.88

16 plaques made of white basswood with assorted subjects. A wonderful selection of extra projects for wood burning fun.

49 U 2156—Shipping wt. 1 lb. 4 oz. Set $1.88

Pariscraft Sculpturing



Create real statues . . just form and combine shapes

3-roll set **$3.99** 2-roll set **$2.77**

Easy to create many art forms with Sears de luxe set. Like to start with an owl? Instructions show you how. Put roll of Pariscraft (3 included) in plastic container; fill tray with water. Cut strip. Wet it. Put it over 1 of 5 reusable plastic molds. Cut more strips, wet, mold, lift off. There's your owl, dried hard. Paint him, build many other forms. Sculpt stick, paint set included.

49 U 2197—Shpg. wt. 3 lbs. . $3.99

2-roll Pariscraft Set. 5 molds, forming tube, sculpt stick.

49 U 2194—Shpg. wt. 2 lbs.... $2.77

3 Refill Rolls of Pariscraft. With sculpture stick, instructions.

49 U 2198—Shpg. wt. 1 lb. Pkg. $2.77

Electric Metal Casting Set

Mold an entire army of 2¼-inch metal soldiers

$4.98

Start your own army with this easy to use set. The 3 figure metal mold makes a sharpshooter, bazooka-man and bayoneteer. Order extra molds at right. Electric stove melts the 18 pigs of casting metal (enough to form 6 figures). Pour casting metal with hand ladle.

Set also includes ladle, candle and cord set. Complete with easy to follow instructions.

49 U 6375—Shpg. wt. 3 lbs. $4.98

Extra 72 pigs of casting metal.

49 U 2205—Shpg. wt. 3 lbs. $2.66

Metal Casting Molds

Make extra troops with extra molds . . knights, World War II commandos, Civil War soldiers—even a Civil War cannon that rolls. *Heavy steel molds make 3 figures.* Shpg. wt. each 1 lb. 8 oz.

1 Medics in Action. Wounded soldier, stretcher, bearer, 2¼ to 3 inches.
49 U 2218 .....$2.59

2 Knights of the Round Table. 3 gallant knights, 2¼ inches.
49 U 2215 . .$2.59

3 Union Infantry. Rifleman, officer with saber, soldier. 2 to 2¾ inches.
49 U 2202.....$2.59

4 Two Union Musketeers, mounted standard bearer. Each 2 to 2¾ in.
49 U 2199 .... $2.59

5 World War II Machine Gunner. Also 2 different riflemen. 2¼ inches.
49 U 2158 $2.59

6 Mop-up Squad. Observer, Lookout guard, mine detector. 2¼ inches.
49 U 2208 ....$2.59

7 Confederate soldier on horse, officer, rifle loader 2¼ inches.
49 U 2168 $2.59

8 Confederate Soldiers. Bugler, officer, flag bearer 2 to 2¼ inches.
49 U 2201..... $2.59

9 Civil War Cannon. One 3½-inch cannon from 3-pc. mold.
49 U 2169.....$2.59

Molds of World War II Soldiers (not illustrated)

Bazooka Squad. Bazookaman, grenade thrower and rifle man. 2¼ inches.
49 U 2203 $2.59

Medical Corps. Stretcher bearer, plasma bearer rescue dog. 1½ to 2½ in.
49 U 2209 $2.59

British Commandos. Grenade thrower, rifleman, bomb thrower. 2 inches.
49 U 2204 $2.59

Training Squad Grenade thrower, bayoneteer, soldier. 2¼ inches.
49 U 2159.....$2.59

Tank Defense Squad. Rocket launcher, rifleman, machine gunner. ¾, 1¾ in.
49 U 2211..... .$2.59

Air Commandos. M-1 man, squad leader, Browning auto. rifleman. 2 to 2¼ in.
49 U 2213..... $2.59

"Talk or sing to me.. I'll repeat everything word for word"

Little Miss Echo

Actually 30 inches tall

Now just $14.99 without ba

Can you imagine anything more fun than a doll that repeats everything you say to her? She has a magnetic tape recorder built right in. Plastic . . jointed arms, legs and head. Her rooted blonde hair can be combed. Order 2 "D" batteries and one 9-volt battery below.
79N3665CM–Shipping weight 8 pounds $14.99

"D" Batteries. Shipping weight each 4 oz.
79 N 4660 . . . . . .2 for 32c; 4 for 60c

9-volt Battery. Shipping weight 4 oz.
79 N 6417M Each 35c

"Where are we going"

"I can say 18 different phrases at random"

I'm Chatty Cathy

by MATTEL

$9.88

She is more talkative, but still the same lovable doll playmate. Chatty Cathy is dressed in bright red velveteen bodice, dainty white face skirt over swish taffeta underskirt. Her rooted Sarah hair can be brushed, combed and styled. 20 inches tall. Mouse head, arms and legs. Plastic.
49 N 3560 Shipping weight 3 lbs. 4 oz. $9.88

"I dig That crazy beat . . . . . yeah!"

Scooba-Doo

by MATTEL

Says 11 different things

$8.97

She's the singin' swinger doll . . just pull her Chatty-Ring and she says far-out things like "Play it cool" . . . don't be a square." She's 23 in. tall with a soft, cotton-stuffed body, sculptured vinyl head. Rooted hair.
49 N 3634—Shipping wt. 3 lbs. $8.97

LOOK-ALIKES "My baby and me"

$8.97

Big doll is 27 in. tall and wears cotton Cordana dress. She carries her own 8 in. drink and wet doll. Hold her hand, she'll walk with you. Has rooted hair, sleeping glassine eyes with lashes. Wears size 1 clothes.

Baby dressed in matching cotton Cordana overall outfit. Nursing bottle. Rooted hair. Both plastic.
79 N 3410C—Shpg. wt. 5 lbs. $8.97

1 $2.37 2 $2.37

Extra outfits for Chatty Cathy

1 **Party Coat.** Perfect to wear when you take her out and show her off. Red velveteen coat with fuzzy white collar. Hat with lowers.
49 N 3572 Shipping weight 12 oz. $2.37

2 **Sleepy time.** She looks so cute and cuddly in [illegible] white pajamas, ruffled nightcap.
49 N 3570 Shipping weight 12 oz. $2.37

Doll not included with outfits

Pert'n perky playmates

HAPPY and NAPPY

Here is Happy, the twin that's always smiling. She has go-to-sleep eyes, and is around all day eager to be cuddled. Nappy is her sleepy sister, a grand companion for the night time hours. 10-inch dolls with baby fine rooted hair you can comb and brush. Vinyl heads and cotton stuffed bodies.

In bunk beds. Twins wear lace trimmed checked flannel nighties and diapers. Wood beds stack or separate. Dainty, lace trimmed pink rayon blankets and pillows are included.
49 N 3154 Shipping wt. 2 lbs. 12 oz. . . . Set $6 47

In blanket. Twins wear warm fleecy hooded jackets and diapers. They share a soft lace-trimmed plaid bunting.
49 N 3157 Shipping weight 1 lb. 12 oz. Set $3 99

Twin treasures from Italy . .

ANNETTA and FELICINO

Friends from afar whose fresh beauty a child will cherish. Exquisite detailing. 11½-inch vinyl fully jointed. Both have rich rooted hair for you to comb and brush.

Set for Sleep. Both wear nightcaps and hold real candles. Shpg. wt. each 1 lb. 8 oz.
49 N 3489—Girl in nightgown. Each $6 99
49 N 3488 Boy in pajamas. Each 6.99
49 N 3487 – Boy, girl set. Wt. 3 lbs. 12 98

Dressed for Day. Both completely outfitted from caps to shoes. Shpg. wt. each 1 lb. 8 oz.
49 N 3506—Boy in red suit. Each $6 99
49 N 3509 Girl in coat. . . . Each 6.99
49 N 3505 Boy, girl set. Wt. 3 lbs. 12 98

Playmates dressed for a winter day

Let winter winds blow and snow fly. This winsome twosome will stay toasty warm in their snowsuits and long mufflers. Fully jointed plastic 10-inch dolls with open-and-close eyes, long lashes. Girl has freckles and rooted hair you can comb. Boy's hair is molded. Snowsuits trimmed with brass.
49 N 3158—Shipping weight 1 pound. . Set $4 99

Playmates dressed for a summer day

Two pals ready for a picnic or a romp in the park. Two 10-inch dolls can be bathed, too. Fully jointed plastic. Open-and-close eyes with pretty lashes. Freckly girl has curly rooted hair; boy's hair is neatly molded. They're dashingly dressed in matching striped outfits. Lacy bonnet for girl, cap for boy.
49 N 3159 Shipping weight 1 pound Set $3 99

Twins drink, wet, hold bottles

Appealing 15-inch tall twins have jointed plastic bodies. Vinyl heads, arms, legs. Go-to-sleep eyes. Rooted hair. Girl wears pink and red cotton cordana dress, boy is dressed in stripey red cotton Eton suit. Wt. 1 lb. 4 oz.
49 N 3085 - Girl doll $2 99
49 N 3084 Boy doll 2 99

NEXT TO YOURSELF, WHO IN THE WEST KNOWS MOST ABOUT HOBBIES?

FINEST HOBBY WAREHOUSE IN AMERICA

MAXWELL MODEL
DISTRIBUTORS, INC.
400 W. 30TH ST. LOS ANGELES, CALIF. 90007
Phone Area Code 213/747-5505

OUTSELLS THEM ALL!

STILL ONLY 29¢

NEW

ED-U-CARDS®

No. 500 ASS'T features "The Chipmunks" plus 14 other children's card games, largest asst. of TV Character and educational fun subjects in the world.

ALSO: 29¢ PLAY-KITS No. 700 complete creative activity fun packs. BIG VALUE!

Write for catalog

ED-U-CARDS
MFG. CORP.
36-46 33rd St
Long Island City 6, N. Y.

ED-U-CARDS®

joins an organization with a strong program for retail trainees such as that of The Emporium. It is demanding work, but it is never dull, and I feel that the traditional department store is getting even stronger in the merchandising field with the challenge of increased competition."

. . . Selling Side

(*Continued from page 46*)

which is offered by the Revell slot racing set, is a desirable activity. This will be an expanding development," he adds. The emergence of slot racing shops in many communities answers a definite need for both the youngster and the older child, he contends.

Bernie Cirlin was born "in the shadow of Columbia University" 47 years ago, attended elementary school in that neighborhood in New York, and graduated from De Witt Clinton High School. A dynamic man, he has a wide range of avocational interests. For the past 18 years he has been breeding orchids in an effort to produce a black cymbidium, and he collects hi-fi and stereo tapes. A major setback in these activities occurred in 1961 when the Cirlins were among the victims of the tragic Bel Air brush fire which wiped out their home and all its contents. He has been rebuilding his collections at his new home in Mandeville Canyon, and is also interested in design, architecture, boating and swimming. The Cirlins have a married daughter and a son in his senior year at U.C.L.A.

. . . Dutch Treat

(*Continued from page 51*)

similar to that of an American merchandise manager—took his buyers and went to Italy to visit Italian manufacturers. The purpose of this was to be able to coordinate merchandise selections for his entire group. This fits in with the "store image," which tends to be all-important and to outweigh many other factors which ordinarily concern the American merchandising personnel. The manufacturers who won and accepted the bid delivered

PERFORMANCE makes them famous

Baseball Softball Little League

JUNIOR Golf Club Sets

Ideal For Youngsters

HILLERICH & BRADSBY CO.
Louisville, Kentucky

YEAR 'ROUND SELLERS!

WARREN Built-Rite PRODUCTS

Adult & Children's Puzzles
Sewing Cards — Play Kits
Checkers — Checkerboards
Bingos-Game Assortments
Card Games — Fun Kits
Inlaid & Junior Puzzles

WARREN PAPER PRODUCTS CO., LAFAYETTE, INDIANA

Quality Toy Makers for all children

REMCO

EVERY BOY WANTS A REMCO TOY... AND SO DO GIRLS

REMCO INDUSTRIES
Cape May Street, Harrison, N. J.

Quality Musical Instruments

(A) E♭ ALTO SAXOPHONE WITH CASE—From France . . . where fine saxophones are made. Quick responsiveness and beautiful tonal quality. Easy-to-play, especially low tones. Integral tone holes, drawn from body; hardened key mechanism Keys beautifully nickel-plated; dura-lacquer finish on body. Complete with scuff-proof Gladstone case. F.O.B. Mich.
H-902-22F18490—Wt. 20 lbs. **$295.00**
B♭ TENOR SAXOPHONE, same as above.
H-902-23F20620—Wt. 28 lbs. **$330.00**

(B) TROMBONE WITH CASE—Finest professional quality . . . superb tone, perfect intonation Pure nickel outer slide, lapped and fitted for easy and perfect positioning. Chrome plated inner slide. Full bore, extra-heavy construction. Extra-long slide cups. Dura-lacquer finish. Case included. F.O.B. Mich.
H-902-14F10650—Wt. 16 lbs. **$169.50**
TROMBONE OUTFIT—Similar to above, but with drawn brass outer slide. F.O.B. Mich.
H-902-15F9390—Wt. 16 lbs. **$149.50**

(C) TRUMPET WITH CASE — Unequalled in tone, intonation, and ease of blowing. Beautifully made, with fully-enclosed box valves, nickel trim, bronze bell, two water keys. Professional quality extra-heavy construction throughout. Dura-lacquer finish. With deluxe Gladstone case. Made in America F.O.B Mich.
H-902-12F10050—Wt. 13 lbs. **$179.50**
CORNET WITH CASE—Same as above.
H-902-13F10050—Wt. 13 lbs. **$179.50**

(D) CORNET WITH CASE—You'll be proud to own an instrument of such outstanding quality at such a modest price. Features top valve springs as found in costliest cornets. Easy blowing . . . perfect tone, tune and intonation. Nickel silver trimmed, dura-lacquer finish. Complete with luggage type case covered in scuff-proof vinyl Imported. F.O.B. Mich.
H-902-10F6670—Wt. 12 lbs. **$119.50**
TRUMPET WITH CASE—Same as above.
H-902-11F6670—Wt. 12 lbs. **$119.50**

(E) B♭ WOOD CLARINET OUTFIT—Made of finest quality Grenadilla wood. Boehm system, 17 keys, 6 rings. Case-hardened, solid nickel-silver, nickel plated keys. Fine tuning and tone quality. Gladstone case.

(E Cont.)
F.O.B. Mich.
H-902-16F7240—Wt. 6 lbs. **$129.50**
B♭ EBONITE CLARINET, similar to above.
H-902-17F6670—Wt. 6 lbs. **$119.50**
PROFESSIONAL B♭ CLARINET OUTFIT—Finest Grenadilla with hand-forged nickel-silver keys. Boehm system. F.O.B. Mich.
H-902-18F12530—Wt. 6 lbs. **$225.00**

(F) FLUTE WITH CASE—A precision symphony flute in the key of C. Rich sounding, easy blowing Integral drawn holes, rolled edges, Perma-Pads. Solid nickel-silver body, bright nickel plated. Closed G# key. Gladstone case. F.O.B. Mich.
H-902-19F6970—Wt. 3 lbs. **$125.00**
FLUTE OUTFIT—As above, but silver plated.
H-902-20F7250—Wt. 3 lbs. **$130.00**
FLUTE OUTFIT—As above, but has sterling silver body, head-embouchure & foot joint.
H-902-21F12800—Wt. 3 lbs. **$229.50**

(G) HOHNER CHROMATIC HARMONICA — Provides half tones—sharps and flats —for playing almost any selection in any key. Nickel-plated covers, brass plates, 40 perfectly tuned reeds, and a patented wind saver Measures 4⅞" long.
H-90121C755—Wt. 1 lb. **$12.00**

(H) PROFESSIONAL MODEL ACCORDION — Excellent range, power and response. 120 bass, 41 piano keys. Swedish steel reeds, 2 sets in treble, 4 sets in bass. 2 automatic treble switches. Complete with carrying case. F.O.B. Ill.
H-9200-1F15600—Wt. 25 lbs. **$265.00**

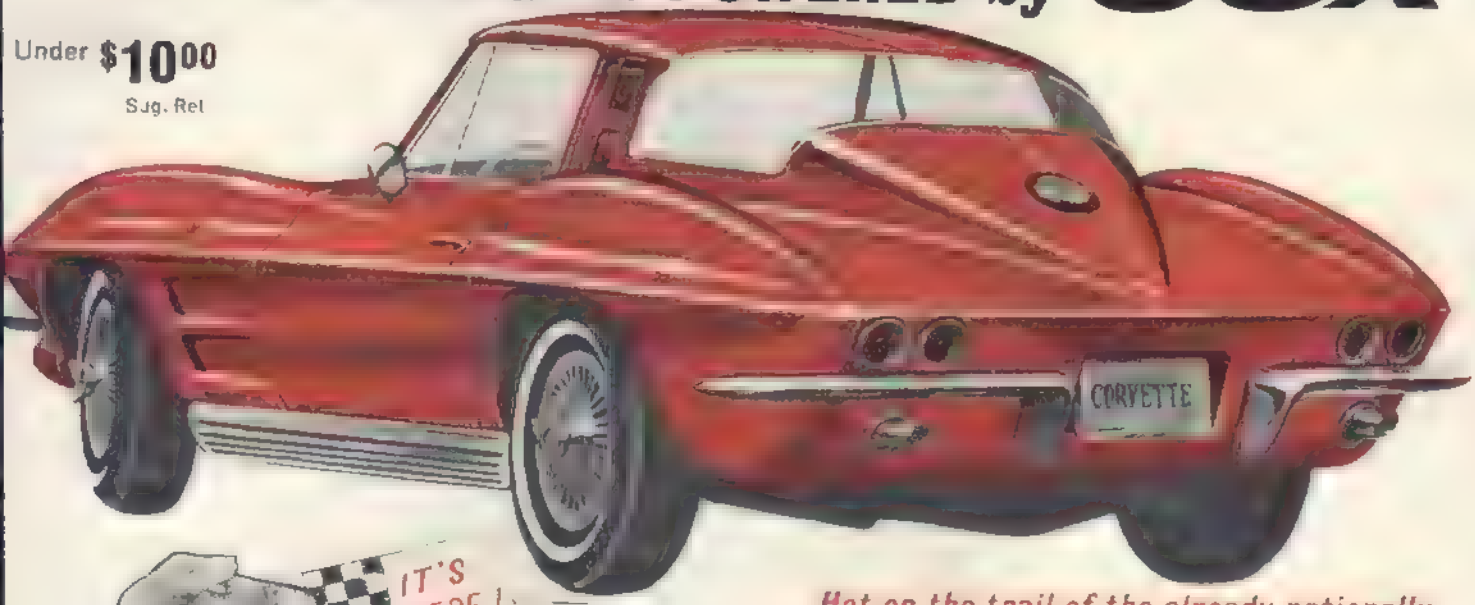
(J) SETH THOMAS ELECTRONIC METRONOME —A fine precision instrument featuring an audible beat tempo with adjustable sound—and a simultaneous visual flashing light. Mahogany-finished hardwood case, brushed aluminum dial. 4⅝ x 5⅝ x 6¼".
H-90174A1450—Wt. 3½ lbs. **$22.95**

(K) SETH THOMAS MECHANICAL METRONOME —Adjustable pendulum permits selection of beat tempo from 40 to 208 beats per minute. Delivers audible and visual beat. Mahogany finished hardwood case. Keywound mechanism. 4½" square base, 9" high.
H-90158A960—Wt. 3 lbs. **$14.95**

'64 Corvette Sting Ray

GAS ENGINE-POWERED by COX

Under $10.00
Sug. Ret



Hot on the trail of the already nationally acclaimed "Buick Riviera" by COX...

The No. 2 entry in the new Cox line-up of gas engine powered 1/20 scale sports cars can be your No. 1 seller right now.

Dramatic is the only way to describe the fast-back Sting Ray with its aerodynamic design, wrap-around bumpers, and full length wind-splits on hood and rear decks.

Dynamic is the only word for its all-out performance — in drag strip, circular track, and straightaway competition! Steel x-frame chassis with dual rear wheel geared drive. Cox .049 engine fully installed. Dragslicks. Complete chrome accessories and simulated knock-off hub caps. Precision dashboard detail with simulated upholstery! Instant snap-on plastic body!

Another terrific boost to Hobby Car Racing from Cox, *world's oldest maker of model racing cars.*

Full "powered" introductory pack... Full dealer markup

The Corvette STING RAY pack comes to you ready for action and sales go-go-go ... including fully made up car and eye-stopping 3 dimensional 10½" x 18" window and counter display. When set up, (10 seconds), the car comes zooming out of the display with a suggestion of living action, leading to LIVE SALES ACTION at the cash register.

Nationally advertised in leading Model Car Publications and featured in multiple page stories

COX

L. M. COX MFG. CO., INC. • P. O. BOX 470, Santa Ana California
National Sales Milt Grey Sales, 8693 Wilshire Blvd., Beverly Hills, Calif

See the complete COX line at Permanent New York Showroom Room 420, 200 Fifth Avenue Building

by Chevron

MTD
QUALITY
MTD PRODUCTS, INC.

MTD QUALITY

MTD PRODUCTS, INC.

What if 15 million kids do see Ideal games on the Magilla Gorilla Show every week?

Are you going to let a bunch of kids tell you how to run your business?

Yep.

You know why?
Because kids are your business.
That's why we're spending $30,000,000 on our "Magilla Gorilla Show."
Each week, 52 weeks a year, the show tells 15,000,000 kids
all about Ideal's great games.
In the Fall, we're going to put on another half-hour show.
We know it will be a hit, just like Magilla.
And, through both shows, there will be twice the number of children

The Internationally Famous

ALUMINUM CHRISTMAS TREE

An outstanding established product by outstanding established manufacturers known for their skill, experience and know-how .... and they are always at your service.

Distinctive and Patented

U.S. Licensees:

ALUMINUM SPECIALTY CO., Manitowoc, Wisconsin
CAREY-MCFALL CO., Philadelphia, Pa.
CONSOLIDATED NOVELTY CO. INC., Paterson, New Jersey
HOLI-GAY MFG. CO., Chicago, Ill.
HOME POOL EQUIPMENT, INC., El Monte, California
R. O. KENT CORP., Newburgh, New York
METAL TREES CORP., Chicago, Ill.
MODERN COATINGS, INC., Chicago, Ill.
PRODUCTION ENGINEERING CO., Austell, Ga.
STAR BAND COMPANY, INC., Portsmouth, Va.
THE TOMAR CO., Chicago, Ill.

Foreign Licensees:

ARTES GRAFICAS UNIDAS, Mexico, D. F. 9
CANADIAN SPANGLE MANUFACTURING CO. INC., Montreal, Canada
WALTER GRAFTON & SON, LTD., Eltham, England
HAUGH'S PRODUCTS LIMITED, Toronto, Canada
INDUSTRIAS DE ARTICULOS METALICAS, LTD., Bogota, Columbia
REX ALUMINUM CO., PTY., LTD., Revesby, Australia

U.S. Pat. 2,893,149; 3,003,623
Canada 585,663; 666,429
British 854,039; 895,209
Mexico 62,792
Australia 234,745; 236,916
Japan 296,893
France, Italy and Switzerland and other foreign patents and pending applications.

MARD CONTINENTAL, INC.

BANKERS BUILDING — ROOM 1900 • 105 WEST ADAMS ST., CHICAGO, ILLINOIS 60603

PHONE: 726-6006

Margaret OF JANESVILLE

SOPHISTICATED STYLING IN FUR FABRIC DOLL CLOTHING . . . *Looks and Feels Like Real Fur!*

Matching stole, hat, and muff. #200

Full length, fully lined street coat, with hat and muff. #100

Lined jacket style cape, hat with trimming, and muff. #300

HATS BY MARGARET A set of three hats, in assorted styles and colors. #330

A child's play stole, in assorted colors. #400

Assorted rugs for doll houses. #500

Three-quarter length coat, muff and hat, in mixed colors. #110

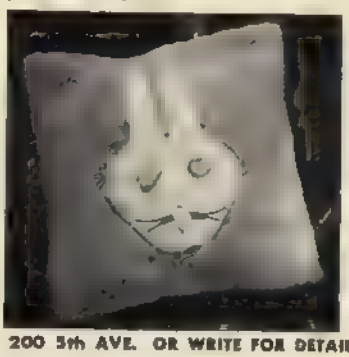
Floor length evening cape with hood in regal ermine fur. Fully lined. #150

Fully lined leopard skin street coat with matching hat & muff. #120

Fur type bunny puppet, amusing, and attractive as child's wash mitt. #500

Hexadecapus 15" pillow in assorted colors, is attractive to all ages, 6 to 60. #900

Bunny pajama case, attractive in assorted pastel shades. #700



SEE US AT THE SHOW — ROOM 209 — 200 5th AVE. OR WRITE FOR DETAILS TO

MARGARET OF JANESVILLE

P.O. BOX 744, JANESVILLE, WISCONSIN

GIANT 4-STORY HOSPITAL

You get 20 doctors, nurses, patients, and visitors, 35 pieces of furniture, a working elevator, 16-room hospital—over 200 pieces in all!

6.44

KENNER PLAY HOSPITAL. The call comes in—it's an emergency! Quickly you move doctors and nurses into position to receive the "patient," rearrange furniture and equipment, use the elevator to transfer invalid "patients" from floor to floor! Set includes room decoration items, furniture, hospital equipment, 20 "people", clothing outfits. Huge 30 in. tall. Equipment and figures are plastic. Exciting set assembles easily—open on 4 sides. 4 children can play

X 921-4800 A—Shipping weight 4 lbs. 4 oz. 6.44

LET'S PLAY DOCTOR AND NURSE!

Tammy® Zipper Bag

1.99 18-pc. Set

1 **TAMMY NURSE BAG.** You're bound to have fun because it's so realistic. Sturdy plastic carrying bag is washable. Zipper opening. With plastic stethoscope, accessories

X 921-4768 A—Wt. 13 oz. 1.99

Dr. Kildare Zipper Bag

1.99 17-pc. Set

2 **DR. KILDARE BAG.** Perfect for young "interns." Washable plastic carrying bag with zipper opening With stethoscope, hypodermic, accessories. All plastic.

X 921-4776 A—Wt 13 oz. . . . 1.99

Tammy® Nurse Kit

1.49 39-pc Set

3 **TAMMY NURSE KIT.** Be prepared for "emergencies." Kit includes red plastic bag with carrying handle, microscope, stethoscope, hypodermic, ear tester, play pills, and other basic accessories

X 921-4784 A—Wt. 15 oz. 1.49

Cart and Medical Kit

2.66 20-pc. Set

4 **HOSPITAL CART AND MEDICAL KIT.** Realistic-looking cart made of plastic, rolls easily Molded nurse's kit includes hypodermic, stethoscope, ear tester, play pills, assorted accessories

X 921-4792 A—Wt. 1 lb. 4 oz. . . . 2.66

5 2.99

6 4.66

Now she can iron dolly's "things"

5 **IRONING SET.** Includes sturdy ironing board, with tubular steel legs, rubber tips, perforated turquoise-enameled top, plastic and metal electric iron with chromed hood, foam pad, silicone cover 21¾ in. high

X 921-4750 A—Shipping weight 4 lbs. 2.99

6 **DELUXE IRONING SET.** Beautiful set makes rainy-day ironing fun! Set contains 31-in. pink ironing board with perforated top extra heavy plated tubular metal legs, plastic floor-protecting tips foam pad, silicone cover. Height adjusts 3 ways—to 22½ in. Electric iron with streamlined ivory-color handle, chromed hood, 3 different movable controls

X 921-4743 A—Shipping weight 5 lbs. 4.66

Electric irons use 110-120 volts, AC UL listed

Shout "FIRE" and it shoots

Battery-powered Command Cannon $5.17 without batteries

Voice controlled cannon is actually triggered into shooting [illegible] the scene [illegible] beautifully molded and outfitted in buccaneer style. Plastic [illegible] are die-cut cardboard. Set [illegible] balls and muzzle loading plunger. Order 2 "D" batteries at right. 13½x7x6 in. high.
79 U 5825C—Shipping weight 4 pounds. Set $5.17

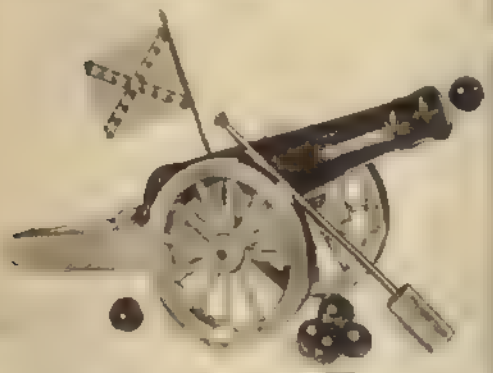
BIG SHOT
by MARX

$9.99 without batteries

Battery-powered Cannon elevates, swings on target, fires missiles

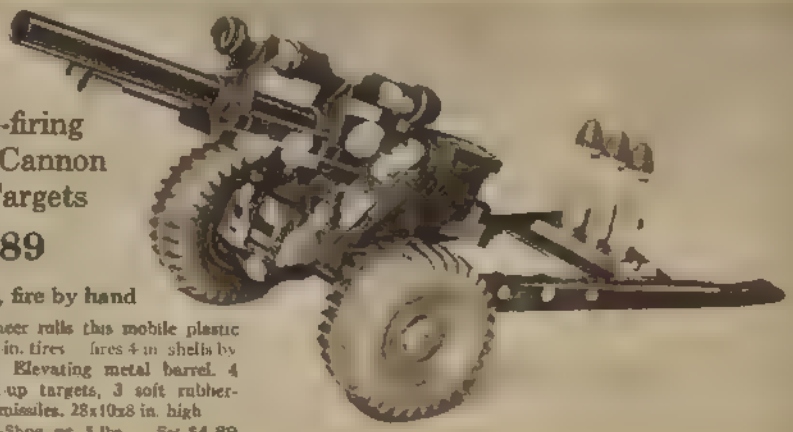
Roll into action with this 23-inch long cannon truck. Push button to raise barrel, push second button to swing it left or right, push third button to fire it. Shoots 3 rubber-tipped missiles. Also fires roll caps (not included)

Plastic with die-cast metal firing mechanism; steel barrel. Order 4 "D" batteries below.
79 U 5774C—Shipping weight 10 lbs. .. $9.99
"D" Battery. Shipping weight each 4 oz.
79 U 4660 ....Each 16c, 4 for 60c



Johnny Reb Cannon $7.99

Load cannon ball down the barrel .. ram it into position with ramrod. Pull lanyard .. and boom .. fires it 15 feet. Molded plastic muzzle loading cannon, ramrod, 6 cannon balls. Tow rope, flag. 30x12x11 in. high.
79 U 5746C—Shipping weight 8 lbs. . .. Set $7.99



Missile-firing Atomic Cannon with Targets

$4.89

Load, cock, fire by hand

Young cannoneer rolls this mobile plastic cannon on 5½ in. tires .. fires 4 in. shells by spring action. Elevating metal barrel. 4 colorful stand-up targets, 3 soft rubber-tipped plastic missiles. 28x10x8 in. high.
79 U 5745C—Shpg. wt. 5 lbs. . . .Set $4.89

Dart stops moving Tank $2.89 without batteries

Fire pistol at 7-inch metal tank. Strike target with suction-cup dart .. hood flies up, lights and noise cease, tank halts. Lower hood .. action starts again. From Japan. Order 2 "D" batteries at right.
49 U 5749 Shipping wt. 1 lb. ....Set $2.89

1 Dozer, Trailer Set $9.99 without batteries

2 Dozer $3.89 without batteries

Battery-powered Bulldozers

1 **Giant 18-inch Dozer** pulls 16-inch trailer. Two motors provide powerful push or pull to climb steep inclines. Levers control reverse, right or left turns. Blade raises and lowers automatically. Plastic body. Rubber treads. Order 4 "D" batteries above.
79 U 5788C Shpg. wt. 10 lbs. $9.99

2 **11-inch Junior Size.** Same action as above. From Japan. Order 2 "D" batteries below.
49 U 5750 Shpg. wt. 3 lbs.. $3.89
"D" Battery. Shipping weight 4 ounces.
49 U 4660... . ... Each 16c, 4 for 60c

shell-ejecting Tommy Gun . . bullet shooting "45"

canteen. You'll be a fearless

Paratrooper

Authentic 14-pc. Paratrooper Outfit It's available only at Sears

$5.99

Combat-alert gear includes adjustable helmet with camouflage netting. Non-bullet shooting harp gun with 6 play shells. "45" with holster, belt and 8 bullets. Mess kit with knife, fork, spoon, canteen, 2 grenades, paratrooper insignia. All plastic.
49 U 2626 Shipping weight 4 lbs. . $5.99

$3.99

Fighting Sergeant Set has bolt-action rifle

Here's a natural for scrappy young "GIs". The sling-strap army-type rifle actually ejects cartridge after each firing. Shoots roll caps. And there's a bayonet knife of soft, flexible plastic that mounts on your rifle. Helmet has net camouflage and sergeant stripes. Canteen holds ¾ pint of water. Includes two grenades, whistle, infantrymen's insignia. All plastic.
79 U 2622C—Shipping weight 3 lbs. $3.99

$4.99

Charge with this Civil War Cavalry Set

Ride with Jeb Stuart's raiders or Sheridan's Scouts. Your 27-in. carbine and 9-in. pistol fire caps and plastic bullets. 26-in. saber is flexible. Belt, 24 bullets, holsters, scabbard. All pieces are durable plastic. Blue or gray wool felt hat with matching insignia.
79 U 2706C —Blue (Union Army Set). Shpg. wt. 3 lbs $4.99
79 U 2707C —Gray (Confederate Army Set). Wt. 3 lbs. 4.99

$6.66

Track 'em down with Safari Hunter Outfit

Your "bring-'em-back" equipment is a jungle helmet, big game Mannlicher Rifle with scope . . shoots darts, fires caps and ejects shells. Plus binoculars, 9-m.m. Luger with 8 plastic bullets, belt and holster, canteen, flexible plastic jungle knife and compass.
79 U 2702C —Shipping weight 4 pounds . [redacted]

$3.96 without batteries

Rapid fire machine gun

Blaze away with this realistic 32-inch .50 cal camouflaged gun. Flashes . . recoils! Hear it Rat-a-tat-tat! Order 2 "D" batteries below.
79 U 2729C—Shipping weight 3 pounds. . $3.96
79 U 4660 'D' battery. Shpg. wt. 4 oz. Each 16c. . 4 for 60c

$2.96

Combat Patrol Field Kit

Lots of fun for your pint-size noncoms. They can pack their own mess kit with knife, fork, spoon. Includes canteen, net camouflage helmet, whistle and cap firing grenade. All are durable plastic.
49 U 2746—Shpg. wt. 1 lb. 4 oz. $2.96
NOTE: Caps not included with shooting toys.

$1.79

Sonic Ray Gun

Send Morse blinker code through outer space. Built-in buzzer. Red, white, green lens. 8-in. plastic. Has 2 "C" batteries. Shpg. wt. 12 oz.
49 U 2687. . . . . $1.79

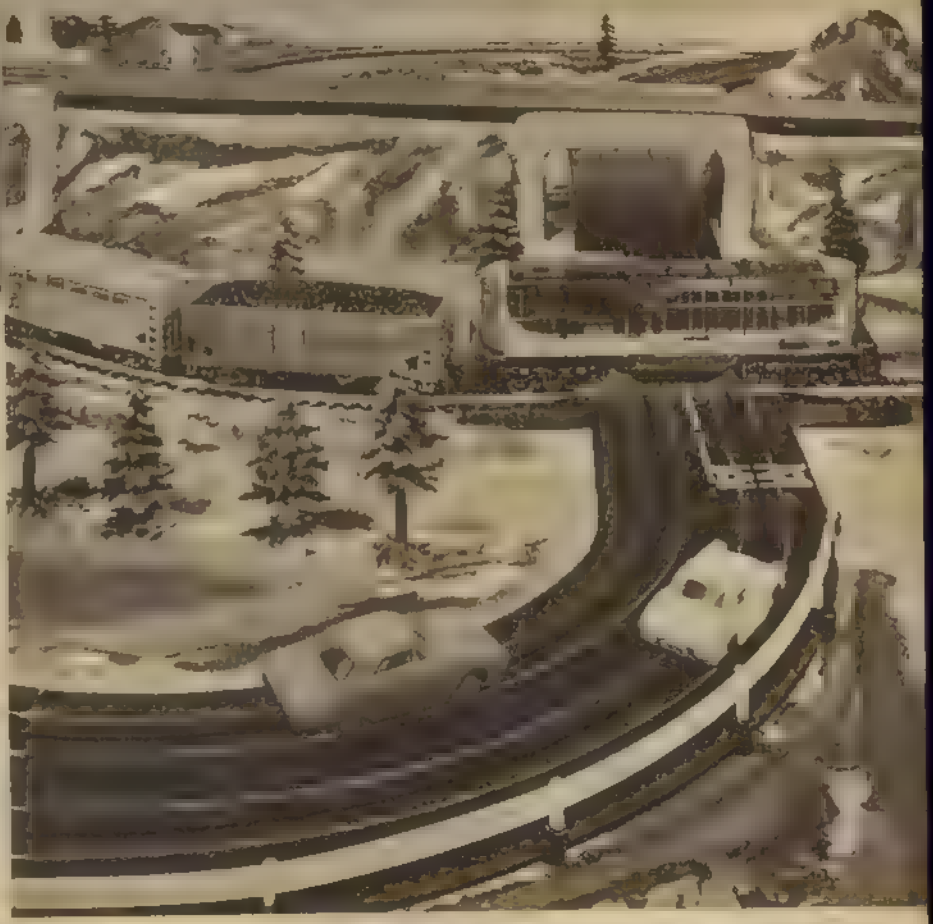
$2.32

The Kazooka

New hand weapon for Jr. anti-tank units. It bloops-out featherlight plastic balls (5) without reloading. Plastic 18 in. long. Wt. 1 lb. 3 oz.
49 U 2699 . . $2.32

Train and Speedway thrills galore

Separate controls for split-second timing



5-unit HO Diesel plus two 2½-inch jet-speed racers zoom around hairpin curves . . 112-inch track, 130-inch speedway track

By MARX

Complete with powerpack **$39.97** cash — NO MONEY DOWN

Scenic plastic base 46x48x4⅝ inches with 16 movable trees and 6 movable fence sections provides the background for this exciting train and turnpike set.

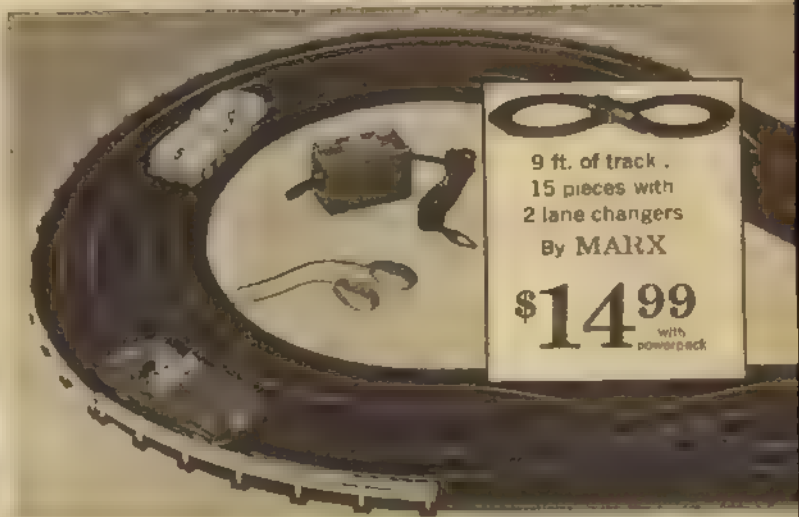
28-inch train of plastic and metal. Diesel-switcher locomotive, tank car, hopper car, cement car and caboose. Runs fast or slow, stops or starts—all by remote control. 112-inch track has [illegible] sections plus grade crossing.

[illegible] Thunderbird and Corvette Sting Ray automobiles each 2½ inches long. Powered by electric motors, each has its own speed control to send it racing along the 130-inch, 13-section turnpike track.

UL listed powerpack with circuit breaker reduces 110-120-volt, 60-cycle AC to 18-volt AC DC. Set assembles easily. Shipped freight (rail or truck) or express.

79 U 9602N2 — Shipping wt. 19 lbs. — Set $39.97

17 pieces of asphalt-black track form 2x4-foot figure 8
By ELDON
$9.97 with powerpack


9 ft. of track . 15 pieces with 2 lane changers
By MARX
$14.99 with powerpack

Over-and-under track with sharp curves challenge two 1/32-scale 5-inch racers

Test your racing skill in keeping the cars from skidding off those tight curves as they speed around the grooved track. 5-inch plastic [illegible] after famous [illegible] racers and each has its own [illegible] lets you control amount of speed. Stop, start, slow [illegible] up, just like you were driving. 17 pieces of pre-wired track [illegible] without the use of glue or tools. 6 cross-over supports hold track steady. 8 sections of polyethylene fence, decal set and instructions for assembling included. 6-volt powerpack UL approved for safety. (Input 110-120-volt, 60-cycle AC; output 3-volt DC, 1.5 amp.)

49 U 9513—Shipping weight 3 pounds 8 ounces . . . . . Set $9.97

Two 1/32-scale 5-inch racers speed around over-under track with dangerous crossovers

You'll thrill to the excitement of a near-miss when the Mercedes and Jaguar meet at the tricky lane changers. 3 pieces of narrow (chicane) track at the bridge test your skill in maneuvering through obstacles. 5-inch plastic cars are held in the metal track grooves by plastic guide pins. Each car has its own push-button control powered by the UL listed powerpack (input 110-120-volt, 60-cycle AC; output 3-volt DC, 2 amp.). Instructions, 4 extra pickup shoes, 2 high trestles, 2 low trestles, bridge sides and 12 fence sections included.

49 U 9630—Shipping weight 7 pounds 8 ounces — Set $14.99

You take complete control. Remote steering wheel guides car through turns, skids and spins. Throttle control responds instantly to speed up or slow down car. And you can even shift it into reverse

AMT Turnpike

With 20 ft. of track $44.99

Grip that wheel. You dart for the first turn. Ease off the throttle a little. Now turn the wheel. That's it. Let car drift around, correcting with the steering wheel to avoid a spin. Another turn and gain it. Beat him to the crossover. Cut your wheels. You've cut him off. He follows into the third turn. He spins. You hold and you're pulling away. He throws it in reverse, straightens out with his steering wheel and charges after you.

Thunderbird races a Chevy. Each has dual speed rear axle (drive belt can be changed for high or low gearing). Cars are realistically detailed in plastic and metal with rubber tires. They're engineered so they can't leave the track. About 8 inches long — authentic 1/25th scale size.

Two hand held rheostat steering and speed controls. Powered by *U.L. approved* power pack (110-120-volt, 60-cycle AC). Enough two-lane track for layout about 4x8 feet long. Six curved and 4 straight sections include two crossovers.

79 U 9577L. Shipping weight 23 pounds. $44.99

NO MONEY DOWN On Sears Easy Terms

Realistic Ferraris have headlights that really work

Giant 34-foot Grand Prix Road Race by MARX

Our biggest model racing set ever . . . a rugged course lined with realistic pits, crews and grandstands $39.99

You sweep onto the course from a Le Mans style standing start. Danger lies ahead. Narrow lane bridge brings side swipe tear with every car. Treacherous hairpin can throw a car into a devastating roll. Zig-zag obstacle. Hairpin turns, spins and skids lie in wait.

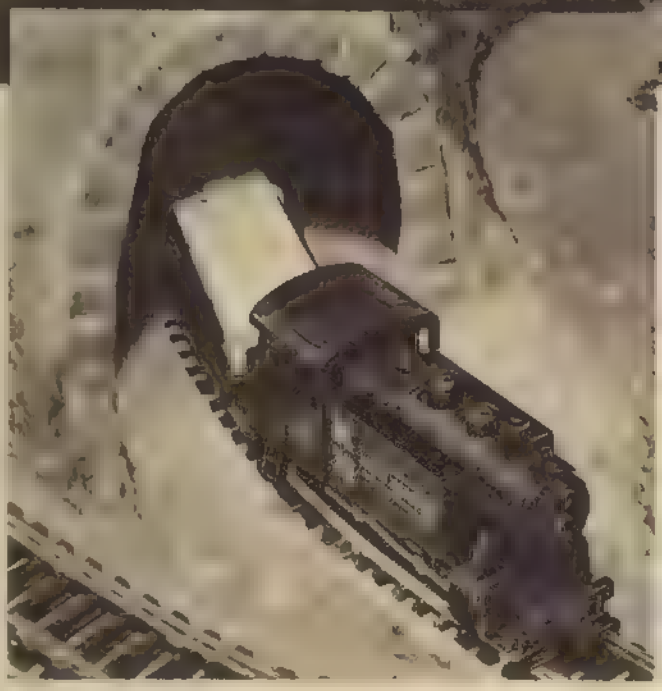
And you drive right through the night. Two sleek Ferraris chase victory with their headlights blazing. Crafted of plastic and metal with rubber tires. About 6 inches long.

Two rheostat speed controls. Powered by *U.L. approved* power pack (110-120-volt, 60-cycle AC).

Plenty of two-lane track for a wide range of layouts. Twenty-two curved and twenty-five straight sections include narrow chicane, 2 hairpin sections, tricky zig-zag section, pit turnouts, Le Mans angled starting set and automatic lap counters that record up to 10 laps.

Two grandstands decked with flags, 2 repair pits with 33 miniature tools, 12 figures in action poses, 14 trees, 12 dummy lamp posts plus guard fence, trestle posts and bridge. All realistic plastic. Checkered flag, 4 extra tires, 4 extra pickup shoes.

79 U 9574C—Shipping weight 18 pounds. $39.99



75-piece HO Train Set by Marx

Includes 6-unit train, 34 feet of curved and straight track, 3-D scenic base, a countryside full of accessories

Complete with power pack **$29.88** cash NO MONEY DOWN

What excitement to watch the train circle the town, go through the tunnel, stop for delivery of a truck or a sleek new car. Realistic, vacuum-formed plastic terrain is 47x54x5¾ inches. Freight train of plastic and metal is 34 inches long Consists of 1 industrial switcher locomotive with New Haven design, 1 each flat car with 2 automobiles, piggy back car with hauler and trailer, lumber car, New Haven caboose, boat car with boat.

Also: 8 sections straight track, 1 half section straight track, 24 sections curved track, 1 uncoupler-rerailer track; 16 polyethylene trees add charm to the little town. More realism is added with 1 traffic set, 12 telephone poles 1 each plastic accessory set, farm set, service station with cars. UL approved (1½-amp. power pack with circuit breaker (110-120-v., 60-c. AC)

79 N 9830N2—Shipping weight 23 pounds Set $29.88

SHIPPING NOTE: Both sets on page sent freight (rail or truck) or express.

HO Scale Road Race and Train Set by Marx

5-unit HO Diesel and two 2½-inch vehicles zip through the grade crossing . . 9½-foot train track, 10⅜-foot roadway—on 3-D base

Complete with power pack **$39.88** cash NO MONEY DOWN

Mountainous country terrain provides the background for this exciting train and turnpike set. Watch Northern Pacific diesel switcher speed through tunnel—light beaming. Pulls rocket fuel tank car, hopper car, Portland cement car and caboose. Train is 28 inches long. Track includes 12 curved, 1 straight section and 1 grade crossing

Roadway has '64 T-bird car with extra Corvette Sting Ray body and a dump truck with extra stake truck body Roadway sections include 7 straight, 5 curved and 1 curved terminal track. Also 2 speed controls, 6 fence sections, 16 trees, track connector. Train, road race and base are plastic with metal parts Power pack, 1½ amps, with circuit breaker. UL approved for 110-120-volt, 60-cycle AC.

79 N 9832N2—Shipping wt. 19 lbs. Set $39.88

NOTE. HO scale is 50% smaller than .027 regular gauge, has ⅝-in wide track.

YOU CONTROL THE MAGNETIC CRANE . . just push button . . actually pick up steel culverts and load them into cars

YOU CONTROL THE TRACK . . move train from outside to inside loop with manually-operated switches

YOU CONTROL THE TRAIN . . couple and uncouple cars, go forward or reverse, all by remote control

Giant Steam Freighter Set by Lionel

6-unit electric train complete with 23-foot twin-oval track, transformer, and two manual switches **$29.99** cash **NO MONEY DOWN**

Get ready for plenty of railroading fun as this big freighter barrels around a curve. Powerful steam locomotive will always keep this .027 regular gauge train on schedule. Has headlight, puffs real smoke. Pulls tender, hopper car, searchlight car, culvert pipe car and caboose. Guide train from one loop to the other with pair of manual switches. Move culvert pipe car into position under crane, push remote control button and watch as crane loads pipe by magnetic action. 11 straight, 14 curved and a remote control track let you build many track layouts. Add the trestle bridge and billboards for added realism. Freight train measures about 55 inches long, 23 feet of running track. 45-watt transformer with circuit breaker is UL listed for 110-120-volt, 60-cycle AC.

79 N 9807L—Shipping weight 21 pounds . . . $29.99

Lionel .027 regular gauge Train Accessories

1 **90-watt Transformer.** As below, except 7-13-volt for train, 13 volt for accessories.
49 N 9758—Shipping weight 4 lbs. 6 oz. $10.95

2 **125-watt Transformer.** Phenolic case, steel base. Circuit breaker. UL listed for 110-120-v., 60-c. AC. 5-15 v. for train, 15-v. accessories.
49 N 9756—Shipping weight 4 lbs. 10 oz. $15.95

3 **Right-hand Manual Switch.** 10½ in. long.
49 N 9752—Shipping weight 1 lb. 6 oz. $2.99

Left-hand Manual Switch. 10½ in. (Not shown.)
49 N 9746—Shipping weight 1 lb. 6 oz. . . . $2.99

4 **Uncoupling Track.** 8¼ inches long.
[redacted] N 9744—Shipping weight 4 ounces. . 2.39

5 **Crossover Track.** 6½x6¾ inches long
49 N 9745—Shipping weight 6 ounces. . 1.59

Track Sections. Metal rails with 3 plastic ties.

6 **Curved Track.** 9½ inches long.
49 N 9759—Shipping weight 2 oz. . . .29c

7 **Straight Track.** 8¾ inches long.
49 N 9762—Shipping weight 2 oz. . . .29c

- *New merchandise*
- *Selling aids and catalogs*
- *Appointments and elections*
- *Manufacturers' promotions*
- *Plant and management news*
- *Fixturing and display products*

RAINBOW CRAFTS ANNOUNCES PROMOTIONS, COMPANY PLANS

Joseph S McVicker, president of Rainbow Crafts, Inc., the "Play-Doh People" of Cincinnati, has announced the following company plans and personnel promotions for the coming year

John L. Beck has been promoted to

The "Play-Doh People". John L. Beck and Arthur L. Stoecklin, vice-presidents; and Joseph S. McVicker, president of the firm.

vice-president-marketing and will continue to direct advertising and public relations programs for the firm He will also coordinate domestic marketing efforts with the various international facilities in the distribution of Play-Doh Modeling Compound and related toys.

Arthur L. Stoecklin, vice-president and general manager will direct 1965 operational programs through a new executive planning group This team includes Mr. Beck, Mrs Anne Hooven, newly-appointed office manager; Norman McVicker, new plant manager; Harry Meth, product development manager, and Dr Tien Liu, research manager.

Expansion plans and new-product development programs will be activated by the group under the direction of Mr Stoecklin and Mr Beck.

Current programs for Rainbow Crafts include remodeling of the home office in Cincinnati and the building of a new manufacturing and warehousing facility near Los Angeles. Rainbow Crafts entered the premium field in 1964 with two promotions for GLEEM Tooth Paste and Ivory Snow. The premium program for other Rainbow Crafts products will be implemented in 1965.

In line with a program of promotions from within, Joseph McVicker has also announced the advancement of Donald Nice to production manager Mr. Nice has been with Rainbow Crafts since 1957

FTC PUTS STAMP OF APPROVAL ON INDEPENDENTLY-OWNED BOOKS

As a consequence of its request for an advisory opinion, the Oakes Consumer Catalogs division of Haywood Publishing Company, New York City, reports it has gained clearance from the Federal Trade Commission for independently owned toy catalogs

In a release dated October 30, the FTC said "no objection will be raised to payments by a toy manufacturer for advertising in a toy catalog published by a firm not owned or controlled by, or in any way affiliated with, any toy jobber customer of the manufacturer, if the catalogs are available, in a practicable business sense, to all of the manufacturer's jobber customers "

The advisory opinion follows previous FTC actions concerning catalogs that were adjudged to be owned, at least in part, by jobbers engaged in the sale of toys advertised in the catalog.

Referring to the Oakes operation, the FTC release said further: "The commission notes that the catalogs projected are available at low cost to all toy jobbers and are apparently not designed to be usable only by particular jobbers, or classes or groups of jobbers, that you (Oakes) make every effort to distribute your catalog as broadly as possible among toy jobbers, and that you do not limit distribution to any particular jobbers or group or class of jobbers "

EXPORTS TO ITALY

Associazione Nazionale Importatori Giocattoli, Corso Vitt., Emanuele, 1, Milan, Italy, reports that it is willing to answer any inquiries from American firms interested in exporting to that country. The association says it would like to establish more favorable connections between U. S. exporters and manufacturers and leading Italian toy importers.

MARX PRODUCING WHIRLING MECHANICAL MARY POPPINS

A whirling, wind-up Mary Poppins that will move around on any flat-top surface is being produced by Louis Marx & Company, 200 Fifth Avenue, New York City

Made of high-impact plastic and hand-

decorated in gay colors, the mechanical Mary Poppins is 9½" high. A permanently attached key turns the clock-type spring motor and whirls a bow attached to the back of her coat.

Retailing at $1, the individually-boxed items are packed 12 per inner carton and four dozen per 17 pound outer carton

SANDBERG ELECTED PRESIDENT OF MARBLE-PRODUCING CONCERN

Alfred Sandberg has been elected president of Berry Pink Industries, 280 Madison Avenue, New York City, manufacturer of Marble King marbles. Active in the trade for more than 16 years, Mr. Sandberg was formerly president of the Sandberg Sales Company, a toy representative firm, and before that sales manager of Windsor Mfg Company.

In his new capacity, Mr. Sandberg has instituted what is called "an aggressive new program of merchandising, promotion and development of new ideas and products." He has also announced the appointment of Robert Higginbotham as sales representative in Michigan

New 1965 full-color catalog sheets of the Marble King line of toy, glass and agate marbles are available by writing directly to Berry Pink Industries.

Famous-name Guns . . noted for superior action features . . fine craftsmanship

$3.88 each

Marx Telescope Cap Rifle ejects cartridge

1 Always one of our most popular rifles because anybody knows you can't be a champ sharpshooter without a "scope" sight. Bolt action loads and ejects cartridge, cocks trigger. Uses rolled caps. 3 play cartridges. Plastic stock, metal barrel. 40 inches long.
79 U 2688C—Shipping weight 3 pounds

Daisy's Spittin' Image cracks, recoils, smokes

2 Exact reproduction of famous "Rifle of the West" that helped bring law and order to the Old West. Just cock it and start firing. Hear loud crack, feel the recoil, see smoke pour out. Heavy-gauge metal barrel with plastic stock. 34 inches long.
79 U 2636C—Shipping weight 3 pounds $3.88

Mattel's Winchester ejects up to 8 bullets

3 Has secret trigger for rapid-fire lever action. Triggers off single shots, too. Smokes when you fire roll caps. Loads 8 metal play bullets in housing. Plastic stock, steel barrel. 33 inches long.
79 U 2649C—Shipping weight 2 pounds $3.88

Daisy Saddle Gun . . hear "bullets" ricochet

4 No need to yell "bo-i-i-ng" when you start spraying "bullets" around the rustlers' hideout with this Daisy—it does it convincingly by itself! Also hear crack, feel recoil, see smoke. Heavy gauge steel barrel with plastic stock. 30 inches long.
79 U 2601C—Shipping weight 3 pounds $3.88

Never before at Sears . . so many Rifles with so much action at so low a price

$1.99 each

Bolt-action Training Rifle loads like real gun . . ejects cartridge, shoots caps

5 Pull bolt back and slip non-firing plastic cartridge into chamber. Bolt action cocks gun for firing 50-shot roll caps. Hinge-leaf sight, shoulder sling, plastic stock. 35 in. long.
79 U 2628C—Shipping weight 2 pounds. $1.99

M14 Battery-powered Recoil Rifle

6 Authentic model of the automatic rifle now being used by U.S. troops. Has recoiling muzzle and loud, rat-ta-tat sound. Uses 2 "D" batteries (order below). 34 inches long.
79 U 2612C—Shipping weight 2 pounds. $1.99
79 U 4660—"D" batteries. Wt. ea. ¾ oz. . Ea. 16c; 4 for 60c

Big Game Cap Rifle really smokes

7 Replica of famous .348 caliber rifle, even down to the fancy scroll-work. Lever opens housing for loading roll caps. Black steel barrel, peep sights. Plastic stock. 34 inches long.
79 U 2765C—Shipping weight 2 pounds. $1.99

Pump-action Shotgun ejects cartridges

8 Upland Gunner outfit by Marx shoots caps, ejects cartridges and features real pump action. Includes dog whistle, hunting license and 3 shells. Plastic. 33 inches long.
79 U 2620C—Shipping weight 2 pounds. $1.99

Mattel's Shootin' Shell Winchester

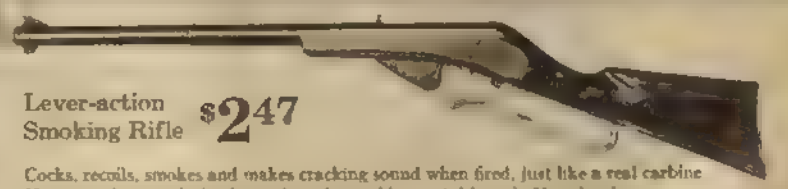
9 Shoots caps and Shootin' Shells and ejects cartridge. Even has secret trigger for rapid-fire, lever action. 2 cartridges and 6 plastic bullet noses. Plastic stock. 26 inches long.
79 U 2794C—Shipping weight 2 pounds. $1.99

Kadet Training Rifle fires cork balls

10 Just load front of barrel with half a dozen cork balls, pull trigger. Fast lever action. Kadet Handbook included. Wooden stock with shoulder sling. 24 inches long. 10 cork balls.
79 U 2686C—Shipping weight 2 pounds. $1.99

Western Gun, Clothes Rack

Horse shoes and branding iron designs give this rack a real western look and may even remind Junior to keep his bunkhouse tidy. 6 horse shoe hooks for holding guns, holsters, pants, shirts, hats. Bright metal conchos and real leather thongs. Solid natural pine with clear lacquer finish. Hanging hooks on back. 20x20 in. overall. Unassembled.
79 U 2734C—Shipping wt. 4 lbs. $3.19



Lever-action Smoking Rifle $2.47

Cocks, recoils, smokes and makes cracking sound when fired, just like a real carbine. Has rugged grained plastic stock with gun-blue metal barrel. 31 inches long.
79 U 2656C—Shipping weight 3 pounds. $2.47

NOTE: caps are not included with any cap-firing toy

You've never seen such shootin' irons! Carry these 3 guns and you'll rule the Old West: rugged lever-action Rifle—flashy Pistol with white bull-head handle—50-shot Derringer

Western Marshal 9-piece Outfit

$4.99

Be prepared for any type gun play. Use rifle for long-range duels . . fast-draw pistol for shootouts . . full size derringer if trapped. All look real. Rifle has 32½-inch steel barrel, nickel plated working parts, walnut colored plastic stock. Rifle and repeating pistol fire 250-shot roll caps. Derringer fires 50-shot roll caps. Both holsters attach to belt . . leather with dark saddle brown finish fits 23 to 29-inch waists. Includes badge, 3 silver-color bullets.

79 U 2735C—Shipping weight 4 lbs. . Set $4.99

NOTE: *Caps not included with any cap-firing gun*

$5.44

Mattel's "Shootin' Shell" Buffalo Hunter Set

Lever-action 26-inch Winchester rifle ejects shell . . single or rapid fires. 9-inch Fanner pistol. Plastic and metal, both shoot caps or shells. Flexible knife with plastic scabbard, leather holster and belt. Fits 25 to 34-inch waists. 9 cartridges, 30 bullet noses.

79 U 2681C—Shipping weight 3 pounds. . . . . Set $5.44

$3.92

Mattel's Winchester Frontier Set

Gear up for wide-open spaces. "Shooting' Shell" 26-inch rifle has lever action, shell ejection . . single or rapid fires. 10¾-inch Fanner 50 pistol. Plastic and metal, both shoot caps. Black Dura-Hyde® plastic holster belt . . fits up to 28-inch waist. 2 cartridges, 6 bullet noses.

79 U 2644C—Shipping weight 3 pounds . . . . . Set $3.92

$2.99

3-gun Texas Ranger Set

Lever action "Flip Rifle" has 50-shot rapid fire . . trigger action, too. High-impact plastic with working parts of rugged die-cast metal. 27 in. long. Two 50-shot automatic repeater guns of sturdy metal, bronze color; have stag grips. Rawhide leather double holsters, adjustable belt.

79 U 2754C—Shipping weight 3 pounds. . . . . Set $2.99

$1.99

Marx Detective Set

Has "Chopper" Tommy Gun, "bullet-shooting" pistol, holster, wallet and badge

Only **$3.59**

You're fully armed to raid crooks' hideout. Bolt-action Tommy gun chatters like a real machine gun, barrel recoils. Plastic and metal, 19 in. long. Snub-nose metal pistol has revolving cylinder . . fires caps and soft bullets at same time. With 16 play bullets. Slip pistol into black plastic shoulder holster, use wallet to show your credentials.

49 U 2639—Shpg. wt. 3 lbs. . . . . Set $3.59

Detective Holster Set

Pistol and holster as above. With 8 bullets.

49 U 2678—Shpg. wt. 1 lb. 2 oz. . . . Set $1.99

$3.99

Mattel's Dick Tracy Patrol Set

Bolt-action 25-in. Tommy Burst fires 50 roll caps, singly or in bursts. Snub-nose .38 fires 6 Shootin' Shells, single-shot caps. 12 bullet noses, Dura-Hyde® plastic holster.

79 U 2619C Shipping weight 3 lbs. Set $3.99

$1.99

Tommy-Burst Gun, the same one Dick Tracy uses to capture underworld mugs. Smokes, fires 50-shot roll caps . . has sliding bolt action for single shot or bursts. 25 inches. Plastic, metal mechanism.

79 U 2725C—Shipping weight 2 pounds $1.99

Magnetic hoist lifts up metal objects and releases them automatically at the top . . replace hoist with big bucket. Rugged . . made of heavy-gauge steel

Michigan Shovel $6.99

Cab pivots in full circle on this mobile crane truck. Bucket takes big bite . . automatically opens when raised to top by turning crank. Winch lifts and lowers 2-ft. boom, pushes in to lock. Twin jacks swing down for steadiness. Smooth baked enamel finish. Chassis 17 in. long.

49 N 5493—Shipping wt. 8 lbs. 1 oz. $6.99

Ford Tractor has 9 actions

$7.49 without batteries

Runs forward or backward, steers left or right, and lifts or lowers front scoop—all by remote control. Pistons light up as it goes. Hand-operated drag scoop in back picks up, raises and dumps dirt. It's a 20-inch 1/40-scale model of the big Ford Industrial Tractor. Colorfully enameled steel. From Japan. Order 2 "D" batteries.

49 N 4251—Shipping weight 3 lbs. 12 oz. . $7.49

"D" Battery. Shipping weight each 4 ounces.

49 N 4660 . . . . . 2 for 32c; 4 for 60c

Smoking Bulldozer

$5.97 without batteries

Rumbles forward and back, realistically steers left or right—just flick the levers. Smoke billows out by shifting third lever. Blade operates manually. Enameled steel, rubber treads. 12 in. long. From Japan. Order 3 "D" batteries above.

49 N 4204—Shipping weight 3 lbs. 8 oz. . $5.97

Big 4-foot boom swings wrecking ball, claw bucket, drag bucket or sky hook

Super Crane $12.50 without batteries

by MARX

Claw up dirt, lift it high, rotate crane and dump load. Also topple structures, hoist "beams"—all automatically with button, lever, clutch and gear shift on cab. 2-ft. steel truck totes plastic crane, boom. Hand crank operates boom. Rolls on 6 tires. Order 3 "D" batteries.

79 N 5811L—Shipping weight 10 pounds . . $12.50

79 N 4660—"D" Battery. Shpg. wt. ea. 4 oz . . 2 for 32c; 4 for 60c

Electrically-driven power steering, dumping and Za-Zooom sounds . . also power air brakes and horn

Big Job Dump Truck $12.50 at the counter

by MARX

Lifts and dumps 15 pounds. Runs forward, backward . . turns front wheels even in sand . . stops in its tracks . . sounds its horn . . makes idle, cruise and roar noises—all with 6 switches. Steel chassis supports rugged plastic body. Steering wheel turns by power; wiper blades work by hand. Rolls on 10 heavy-duty tires. 29x11x11 in. high. Order 4 "D" batteries at left.

79 N 5812L—Shipping weight 10 pounds . . . $12.50

The Rugged Vehicles big men need on the job

ANY SET only $2.88

1 **Marx Auto Transport with 3 plastic cars.** Big double-deck steel trailer . . 23 in. long over-all. Steel cab has dummy headlights, grille, bumpers, wide-view windshield.
49 N 5582 –Shpg. wt. 3 lbs. 8 oz. . Set $2.88

2 **Marx 21-piece Rancher Set.** Haul 19 plastic farm animals in this steel livestock van that's about 17 in. long over-all. Tailgate drops to load animals. Plastic corral
49 N 5609—Shpg. wt. 2 lbs. 9 oz. Set $2.88

3 **Irwin Plumbing and Roofing Truck** for your little handyman. A 15-inch plastic replica with storage compartments. Includes pipe sections, fittings and tools that really work.
49 N 5556—Shpg. wt. 1 lb. 14 oz.....$2.88

4 **Ford Econoline Pick-up Truck.** Nylint scale model about 11 in. long. Steel body. Wrap-around windshield, chromed hub caps, white-walls, trailer hitch, and snap-action tailgate. Lawn mower has driver and 6 attachments.
49 N 5439—Shpg. wt. 2 lbs.....Set $2.88

5 **Sears Friction-motor Rental Fleet.** Trailer has drop tailgate, closed hauler has rear door that opens. Truck with trailer is 24 inches long. All steel bodies, rubber wheels with hub caps.
49 N 4201—Shpg. wt. 2 lbs. . $2.88

6 **Marx Farm Tractor.** Battery-operated plastic tractor is about 7 in. long. Use any of 3 attachments. Turn the wheel and watch it plow, rake, or dig furrows. From Hong Kong. Order 2 "D" batteries above at right.
49 N 5663—Shpg. wt. 2 lbs..... Set $2.88

Battery-powered Road Builders

$1.88 each without battery

Motorized to run on the ground. For different actions, just change lever positions. Dump truck has dump bed that raises or lowers. Cement mixer has drum that revolves. Bulldozer has blade that lifts and lowers. Each about 7 in. long and made of break-resistant styrene. Order 1 "D" battery for each vehicle below. Shpg. wt. each 12 oz
49 N 5669—Cement Mixer.....$1.88
49 N 5670—Dump Truck..... 1.88
49 N 5671—Bulldozer..... 1.88

"D" Battery. Shipping weight each 4 ounces
49 N 4660.....2 for 32c; 4 for 60c

Tonka Pick-up Truck

$1.88

Haul sand, livestock . . almost anything in this heavy-gauge steel truck with detailed features. Tailgate opens for easy loading. Whitewall tires, chrome-plated wheel discs. About 13 in. long
49 N 5430—Shipping weight 3 lbs.....$1.88

$1.88

Roy Rogers Hauler and Trailer

Colorful all-steel van trailer about 15 in. long. Ramps in rear and side for loading. Included are plastic figures of Roy, Dale Evans, their horses, Pat Brady, jeep Nellybelle and Roy's dog Bullet
49 N 5557 Shipping weight 2 lbs.. $1.88

Military Combat Carrier with 8 Combat Vehicles

$2.88

Giant 21-inch military transport has powerful friction motor. Detachable steel trailer and loading ramp. Vehicles include jeep, 2 trucks, tank, ambulance, staff car, and 2 howitzers. From Japan
49 N 5675—Shpg. wt. 2 lbs. 13 oz. $2.88

Happy Ranchers Set

$5.88

Steel truck and trailer are 23 in. long over-all, have whitewall tires and chromed hub caps. Truck has removable panels and hitch. Paint set, brush to paint the plastic man and wife and 5 animals.
79 N 5461C—Shpg. wt. 7 lbs.....$5.88

MASTRO HAS THE BEATLES*!

COMPLETE LINE OF GUITARS, BONGOS AND DRUMS

From 98 ¢ to $19.95

Cash-in on this terrific promotional tie-in!

- Quality made.
- Attractively decorated with the Beatles' pictures and signatures.
- Colorful, eye-catching packages, et al.

*MASTRO IS OFFICIAL U.S.A. LICENSEE

See the sensational Mastro BEATLES and brand new Mastro 1964 line at the TOY FAIR, March 9-14, Hotel New Yorker,

Room 1030

ORDERS COMING IN FAST... GET YOURS IN TODAY! ENJOY GREATER PROFITS!

Showroom: 200 Fifth Avenue, Room 204, New York, N.Y.
MASTRO INDUSTRIES INCORPORATED
3040 WEBSTER AVENUE, NEW YORK 67, N.Y.

Tiny Betsy Wetsy

Drinks, wets, cries real tears

$4.99

By Ideal

Betsy drinks her bottle, wets her diaper and if you gently press her tummy, she cries real tears. Her eyes open and close. Washable rooted Saran hair that feels soft and real. Jointed arms and legs. Vinyl and vinyl. About 12 inches tall.
49 N 3125 Shipping wt. 1 lb. 12 oz. . . . $4.99

Spank Me I cry real tears

$5.99

This is Sears very own baby, and she's very special. Just turn her over and [illegible] where it says "here" and she'll cuddle like a real baby. Feed her from bottle. Soft, rooted hair, sleeping eyes . . . soft, chubby arms and legs. Vinyl. Dressed in red plaid outfit. About 20 inches long.
Shipping weight 2 lbs. 13 oz.
49 N 3126 $5.99

Little Dew Drop Tears $4.99

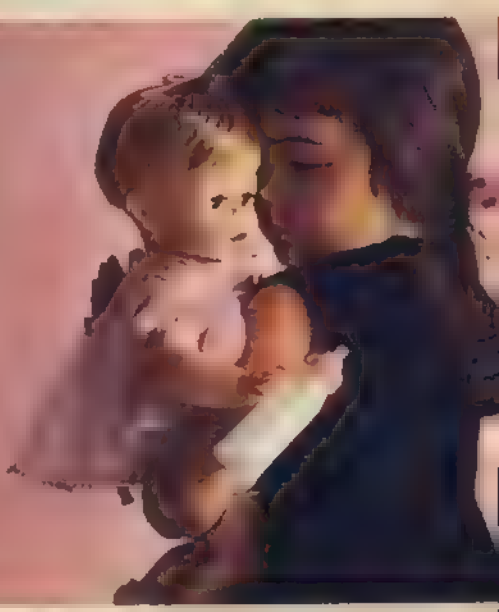
Help dolly drink her bottle—then hold her forward and she'll cry real tears. She wets, too. All vinyl, fully jointed head with sleeping eyes. Soft, rooted hair. Wardrobe trunk includes coat, hat, print dress and hangers. About 12 inches tall.
49 N 3127—Shipping wt. 2 lbs. 4 oz. $4.99

Pat her back gently after her bottle . . she'll burp like a real baby

Mattel's Baby Pattaburp

$6.66

She's beautiful—and so real. Feed her, place her over your shoulder, pat her on the back [illegible] she burps. Will burp again too. Put her down, tot her cap, and she closes her eyes and goes to sleep. Rooted hair. Soft body. Dressed in a blue pink jacket trimmed with lace and ribbons, pink panties and [illegible]. Bath Bottle Comes with her own special baby bottle, and the milk disappears when you feed her. It magically refills itself. Baby Pattaburp is a cuddly 16 inches high.
49 N 3119—Shpg. wt. 2 lbs. 4 oz. $6.66



Bubble Bath Baby $3.99

This baby really takes to water . . drinks and wets, too. She has her own bathinette, with bubble bath, soap, clothespins . . . even a plastic duck to "play" with. Dressed in diaper and terry cloth bath outfit. She has a change of clothes, too. Rooted hair. Vinyl. About 12 inches high.
49 N 3128 Shpg. wt. 2 lbs. $3.99

Little One in Musical Cradle

$6.99

13 inch drink and wet baby doll snuggles in her cradle. Fully jointed rooted hair. Cradle lined and trimmed. Baby wears 2-pc. flannel sleeper. Wood cradle about 17 in. long.
Shpg. wt. 4 lbs. 12 oz.
49 N 3020C $6.99

These are the Tiny Chatty Babies by MATTEL

Tiny Chatty and her Baby Brother are 15 inches tall . . they cry, laugh and say 11 phrases

$6.66 each

Precious Tiny Chatty Baby cuddles up to you and talks in a doll-like voice with a gentle pull of the Chatty-Ring . . says darling things.

If you tire of talking, just put baby to sleep because her eyes open and shut. When awake, Tiny Chatty's winsome smile gives a peep of two pearly baby teeth, and her cheeks are petal-smooth and rosy.

You can have the fun of taking care of Tiny just like a real baby because you can comb and brush her hair. Plastic body, soft vinyl head and arms are jointed so she can sit or stand, hold out her arms and turn her head.

Shipping weight each 2 pounds 4 ounces.

1 **Blonde Tiny Chatty Baby**
49 N 3088 . . . . . $6.66

2 **Tiny Chatty Baby Brother.**
49 N 3031 . . . . . $6.66

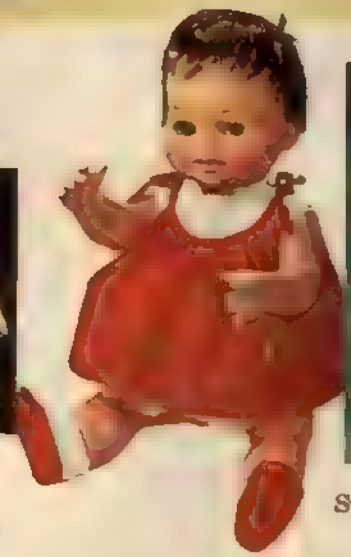
3 **Brunette Tiny Chatty Baby.**
49 N 3089 . . . . . $6.66

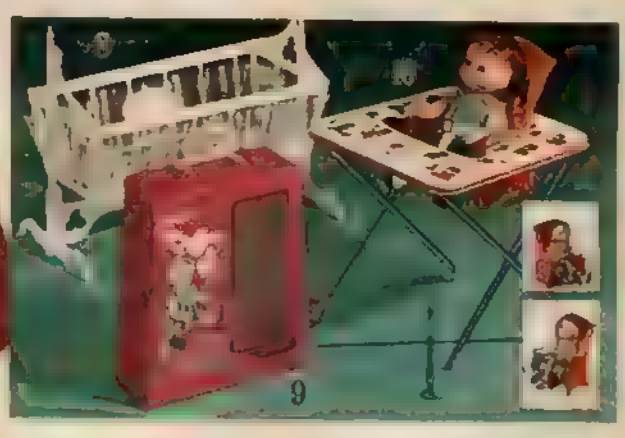
4 **Colored Tiny Chatty Baby.**
49 N 3090 . . . . . $6.66

5

6

7




9

Outfits for Tiny Chatty above

5 Hat and coat for outdoor ramblings.
49 N 3092 Shpg. wt. 8 oz. $1.88

6 Long nightie, fluffy robe and house slippers for baby's sleeping hours.
49 N 3093 Shpg. wt. 8 oz. . $2.49

7 New gingham smock, stretch tights, vinyl shoes for romping around.
49 N 3129 Shpg. wt. 8 oz. $1.88

(Dolls are not included)

18-inch Chatty Baby says 18 phrases

$9.87

She's a full 3 inches taller than her little sisters and brother. She talks when you pull the Chatty Ring. Eyes open and shut. Plastic body; vinyl head, arms, legs. Rooted hair you can comb and brush. Shpg. wt. 3 lbs. 8 oz.
49 N 3094 $9.87

Swinging Cradle

$5.99

8 Cradle designed especially for Chatty Baby. Fits dolls up to 20 inches long.

Swings gently on the pendulum principle to lull baby to sleep.

White high impact polystyrene plastic. Plastic-covered mattress. 24x13x20 inches. Sent unassembled.

Shipping wt. 4 lbs.
79 N 9322C $5.99

Doll Case

$2.97

9 Take Tiny Chatty Baby with you wherever you go. She'll stay clean and fresh in this pretty case.

Large see-through window shows her off to everyone you see. Her name and picture appear on the front.

Vinyl plastic. Plastic handle. 13x4x16 inches high. Wt. 3 lbs. 8 oz.
49 N 9211C . $2.97

Play Table

$2.49

10 It's all things to Chatty Baby: play table, lunch table, rocker, car seat . . and she loves sitting in it while you play.

Plastic chair, metal play tray and frame. Table top 10x16 inches. Over-all height 24 inches. Sent unassembled. Doll not included.

Shipping wt. 6 lbs.
79 N 9282C $2.49

SCOOBA-DOO BEATNIK TALKING DOLL ADDED TO MATTEL'S LINE

Scooba-Doo, described by her manufacturer as a "singin' swinger with a beatnik vocabulary," is the latest addition to the line of talking dolls made by Mattel, Inc.,

5150 Rosecrans Avenue, Hawthorne, Calif.

The 23" doll has a vocabulary of 11 different tunes and sayings that should make her a favorite with teenagers, Mattel says. Her soft-stuffed body is topped with a sculptured vinyl head and blond or brunette rooted Saran hair that can be brushed, combed and styled.

Attired in a striped denim shift with a three-strand golden necklace, Scooba-Doo is packaged in an attractive box.

ED-U-CARDS MAGILLA MIXIES GAME GETTING BOOST FROM TV

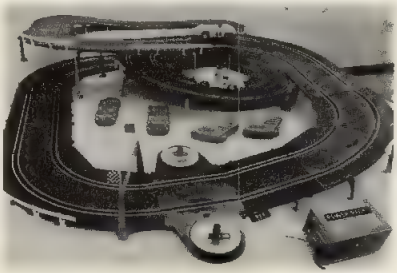
Sales of the new Magilla Mixies Card Game from Ed-U-Cards Mfg. Corporation are getting a steady push from the new smash hit 52-week TV show, reports Irving Brambier, president of the concern. The

characters seen by more than 15,000,000 kids on the show are colorfully illustrated in the game.

With the Mixies Card Game, thousands of different comic characters can be created by mixing the heads, bodies and legs of Magilla and his friends. Each game comes complete with a large plastic play tray (suitable for use in a sickbed, while traveling or outdoors) and easy-to-follow instructions.

Designed for one to four players, the game retails at $1. It comes in a colorful open-face shrink film pack. A catalog and more information are available by writing to Ed-U-Cards at 36-46 Thirty-third Street, Long Island City, N. Y.

Eight Road-Racing Sets Being Featured by Eldon This Year



Sky-High tri-level set comes with 38 pieces of pre-wired track.

Eight different road-racing sets—six of them brand new—are being featured this year by Eldon Industries, Inc., 2701 W. El Segundo Blvd., Hawthorne, Calif.

Three of the new sets are in Eldon's Selectronic series, introduced in 1963 and reportedly a sellout in many major markets at Christmas. The key feature of all Selectronic sets is the Diode control, an Eldon exclusive which permits two cars to run on the same track at different speeds, each operating on its own electronic circuit under the complete control of its driver.

The '64 sets include such realistic features as lap counters, bridge supports, banked-curve adapters, start-finish banners, decals, rheostat speed controls, flags and fencing.

Topping the line is the new International Grand Prix Selectronic set, offering many Eldon exclusives (including Diode control) and a new set of internationally famous sports cars. The set has two Selectronic chassis and four interchangeable bodies—a Lotus 23, Porsche RSK, Ferrari Testa Rosa and Sting Ray. All have working headlights and dual-speed rear axles. Among other features are a new escape track (for either Le Mans starts or pit stops), power pack, change-lane switch tracks for passing, railing and pre-wired straight and curved track sections that snap together

Another newcomer is the Sky-High Triple Level Race set which offers components for making a variety of complex tri-level courses with banked curves and railings to permit high speeds. Each set contains two pre-wired car chassis and four interchangeable sports car bodies (the Porsche, Ferrari, Sting Ray and Lotus), 38 pieces of pre-wired curved and straight track and a power pack.

Also new is Eldon's lowest priced road-race set, the Change Lane set featuring two re-designed, highly-authentic Indianapolis-type cars with two sections of change-lane track (cars automatically change lanes twice in each lap with neither running continuously on the shorter inside lane). Operating on a power pack or batteries (not included), this set has 10 banked curve supports.

Eldon's Daytona Beach set this year will include two pre-wired chassis with dual speed axles and four interchangeable stock car bodies—the Chevrolet, T-Bird, Pontiac and Plymouth. Among its standard features are a power pack, and 27 pieces of pre-wired curved and straight track.

The new Over & Under 8, a banked-curve layout for high speed racing has a new Lotus 23 and Testa Rosa Ferrari, 18 pieces of pre-wired track, power pack and various other features. The Power "8" set, the lowest-priced Eldon set containing a power pack, includes two newly-designed Indianapolis-type cars with pre-wired motors and 17 pieces of pre-wired power track, among its many features.

Appearing again this year with some modifications is the sales-tested Selectronic set which led the Eldon line in 1963. Included among its basic components are two Testa Rosa Ferraris with diode controls and dual-speed rear axles, two switch tracks with push-button controls, 27 pieces of pre-wired power track, power pack and an automatic flagman.

New this year is the Formula Two Selectronic Road Race set with two sports cars, a Sting Ray and Porsche, two change-lane switches and 22 pieces of pre-wired power track.

As support for its 1964 road-race promotions, all Eldon packages this year are carrying the endorsement of Dan Gurney, world champion racing driver and recent winner of the Riverside "500". Mr. Gurney will also be spokesman for Eldon in filmed television commercials

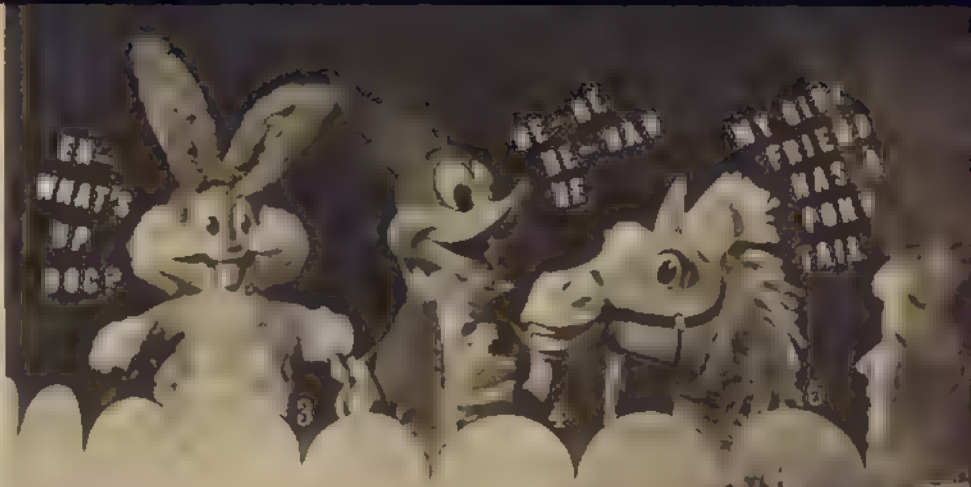
Eldon has acquired the exclusive television rights to films of four racing events —Sebring, Nassau, Little Indy and a stock car race (to be selected) which will be shown as half-hour programs in some 50 U. S. markets. Television spots will also be purchased nationwide on prime viewing time to support the extensive road-race program.

Puppet Pets $2.89 each

Simple to operate with easy 2-string control. Puppy barks, kitten squeaks when "bone" or "fish" handle control is pressed. Make them run, sit, dance, do tricks. Molded vinyl, jointed legs and heads.

1 **Pokey the Pup.** 10x3½x10 in. high
49 N 6161—Shpg. wt. 1 lb. 4 oz. $2.89

2 **Alley the Cat.** 10x3½x10 in. high
49 N 6160—Shpg. wt. 1 lb. 4 oz. $2.89



MATTEL'S Talking Puppets $4.69 each

Just pull their rings . . each says many different comic phrases at random. No batteries required move their mouths for a realistic effect.

3 **Bugs Bunny.** Vinyl face; vinyl fluff plush body. 15 inches to ears.
49 N 6174—Shipping weight 1 pound 6 ounces.....$4.69

4 **Woody Woodpecker.** Vinyl head, soft cloth body. 15 inches overall.
49 N 6162—Shipping weight 1 pound 4 ounces . $4.69

5 **Mr. Ed.** Vinyl head, rayon plush body. He's 12½ inches high.
49 N 6172—Shipping weight 1 pound 10 ounces.....$4.69

TV Star Puppets

89c each

Molded vinyl heads. Brightly colored cotton [illegible] bodies with cotton felt accents. All are washable. 10 in. tall

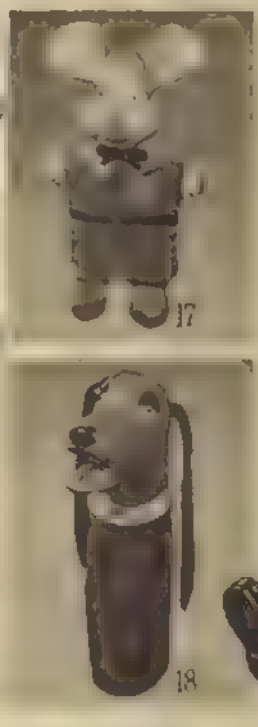
(6) 49N6117-Bozo the Clown
(7) 49N6114 Huck Hound
(8) 49N6113 Yogi Bear
(9) 49N6119-Fred Flintstone
(10) 49N6189—Alvin
(11) 49N6201—Mr. Ed
Shpg. wt. ea. 6 oz. Ea 89c

Magilla Gorilla Puppets

89c each

Youngsters will spend hours creating new adventures for these frisky TV characters. All have colorful cotton bodies, soft vinyl heads. [illegible] tall

(12) 49 N 6210 Magilla
(13) 49 N 6211 Ricochet
(14) 49 N 6212 [illegible]
(15) 49 N 6213 Punkin Puss
(16) 49 N 6214 Mushmouse
Shpg. wt. ea. 6 oz. Ea 89c



Topo Gigio or Farfel the Dog

$2.89 each

17 **Topo Gigio.** Italian mouse is ready to perform tricks. Vinyl head; cotton body. 12 in. high
49 N 6163-Wt. 12 oz. $2.89

18 **Farfel the Dog.** "Talks" when you put fingers and thumb in his mouth. Vinyl head; cotton body
49 N 6159-Wt. 12 oz. $2.89

Ventriloquist Dummies

Just like the types professionals use

$5.89 and $6.89

You work the strings and both Danny and Jerry "talk." And now, you can add to the realism with a 33⅓-rpm record (below). Both have movable vinyl heads, cotton stuffed bodies. Instructions

20 **Danny O'Day.** Sportily dressed in checked jacket, solid color pants, white ascot, shoes. 30 in. tall
49 N 6158—Shipping weight 3 lbs. 4 oz. $6.89

21 **Jerry Mahoney.** Dressed in cotton gabardine suit, sewn on shirt front, tie shoes. 24 in. tall
49 N 6157—Shipping weight 3 lbs. 8 oz..... $5.89

33⅓-rpm Record and Skit Book by Jimmy Nelson
49 N 6204—Shipping weight 1 pound.....$2.89

Shari Lewis TV Puppets

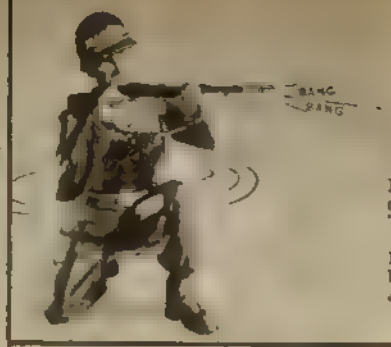
19 Lamb Chop, Hush Puppy and Charlie Horse have soft vinyl heads, make [illegible] Cotton bodies. About 10 in. tall
49 N 6202—Wt. 1 lb. Set $2.49

27-piece Plastic Tool Set

Flexible, non-marring . . hammer 2 screw drivers 3 wrenches saw pliers, ruler 18 plastic nails From British Hong Kong
49 N 8421 Wt. 8 oz Set 82c

Soars 100 feet . . parachute opens

Launch 14-inch Combat Paratrooper with rubber strap. Zooms up . . parachute ejects from pack he floats down. Plastic
49 N 8422 Wt. 5 oz 82c



Mechanical Combat Soldier turns head . . raises, sights and fires rifle

Rough and tough GI scans right and left, raises his rifle, sights his target and fires a series of loud shots. Then he lowers gun and repeats the action.

Delights youngsters with its realistic movements. Powerful wind up motor with permanently attached key. From Japan. Decorated metal, 6½ inches high.
49 N 8423—Shipping weight 11 ounces.....82c

Speedy Crashmobile explodes on impact

Wind it up, turn it loose . . it speeds along—then *crash!* "Explodes" when it hits solid object. Plastic car is 11 in. long. Simple to put together again. Brightly colored.
49 N 8424—Wt. 6 oz. .82c

4-head Kaleidoscope

Put 1 of 4 plastic heads on 9-in. tube . . see designs.
49 N 8425–Wt. 8 oz. 82c

Toy Binoculars

3-power, adjustable, non-prismatic. 6 inches Plastic.
49 N 8426 Wt. 8 oz. 82c

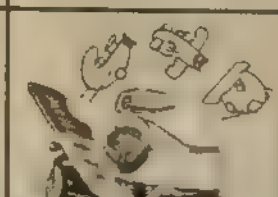
Remote Control Jet

Makes jet sound as it runs on floor. 6-in. metal Order 2 "D" batteries below
49 N 8427—From Japan. Wt. 6 oz. . .82c

TOY TREASURES

Slinky. Walks down stairs slithers between 2 hands flexes 3 in spring steel Shipping weight 11 oz
49 N 8428 . 82c

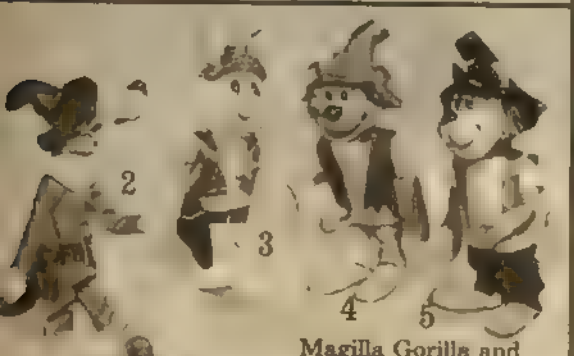
Pkg of 2 Gyroscopes. Pull cord they balance Metal, about 3 in. high. Shipping weight 10 oz
49 N 8429 ... Pkg. 82c



Acrobat Plane. Tumbles over and over. Friction motor. Japan. 5-in. metal. Shipping weight 9 oz
49 N 8430 . 82c

Ferryboat hauls 6 cars floats, rolls 14 inch plastic From Germany Shipping weight 14 oz
49 N 8431 . 82c

Boat Hauler carries a yacht, seaplane. 14-inch plastic. West Germany. Shipping weight 1 lb
49 N 8432. ..... 82c



Magilla Gorilla and TV pals pose for you

Make your TV favorites come to "life" with these miniature toy twistables. They assume any position—just bend their arms or legs. Firmly stuffed, rayon plush bodies with cute vinyl heads, colorful cotton felt outfits. Each about 8 in. tall. From Japan.

(1) 49 N 8439–Magilla Gorilla
(2) 49 N 8440–Droop-A-Long
(3) 49 N 8441–Ricochet Rabbit
(4) 49 N 8442–Mushmouse
(5) 49 N 8443–Punkin' Puss

Shpg. wt. each 6 oz. Each 82c

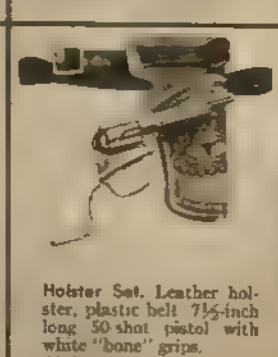
"D" Battery. Shpg. wt. each 4 oz.
49 N 4660 . 2 for 32c; 4 for 60c

Pony Pull Toy. Gallops, makes clicking noise as it's pulled. 9½ inches long. Colorful plastic
49 N 8433–Wt. 8 oz. 82c

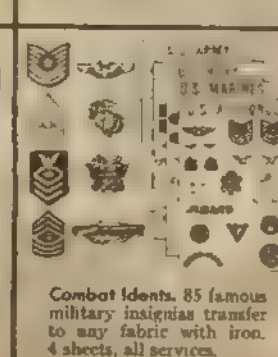
Friction Locomotive. Bell rings; bear moves in window as engine races. 8-inch metal Made in Japan.
49 N 8434–Wt. 9 oz. 82c

Friction Fire Engine. Bell rings, siren sounds fireman waves flag Metal, over 8-inch. From Japan
49 N 8435–Wt. 9 oz 82c

40 Snap-lock Beads for tots. Make bracelet or chain Squeezable plastic 1¾ inches Hong Kong
49 N 8436–Wt. 8 oz. Pkg. 82c



Holster Set. Leather holster, plastic belt 7½-inch long 50-shot pistol with white "bone" grips.
49 N 8437–Wt. 9 oz. 82c



Combat Idents. 85 famous military insignias transfer to any fabric with iron. 4 sheets, all services.
49 N 8438 Wt 6 oz. 82c

Captain Kangaroo Meets Kenner's New "Aawk-Aawk" Gooney Bird

When Captain Kangaroo appeared in Cincinnati, home of Kenner Products Company, for a children's concert, "Fun With Music," with the Cincinnati Symphony Orchestra, a group of Kenner children presented him with "Aawk-Aawk" a flexible foam replica of the animated Gooney Bird, used for several years as an identifying tag on all Kenner TV film commercials.

"Aawk-Aawk" is one of five new colorful cuddly, flexible foam animals in Kenner's 1964 line of toys. Others are Yogi Bear, Walt Disney's Pluto, Oggie the Octopus and Winnie the Worm. All are bendable (molded with wire armatures), washable, and stand 14" to 24" high. Prices range from $1.98 to $5.98 retail.

Left to right in the above photo, the children are Andy Cloud; Mary Beth Enxel, daughter of Rosemary Enxel, secretary to Joe Mendelsohn, Kenner vice-president; Lisa Utrecht, daughter of Karl Utrecht, Kenner designer, and Billy Grannen, son of Robert G. Grannen, vice-president of Leonard M. Sive &Associates, Inc., the manufacturer's ad agency

Bendable Barbie and Burping Doll Make Debut in Mattel's '64 Line

Making their debut in the 1964 line of new toys from Mattel, Inc., 5150 Rosecrans Avenue, Hawthorne, Calif., are a mobile Miss Barbie doll with legs that actually bend at the knee and eyes that open and close, and Baby Pattaburp, who drinks her milk, then burps after being tenderly patted on the back.

The new Barbie doll can pose as if running, cheerleading or modeling and can even cross her legs when she sits down. Designed for durability through continuous bending, her newly-developed joints are invisible so as not to mar her lifelike, natural-looking limbs. Miss Barbie comes with three glamorous high-fashion wigs (bubble-on-bubble, page boy and side-part flip) on a wig stand. She is dressed in a pink swimsuit, fringed bathing hat, earrings and high-heeled shoes

Also included is a Barbie Go-Together furniture kit consisting of a plastic lawn swing and planter.

Mattel advises that the new version of Barbie can wear all of the previous Barbie's smart-looking fashions.

A soft and cuddly 16"-tall doll, Baby Pattaburp reacts just like a real baby, for one never knows how many pats it will take to burp her. She comes with her own magic bottle in which milk disappears as she drinks and then refills. Dressed in a pink jacket trimmed with lace and ribbons, pink panties and terry cloth booties, Baby Pattaburp also has eyes that open and close and rooted hair

ARMY WALKIE-TALKIE MODEL NEW ADDITION BY STEEL STAMPING

An authentically scaled model of the real Army walkie-talkie, that issues military orders at the touch of a button, is the latest addition to the talking telephone line

from the Steel Stamping Company, Lorain, Ohio

Called Talk-N-Walkie-Talkie, the item comes in an olive green case molded in high impact virgin polystyrene to take rough "Army" treatment. A standard "D" battery powers a miniature record player which barks 11 different Army commands, one each time the control button is pushed

Packaged in an attractive two-color view box, the item comes complete with a hand-shoulder strap and a 10½" wire antenna The retail price is $5.

FIVE WIN TOY CLASSIFICATION AWARDS IN FIBRE BOX CONTEST

Two manufacturers and one mail order company were awarded silver ribbons, and two manufacturers bronze ribbons in the toy product classification of the 1964 Fibre Box Competition sponsored by the Fibre Box Association last month in Chicago.

Silver ribbon winners were the A. C. Gilbert Company, New Haven, Conn.—for a specially printed toy box made by Interstate Container Corporation, New York City; Montgomery Ward & Company, Chicago—a child's large riding toy designed by General Box Company, Des Plains, Ill., and Western Stamping Company, Jackson, Mich.—a corrugated carrying case for a child's typewriter made by Union Bag-Camp Paper Corporation, New York City. Bronze ribbons went to Animal Fair, Minneapolis, for a corrugated carton, for three stuffed animals, made by Owens-Illinois Forest Products Division, Toledo; and Toymaster Products Company, Inc., Clifton, N. J., for a corrugated game box made by Eastern Corrugated Container Corporation, Clifton.

Industrial packaging experts and marketing specialists made up the two panels of judges. More than 340 boxes, merchandising pieces and specialized articles showing the large variety and intricate uses of corrugated and solid paperboard were entered in the 16-class competition by 61 members of the association. The contest theme was "Progress in Packaging."

NEW! BARBIE'S® GO-TOGETHER FURNITURE KITS

REALISTIC AND SMARTLY DESIGNED NEW PLASTIC FURNITURE AND ACCESSORIES EASY TO ASSEMBLE JUST SNAP IT TOGETHER PERFECT FOR BARBIE AND ALL HER FRIENDS This handsome furniture is molded of sturdy, impact white plastic, simulated mosaic tile, and fabric textures. Kits include Convertible Sofa Bed with Coffee Table, Chair (with a three position reclining back that really works), Ottoman, and End Table; Chaise Longue & Side Table; Lawn Swing (that really swings) and Planter. Each set comes with many accessories and colorful appropriate backdrops.

NEW! BARBIE® AND KEN® LITTLE THEATRE #4090

It's a real little theatre with scripts for putting on 7 different shows starring BARBIE and all her friends! Includes a stage, wings, arch, curtain that really raises and lowers, backdrops, props, and scenery pieces including sturdy fun-to-put-together furniture! Folds for storage!

NEW! MAGNIFICENTLY DETAILED BARBIE & KEN THEATRE COSTUMES LIKE THOSE IN THE PHOTO COSTUMES INCLUDE "GUINEVERE," "KING ARTHUR," "CINDERELLA," "THE PRINCE," "RED RIDING HOOD AND THE WOLF," "BARBIE ARABIAN NIGHTS," "KEN ARABIAN NIGHTS"

BARBIE'S NEW DREAM HOUSE #4092

This new and different version of BARBIE'S Dream House is bound to be as successful as the original. Because it's even bigger and more beautiful than before. And because whenever the kids play, they can change the size and shape of the rooms! There's a brand new patio with a sliding door that opens into the house. Comes complete with easy-to-assemble furniture. Folds away neatly for storage.

NEW! MORE EXCITING 1964 COSTUMES FOR BARBIE, MIDGET™ KEN, ALLAN™ (AND FOR *MISS* BARBIE AND *FASHION QUEEN*™ BARBIE, TOO) THERE'S UP-TO-THE-MINUTE SPORTS WEAR, NEW SCHOOL OUTFITS, AND STYLISH EVENING CLOTHES. ALSO NEW! AUTHENTIC AND FASCINATING BARBIE & KEN TRAVEL COSTUMES FROM HOLLAND, SWITZERLAND, JAPAN, HAWAII, AND MEXICO. AND DON'T FORGET THAT BARBIE'S LITTLE SISTER SKIPPER™ HAS A COMPLETE NEW WARDROBE OF HER OWN

changeable CHARMIN' CHATTY™

THE EDUCATED DOLL

#0290 Blonde #0292 Auburn

CHARMIN' CHATTY is every girl's perfect playmate ...because she can say hundreds of different things. By means of Mattel's simple changeable record device and patented voice unit, *CHANGEABLE* CHARMIN' CHATTY talks at random with a pull of her CHATTY-RING™. Basic doll comes with five CHATTY® RECORDS (one record already in doll). That means a total of ten sides and one hundred twenty different sayings. Changeable records are quickly and easily put into and removed from doll through slot in left side. Beautifully illustrated package includes CHARMIN' CHATTY booklet.

There's a whole profit-making collection of CHARMIN' CHATTY PLAY AND COSTUME SETS too. Each contains a CHATTY RECORD and outfit for CHARMIN' CHATTY and most contain something for CHARMIN' CHATTY to play with. And...there are special sets of CHATTY GAMES. When you play CHARMIN' CHATTY tells all the moves!

MILITARY TOYS

AN AUTHENTIC NEW GUN, AN EXCITING NEW SET, AND A SENSATIONAL NEW TOY IDEA!

MATTELZAPOPPIN IN '64!

NEW! GUERRILLA BOOBY TRAP™ #0707

It's a booby trap, a demolition blaster, an attack signal and almost anything else that imaginative kids can think of. The amazing GUERRILLA BOOBY TRAP™ fires up to 5 GREENIE® STRIKE CAPS® or GREENIE PERFORATED ROLL CAPS at once. Detonation (with or without detonator cord) can be immediate or delayed. And it's designed and colored to look like the exciting toy weapon that it is. The GUERRILLA BOOBY TRAP is a completely new and completely sensational idea. There's never been anything like it before.

#0707

#0542

#5543

#0541

NEW! GUERRILLA GUN & BOOBY TRAP™ SET #0542

It's aimed to take advantage of all the popularity of Mattel's fast selling GUERRILLA GUN™ and totally new GUERRILLA BOOBY TRAP™. The gun is authentically camouflaged and fires GREENIE PERFORATED ROLL CAPS in bursts or single shots.

NEW! *LITTLE BURP®* GUERRILLA GUN™ #5543

An exciting new camouflaged gun that is sure to be another best seller. Turn the crank for a machine gun burst or squeeze the trigger for a single shot. Fires GREENIE PERFORATED ROLL CAPS. And it's priced right for all the small guerrilla fighters.

AND... THE FAMOUS GUERRILLA GUN™ SET #0541

Includes Mattel's camouflaged GUERRILLA GUN, water proof vinyl GUERRILLA PONCHO™, authentic commando beret with insignia, safe rubber knife and scabbard. This best-selling set is going to be more popular and profitable than ever in '64!

Guns That Tamed The West

Mattel Buffalo Hunter Set . . for backyard Buffalo Bills! Set includes authentic 26-in. Winchester rifle that shoots shootin' shells and caps with realistic smoke action, has secret trigger for rapid firing; a pistol, 9 in. long, that loads 6 shells for fanning or single shots, a holster and adjustable belt with 6 cartridge cases; a safe flexible plastic hunting knife in scabbard; 3 extra shootin' shell cartridges, 30 safe bullet noses for rifle or pistol
88-90-89F Complete Buffalo Hunter Set. Shpg wt. 2 lbs. 8 oz **$5.89**
88-90-97F Rifle and Shootin' Shells only. Shpg wt. 1 lb 4 oz.. ..... **$2.19**

Rip-Snortin' Texas Ranger Saddle Gun Outfit . . . everything he'll need to keep law and order!

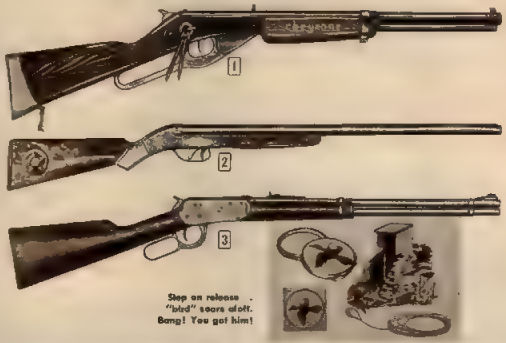
8-pc. set includes big 33-in cap-shooting repeater rifle of lightweight plastic with metal trigger and lever Buff leather hip-slung pistol holster with "jewelled" concha and leg ties. Leather belt with 6 silvery bullets. Repeating cap-shooting metal pistol Buff leather saddle bag with shoulder strap. Plastic canteen with compass and leather holder. Sheriff's badge; handcuffs and jail keys to lock up the prisoners.
89-42-04F Wt. 3 lbs **$4.99**

---

[1] **Daisy "Cheyenne" Ricochet-Sound Saddle Gun . . .** looks and sounds like the real thing! Wha-a-a-ng . . imaginary bullets seem to snarl in ricochet when he "fires" this sound-effects rifle. No ammunition is needed and barrel smokes realistically. Authentic looking rifle is 31 inches long from end to end; barrel is made of steel, stock is unbreakable plastic
87-51-53F Wt. 2 lbs. 12 oz. . . **$3.89**

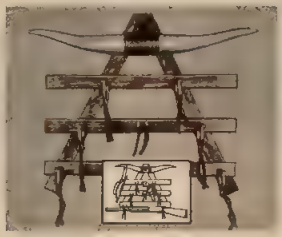
[2] **Daisy Double Barrel 31-in. Cork Gun.** Six shots at one loading . gives little sharpshooters plenty of opportunity to "get" their target. Shoots corks from both barrels—break-action cocks both triggers. Molded "double gun" forepiece and stock, metal parts of heavy gauge steel Set includes 6 corks for shooting Absolutely safe.
87-51-46F Shipping weight 1 lb. 12 oz.. ..... . **$2.39**

[3] **Daisy Indoor Skeet Shooting Outfit.** Stand back 15 feet from skeet house . . . step on pneumatic release . . "bird" soars from trap to test your speed and aim. 34-in gun is made just like the Model 94 Winchester. Shoots 12 cork balls, has Lever-Matic cocking action. Gun is metal with walnut grained plastic stock and fore-arm Metal-rimmed "bird", pad of paper inserts and miniature skeet house are included in the set.
87-50-62F Shpg wt. 5 lbs. 4 oz..... . . . **$7.95**



Step on release . "bird" soars aloft. Bang! You got him!

Texan Small Fry Double Holster Shootin' Set . . . with all the gear a "good guy" needs to chase the "bad guys" Complete Western outfit includes a top grain leather holster and belt with matching leather cuffs, and two single shot pistols. The plastic canteen has a screw-on cap and shoulder strap . . . there's a plastic whistle and a red-white-and-blue cotton neckerchief clasped with a "silver" boot.
89-42-61F Shpg wt. 1 lb. 2 oz.....**$1.89**



3-Bar "A" Ranch Gun Rack . . . real bunkhouse style! 3 wooden bars and six horseshoe hangers with leather thongs attached collect all the paraphernalia of junior marshals and little cowhands. There's a place for everything . . . shootin' irons, holsters . . . even fancy duds and cowboy hats. Western-finished rack is topped with a sporty pair of 3D steer horns. 24x20 inches high. Hang on a wall or on a door.
89-34-79F Shpg wt. 3 lbs... .. ..**$2.99**

Playroom Cowboy Set . turns the family room or basement into the ol' corral. Black-and ivory fanner gun shoots soft and safe poly play bullets . . 18 bullets are mounted on the adjustable cartridge belt. Holster and belt are of unbreakable poly plastic . . . plastic cowboy boots adjust to fit ages 4 9. When he fastens on the silver colored Western spurs, he'll be set to ride range on cattle or rustlers, like his TV heroes do
87-51-79F Shpg wt. 2 lbs. 8 oz. .**$2.99**

Mattel's All-in-one Guerrilla War Set

1 **Make war like a guerrilla**—from hills, cliffs, tangled woods! Guerrilla Gun fires Greenie Perforated Roll Caps one by one, or in automatic bursts. Has bolt action. Pull trigger for 1 shot. Pull bolt back and squeeze trigger for a burst of shots as long as you keep trigger squeezed. Comes with snap-on sling, measures 25 in. long. Barrel actually smokes! Completely safe. Set includes poncho, commando beret with official insignia, safe flexible commando knife, belt scabbard!
88-90-71F Guerrilla Set. 2 lbs 8 oz... **$4.29**
88-91-13F Gun only Wt. 1 lb. 8 oz... . **2.49**

2 **U. S. Invader Set.** Full equipment for action from foxhole to open terrain! Six-in-one gun is the kind used for secret invasions because it converts into 6 different weapons—pistol, burp gun, rifle and more. Shoots harmless pellets (included). Hand grenade is a combat replica, fires any standard paper cap. Netted helmet has insignia, adjustable head band, chin strap. For chow during "cease fire" periods there's a mess kit that opens to 2 trays; plastic knife, fork, spoon, 16-ounce polyethylene canteen.
89-84-52F Set. 5 lbs. 12 oz.. .... **$5.95**
89-84-45F Gun only Wt 1 lb 8 oz. . **2.99**

3 **Fox-Hole Outfit.** Enough gear to help you turn back an enemy platoon—trucks, tanks and all! Air-operated 35 in. bazooka stops tanks with 2 soft, safe shells. The 9mm Luger and the scout rifle with play telescopic sight both shoot their own safe ammo. The two-piece hand grenades scare off anybody who gets too close! With the 4-way combat periscope, you can reconnoiter without exposing yourself. With the magnifying binoculars, you can keep a check on enemy preparations from afar
87-50-05F Outfit 4 lbs 8 oz . . **$4.69**

4 **Kadet Bolt Action Trainerifle.** Modelled after the world-famous 1903 U.S. Army Springfield! Features real nickel-plated steel parts and real walnut-finish wood stock. Bolt action takes dummy bullet in chamber. Clicker trigger, adjustable web sling, rubber bayonet 33 in. long. Great for "war" or parades!
89-56-07F Trainerifle. 3 lbs. 2 oz... . . **$3.19**

5 **Kick Action Machine Gun.** Makes smoke, makes firing noise and kicks—all with 2 "D" batteries (not included). 22½ in. long. Realistic "stutter" makes the enemy move fast!
89-69-85F Machine Gun. 1 lb 8 oz. . **$2.29**

MONKEY GUN
- *Automatic Pistol*
- *Tommy Gun*
- *Grenade Thrower*

Remco's Monkey Gun. Three noise-making guns in one! First, you've an automatic pistol. Add the barrel extension, and now you've a powerful tommy gun. Pop in a grenade to turn it into a long-range grenade rifle. All 3 weapons have their own motorized sound effects thanks to 2 "D" batteries (not included). Comes with 2 harmless grenades. About 24 in. long.
89-17-62F Shpg. wt. 3 lbs. **$4.29**

Gatling Machine Gun. Line up the 10 plastic soldiers and mow 'em down! This rapid-fire powerhouse holds 26 bullets and fires them automatically just by turning the hand crank—fires several short bursts or fires all 26. Field-strips and assembles in a jiffy. Comes with 100 play bullets, measures about 21 in. overall length. A mighty realistic weapon with firepower plus!
87-51-87F Shpg. wt. 2 lbs. 8 oz..... . **$3.89**

Tripod Machine Gun. Just pull the trigger—it kicks by itself and shows realistic flashes in the barrel and chamber. You have to hold it good and steady to keep on target! Runs on 2 regular "D" flashlight batteries (not included). Pivots on its own tripod and boasts a highly realistic paint job. 21 in. long. A soldier's "must"—nothing scatters troops like a machine gun!
89-69-10F Shpg. wt. 1 lb. 10 oz.... . ...**$3.19**

MATTELZAPOPPIN IN '64! WITH A NEW WORLD OF Barbie®

NEW! MISS BARBIE #1060

[illegible] MISS BARBIE [illegible] with three glamorous high [illegible] and special [illegible] assemble [illegible] furniture. Naturally, she can wear all BARBIE's outfits.

NEW! SKIPPER™ #0950

SHE'S BARBIE'S LITTLE SISTER! SHE HAS HER OWN COMPLETE WARDROBE. SKIPPER is just what BARBIE fans have been waiting for, and asking for! Because SKIPPER is smaller than BARBIE, she has her own complete wardrobe of beautiful costumes. She even has long hair that girls can really brush. SKIPPER is 9¼" tall, and comes in assorted hair colors, blonde, brownette, and titian. Wire stand, special comb, brush and headband are included.

NEW! ALLAN™ #1000

He's a buddy for KEN®, a boyfriend for MIDGE™, and a brand new doll that every BARBIE fan will want. ALLAN is exactly the same size as KEN, so he can wear all the smartly tailored outfits made for KEN. Has molded red hair, brown eyes, and comes in blue bathing trunks, terrycloth jacket, and sandals.

BARBIE KEN MIDGE FASHION QUEEN BARBIE MISS BARBIE ALLAN ARE THE TRADEMARKS OF MATTEL INC. FOR TEEN AGE DOLLS

MATTELZAPOPPIN IN '64!

DOLLS! PLUSH! PUPPETS!

NEW! BABY PATTABURP™ #3090

Little girls will love her. [illegible] her, put her on your shoulder, pat her on the [illegible] and she burps just like a real baby. BABY PATTABURP is 15" tall with beautiful rooted hair, eyes that open and close, vinyl arms and legs with soft baby body. Comes with her own "disappearing milk" bottle.

NEW! SHRINKIN' VIOLETTE!™ #5383

She's the [illegible] who's [illegible] America [illegible] VIOLETTE [illegible] phrases. [illegible] 12" tall. SHRINKIN' VIOLETTE [illegible] Tv star [illegible] on THE FUNNY COMPANY!

NEW! TALKING WOODY WOODPECKER® HAND PUPPET #5374

Millions of kids know and love this famous movie and television star. Pull the CHA-TY-RING™ and hear his famous [illegible] plus lots of other sayings! Vinyl [illegible] body.

NEW! ANIMAL YACKERS! CRACKERS™ THE TALKING PLUSH PARROT #0382

He says 11 different phrases [illegible] and [illegible] and [illegible]

NEW! ANIMAL YACKERS! LARRY™ THE TALKING PLUSH LION #0381

[illegible]

WOODY WOODPECKER [illegible] 1963 BY WALTER LANTZ PRODUCTIONS INC.
SHRINKIN' VIOLETTE [illegible] BY THE FUNNY COMPANY [illegible] THE WORLD

Gear up for shootouts!

A **BONANZA DOUBLE HOLSTER SET.** Just like those worn by Ben, Adam, Hoss, and Little Joe. Two die-cast metal 50-shot cap repeater pistols with imitation stag plastic grips. Embossed, natural, top-grain leather holster. Belt with metal buckle holds 6 silver-color bullets (incl.). Leather leg ties.
X 923-8932 A—Shpg. wt. 2 lbs. 8 oz.*.....3.66

B **COWHAND DOUBLE HOLSTER SET.** Includes two Cowhand die-cast metal 50-shot cap repeaters with authentic "feel" and detail. New durable gate-cylinder loading. Grips of ebony like wood-grained plastic. With embossed natural top-grain leather holsters. 1-piece belt and leg ties.
X 923-8940 A—Shpg. wt. 1 lb. 2 oz.*.....2.88

C **DECORATED DOUBLE HOLSTER SET.** With pair of Cowhand pistols as in [B] above. Natural top-grain leather holsters have metal studs, sparkling glass jewels, pocket, 6 metal "bullets" in belt. Leather leg ties for smooth draws.
X 923-8957 A—Shpg. wt. 1 lb. 2 oz.* 2.88

D **250-SHOT SADDLE CARBINE.** Buffalo hunters and Indian scouts can blast away all day with this lever-action repeater—it uses 250-shot roll caps. Embossed plastic stock and metal grip have light wood grain. Black metal barrel—polished, engraved metal breech. Length 31¾ in.
X 923-8981 A—Shipping weight 3 lbs.....2.97

E **DELUXE DOUBLE HOLSTER SET** features 2 big Marshal 50-shot cap repeaters—die-cast metal, scrolled frames and barrels. Carved ivory-color plastic grips. Gunslinger-type holsters and 1-piece adjustable belt are embossed, natural, top-grain leather. Nickel-plated buckles, leather leg ties.
X 923-8965 A—Shpg. wt. 2 lbs.*.....3.88

G **DECORATED DOUBLE HOLSTER SET** includes two Marshal pistols as in [E] above. Top-grain cowhide double holsters glisten with metal studs—6 metal "bullets" in belt. Leather leg ties.
X 923-8973 A—Shpg. wt. 2 lbs.*.....3.88

H **MATTEL SHOOTIN' SHELL® HOLSTER SET.** 2 pistols load and fire like real six-shooters—caps "explode" shells then you eject and "reload." Duro-Hyde® plastic holsters. Embossed belt holds 10 "bullets," 12 Shootin' Shells, target.
X 923-2901 A—Shpg. wt. 3 lbs. 5 oz.*/**.. 5.77

* Not sold to residents of New York City

** Not sold to residents of Delaware or Massachusetts

Caps not included with any cap-firing gun

3.77

realistic Frontier set with lever-action rifle that ejects each "used" cartridge

MATTEL SHOOTIN' SHELL® WINCHESTER loads, ejects realistic "bullets"—fires caps single-shot, or rapid fire with secret trigger. Beautifully grained plastic stock, forearm. Fanner-50® pistol can be triggered, or fanned for smoking action—uses roll caps. With tooled Duro-Hyde® plastic holster, 2 Shootin' Shells, 6 bullet noses.
X 923-2893 A—Shipping weight 6 lbs. 8 oz.*/**.....Complete Set 3.77
X 923-2695 A—Shootin' Shell Winchester only. 2 shells incl. Wt. 1 lb. 10 oz.**.....2.33

[1] 2.63

[2] 4.44

[3] 3.77

"Saddle Guns" shoot and smoke like the real thing

[1] DAISY AUTOMATIC SMOKER cocks like a real lever-action rifle, makes a loud realistic BANG. Muzzle smokes after each shot. Perfect for the young cowpoke or "big-game" hunter. Clean, Western styling—blued steel barrel and molded wood grained plastic stock. 31 in. long. Wt. 2 lbs.
X 923-2661 A . . 2.63

[2] DAISY LAWMAN RIFLE Spitting image of famous Winchester Model 94 used by cowmen in the Old West and still used by deer hunters today. Lever-action cocking. You hear a loud shot, see smoke, feel the recoil. Blued steel barrel, wood grained plastic stock. 34 in. long. Wt. 3 lbs. 12 oz.
X 923-2679 A. 4.44

[3] DAISY RICOCHET SMOKE RIFLE is the cat's word in Old West realism. Cock the lever, pull the trigger, you get a "shot like PCW"—then hear loud ricochet while lots of smoke after each shot. Blued steel barrel, wood grained plastic stock. Length 30 in. Shpg. wt. 2 lbs. 8 oz.
X 923-8999 A. 3.77

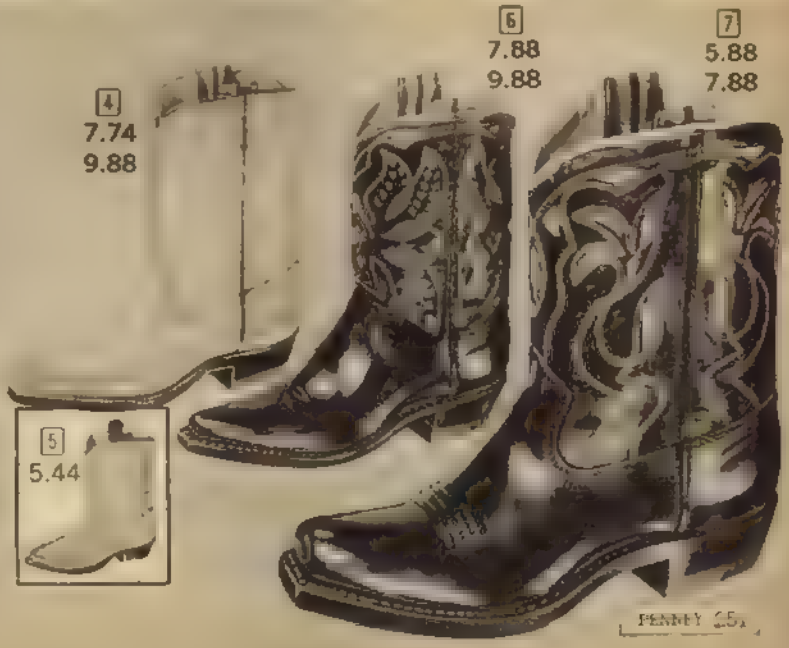
Save this Catalog to order toys throughout the year—they'll be available till Sept. 20, 1965.

[4] "RANCHCRAFT" COWBOY BOOTS. Natural roughout leather uppers. Stitched construction, leather leg lining. Cotton-drill vamp lining. Composition soles. Narrow toe, cowboy heels. Pull tabs on each side at top.
Children's. *Sizes:* D (medium wide) width in full and half sizes 8½ to 13½ and 1 to 3. *State size when ordering.*
X 601-4096 B—Natural. Wt. 2 lbs. 4 oz. . Pair 7.74
Boys'. *Sizes:* D (med.) width, full, half sizes 3½-6. *State size.*
X 604-4796 B—Natural. Wt. 2 lbs. 8 oz.....Pair 9.88

[5] FOR THE PRESCHOOL COWBOY. Natural roughout leather uppers, with contrast stitching. Neolite soles, cowboy heels. Pull tabs on each side. D (medium wide) width.
Infants' Sizes: full and half sizes 4 to 8. *State size.*
X 601-4104 B—Natural. Wt. 1 lb. 8 oz..... . ....Pair 5.44

[6] "FALCON"-PATTERN BOOTS. Black leather uppers, inlaid "Falcon" pattern in blue-gold-coral/white. Leather leg linings. Neolite® soles. Rubber heels. Goodyear welt.
Children's. *Sizes:* D (medium wide) width in full and half sizes 8½ to 13½ and 1 to 3. *State size when ordering.*
X 601-1910 B—Shipping weight 2 lbs. 4 oz. . Pair 7.88
Boys'. *Sizes:* D (med.) width, full, half sizes 3½-6. *State size.*
X 604-2949 B—Shipping weight 2 lbs. 8 oz..... ...Pair 9.88

[7] COWBOY BOOTS. Smooth black leather uppers with multi-color inlays. Neolite soles. Cowboy heels.
Children's. *Sizes:* D (medium wide) width in full and half sizes 8½ to 13½ and 1 to 3. *State size when ordering.*
X 601-1928 B—Black. Wt. 2 lbs. 4 oz. . ... Pair 5.88
Boys'. *Sizes:* D (med.) width, full, half sizes 3½-6. *State size.*
X 604-4747 B—Black. Wt. 2 lbs. 8 oz.....Pair 7.88



10-WHEEL HIGHWAY STABLE complete with 3 championship horses

4.88

BUDDY L HORSE VAN is off to the races in grand style. Authentically reproduced transport with auto-steel cab and chassis, high-impact plastic van. See-in bubble-top van window, easy sliding side windows, side and back loading ramp doors. Thoroughbred family consists of stallion, mare, and colt. All ride in comfortable interior stalls—rear stalls have removable rear wall. 10 plastic non-mar whitewall tires, plastic grill guard, spring suspension. 23½ in. long overall

X 923-3560 A—Shipping weight 5 lbs. 4.88

Kennel on wheels holds 12 Blue-Ribbon winners!

NYLINT KENNEL TRUCK Removable plastic kennel has lift-up sides. Miniature models of 12 popular dogs in individual kennel compartments. Trailer hitch, windshield, side and back windows, whitewall tires. Smooth-edged steel—baked enamel finish.

X 923-3461 A—11¼ in. long, 2 lbs. 9 oz. 2.88

Driving-and-farming fun begins here!

1 BUDDY L CAMPER SET. Steel trailer has plastic tent sides, fold-out bed. 10 x 16-in. steel truck—plastic camper top, sliding windows, hinged rear drop steps. Trim plastic sports cruiser with two "outboards" (non-operating). 4-wheel tilt-bed boat trailer, steel station wagon

X 923-8221 A—Shipping weight 11 lbs. 7 oz.* 9.66
X 923-1846 A—Trailer, station wagon. 24½ in. long overall. 4 lbs. 4 oz. 4.99
X 923-8239 A—Truck, cruiser, boat trailer. 27 in. long overall. 4 lbs. . . . 4.99

A STRUCTO LIVESTOCK TRUCK. Hauls 2 cows. Cab has seat, steering wheel, windshield, rear window, open side windows, removable metal stakes, whitewall tires. Steel construction—tough enamel finish

X 923-3511 A—14¾ in. long. Shpg. wt. 3 lbs. 2 oz. 2.47

B BUDDY L PONY EXPRESS-TRUCK. Black plastic pony rides comfortably behind clear plastic windscreen, exits down hinged end-gate ramp. Whitewall tires, plastic grill guard, spring suspension. Sturdy steel construction—handsome baked-enamel finish

X 923-3545 A—15½ in. long. Shpg. wt. 2 lbs. 12 oz. . . 2.87

C TRU SCALE® SCOUT SET. Converts from stripped-down action truck to station wagon or pick-up truck. With 2 snap-on doors, cab top, full-length top and adjustable pusher blade. Steel. Enamel finish

X 923-8122 A—9 in. long. Shipping weight 3 lbs. 2.88

2 STRUCTO CATTLE TRANSPORT Detachable steel cab and truck have durable enamel finish. Comes with seat, steering wheel, windshield, realistic whitewall tires. Floating tandem rear wheels and adjustable dolly wheels. Rear doors open and close. 22¼ in. long overall. Fill it with the farm animals described below left.

X 923-3529 A—Wt. 6 lbs. 3.99

3 TONKA CAR CARRIER. Fun for several youngsters at once. Includes 2 scale-model cars and 1 truck—all plastic. Brightly enameled carrier looks like the real thing. Made of heavy-gauge steel. Lever positions ramp for loading cars. White sidewall truck tires are genuine rubber. Carriage and cab measure 28½ in. long overall

X 923-3594 A—7 lbs. 12 oz. . 5.88

4 BUDDY L U.S. MAILTRUCK. The mail must go through. Fully detailed with interior dashboard, steering wheel, seat, ribbed floor, 2 sliding doors, swing-open back doors. Whitewall tires. Spring suspension. Plastic safety bumper all around. Made of steel. 11½ in. long

X 923-9864 A—2 lbs. 12 oz. . . . 3.39

5 TONKA JEEP/HORSE TRAILER Sporty jeep has steering wheel, whitewall tires, and bright chromed wheel discs. Trailer back unhooks to provide ramp for 2 black lifelike, polystyrene horses. Durable all-steel construction. Official racing colors are green and white. 19¼ in. long.

X 923-9872 A—4 lbs. 2 oz. 3.44

6 BUDDY L COUNTRY SQUIRE WAGON Rugged, steel wagon features woodgrain body trim, roof luggage rack, ball trailer hitch, shining grill, and bumpers. Hinged end-gate actually opens. Interior includes seats, ribbed luggage deck, steering wheel, dashboard. With whitewall tires and spring suspension. 15½ in. long overall

X 923-3552 A—2 lbs. 8 oz. 3.77

7 NYLINT JALOPY. Authentic, low-slung, hot-rod styling. Simulated fabric-textured custom top. Free-rolling axles with non-marking deep-tread whitewalls and removable spare. Oversized rear wheels for extra push. Heavy-gauge steel—smooth rolled edges. High-gloss baked-enamel finish. 9⅝ in.

X 923-9880 A—1 lb. 2 oz. . . . 1.27

8 STRUCTO WRECKER TRUCK Rugged, steel wrecker with whitewall tires, windshield. Enamel finish. Cab has plastic seat, steering wheel, rear window, wrap-around bumper. Side windows are partly open. Bumper bar fits any bumper. Turn winch crank to lift wreck. 13¼ in. long overall

X 923-3537 A—3 lbs. 8 oz. 2.88

9 TONKA COMMANDER. Exact model of vehicle used by armed forces. All-weather command car has "canvas" top. Carries emergency gas tanks. With detachable spare tire, "steering" wheel, separate seats, bright chromed wheel discs. 10½ in. long

X 923-9856 A—2 lbs. 5 oz. 2.19

FARM ANIMAL SET Accurately detailed, 3-dimensional miniatures. So lifelike—they're sure to provide hours of fun for children who love animals. Set of six pieces include two horses, two cows, and two bulls. Made of tough, washable polystyrene plastic. Transport them in vehicles sold on these pages.

X 923-3628 A—Shipping weight 6 oz. 79c

* Semi-mailable—see page 284
Save this catalog—order toys until September 20, 1965

Buy anything in this catalog with Credit Command—there's never a down payment. See page 283 for full information.

A PRESTO BABY SERV-N-ETTE

D

E

B POPEYE DENTAL CENTER BY DOMINION

10 fun activities in one safe toy . . . now with music!

C MUSICAL BUSY BOX

Niceties and Necessities for Wee Folk

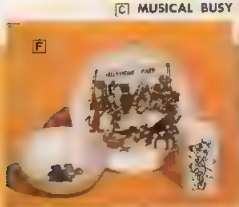
(A) PRESTO BABY SERV-N-ETTE. Heats baby's entire meal electrically—all at once—bottle, 2 jars or cans, plus 2 dishes of other foods. No more pans of boiling water. Insulated base protects table surface; see-thru cover is heat and break resistant. Cord coils around base—uncoil as needed. Can also be used as bottle warmer only. 850 watts. 4½ lbs.
14-2649 retail $14.95 . . . . . **Only $10.17**

(B) POPEYE DENTAL CARE CENTER by DOMINION Cordless rechargeable toothbrushes for children! Kids love to brush with Popeye, their favorite cartoon character. 4-way brushing action for healthier teeth and gums. Perfectly safe. Needs no batteries—recharges automatically while stored in charger well that also has built-in nite-lite, electric outlet. Also includes 4 different color brushes, toothpaste and unbreakable Popeye drinking cup. Stands or hangs on wall.
14-2647 2 lbs. ret. $19.95 . . . **Only $14.88**

(C) MUSICAL BUSY BOX. As tinkling music box plays pretty tune there are 10 activities to amuse baby for hours—doors and drawers to open; dials, cranks, knobs to turn, noisemakers, etc. Attaches to playpen or crib—or can be used independently. Fun galore for tiny fingers . . . yet no parts to lose or break for tots from 9 months to 4 years. Brightly colored hi-impact plastic. 16x12½x3¼". 3 lbs.
10-3265 retail $7.50 . . . . . **Only $4.97**
Same as above, but without music box
10-2372 2¼ lbs. retail $5.00 **Only $3.29**

(D) 3-TIER PORTABLE NURSERY BAR. Now you can keep all baby's needs in one place, quickly at hand. Pink, blue and yellow 11x19" enameled trays clip on or off for more versatility. Hold diapers, bath needs, toiletries . . . there's a place for everything. Brass-tone tubular frame rolls on 2" lucite casters. When baby grows up, Mom will still use it as a serving table. 11x19x35½" high. 9 lbs.
16-4091* retail $6.98 . . . . . **Only $4.45**

(E) GAY CIRCUS ROLL-AROUND TOY CART. Holds all their toys and treasures—rolls about on plastic casters—makes picking up fun and easy. Red-and-white circus stripes decorate sturdy washable bag—roomy pockets on front and back for books. Folding brass tubular frame. 18x20x22" high
32-2208 4 lbs. retail $5.98 . . . . **Only $3.88**



F

G

H

Written guarantee against breakage with every purchase

J

K

YOGI and THE FLINTSTONES in BOOTONWARE MELAMINE

(F) YOGI BEAR 3-PC. CHILD'S SET. Meal-time fun for all the Jellystone Park fans. Colorfully decorated break-resistant melamine set contains: 8" plate, 15-oz. bowl, 7-oz. tumbler.
16-4089 1 lb. retail $2.98 . . . . . **3-Pc. Set $1.97**

(G) THE FLINTSTONES 3-PC. CHILD'S SET. Decorated break-resistant melamine features all the TV gang! Includes: 8" plate, 15-oz. bowl, 7-oz. tumbler
16-4090 1 lb. retail $2.98 . . . . . **3-Pc. Set $1.97**

(H) PEBBLES 3-PC. BABY SET. The newcomer to the Flintstone scene gaily adorns this baby-proof melamine set. Includes. 7" plate, 6½-oz. feeding bowl and stainless steel feeding spoon.
16-4086 1 lb. retail $2.98 . . . **3-Pc Set $1.97**

(J) YOGI BEAR ELECTRIC CLOCK. Helps child tell time by associating hours with his favorite cartoon characters. For wall or table-top. 8" diam. Telechron movement. 2 lbs.
16-4088 ret. $9.98 . . . **Only $6.63****

(K) YOGI BEAR MUSICAL CAKE PLATE. Gaily decorated child-proof 10" cake plate revolves and plays "Happy Birthday".
16-4087 1½ lbs. retail $5.98 . . . . . **Only $3.97**

*Indicates item shipped truck or express—all other items are mailable.
**Yogi Bear Clock subject to 10% F.E. Tax.

twelve great salesmen and one peddler

Tie in your product with America's greatest pre-sold licensed properties.

1. TENNESSEE TUXEDO CBS-TV, 9:30-10:00 a.m., Saturdays. The whimsical Penguin rules the roost for another successful year. Chumley the Walrus joins the animated adventures, and licensees in many categories look forward to another 52 weeks of sales...backed by GENERAL MILLS.

2. UNDERDOG! NBC-TV, 10:00-10.30 a.m., Saturdays Teamed up with Go Go Gophers, this new cartoon crime-stopper stars a super do-good doggie with the voice of Wally Cox. Go Go Gophers segment features a tricky tribe of Injuns that always win. A new twist. Both features solidly backed by GENERAL MILLS. Millions of cereal box friends!

3. STINGRAY. Will be coming your way soon! Exciting new half hour TV series in the action-tradition of "Supercar." Now the realistic puppets cope with adventures in the deep, endangered by undersea devils by the dozen. Suspenseful. ..and full of licensing gimmicks.

4. HOPPITY HOOPER. ABC-TV, 12.30-1.00 p.m., Saturdays GENERAL MILLS has hopped on to this big show for 1964-5 and many hoppy years to follow. Hoppity the Frog jumps from the greedy clutches of Prof. Waldo, the pitchman, a sly fox with the voice of Hans Conreid. Great new cartoon show!

5. BULLWINKLE. ABC-TV, 11:00-11 30 a.m., Sundays. This great established character is the delight of millions and enjoys more TV exposure than any other cartoon character in America! His moose call can mean lots more customers. GENERAL MILLS thinks so...that's why he's one of their big shows this year, too!

6. PATTY DUKE. ABC-TV, 8:00-8-30 p.m., Wednesdays. Most successful teen show of the year heads for another top-rated season as Patty plays her dual role on TV to the delight of millions of girls and their mothers. Great property for girls' products!

7. HERCULES. Powerful hero of the syndication set. National coverage gives muscles to your merchandise. Strong licensing potential for you.

8. THE WEIRD-ONS. These are the monster favorites that are chock full of chuckles! Riding the creepy crest of America's latest craze! Millions know them, love them and buy them by the bushel Lots of licensing possibilities leering in the future. Haunt for your opportunity now!

9. BUGS BUNNY AND PORKY Warner Bros perennial hit characters! Millions and millions of dollars of licensed items sold annually! Years of solid success for hundreds of manufacturers... yet there's always new product opportunities available Now Porky steps center stage for his all new series Get the facts today!

10. NAPOLEON SOLO, THE MAN FROM U.N.C.L.E. (Unified Network Command for Law and Enforcement). NBC-TV, 8 30-9.30 p.m., Tuesdays. MGM's big show for the new season. International action-adventure-intrigue. Many tricky detective gimmicks perfect for licensing make this show a dream

11. DR. KILDARE. NBC-TV, 8:30-9:30 p.m., Thursdays Still in the pink as the leading medical operation on TV! A licensing bonanza with year-in, year-out vitality Great prescription for your product, too!

12. GO GO GOPHERS. See UNDERDOG (#2)

13. STAN WESTON. Peddles profitable properties galore. For the facts, call LT 1-3390 — WESTON MERCHANDISING CORPORATION

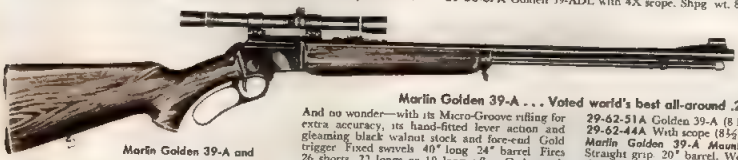
WESTON MERCHANDISING CORP. /39 West 55th Street/New York 19, N.Y.

Marlin Golden 39-ADL

This is it—the deluxe edition of the gun voted by rifle experts as the "world's best all-around .22"

A real bragging gun, loaded with handwork. Just look at the wood. You get matched pieces of genuine American black walnut, with a hand-carved squirrel and hand checkering on both stock and fore-end to provide that custom look. A hand-laced leather strap makes the carrying easy, while Marlin's famed hand-fitted lever action works fast as a flash, helping you get 'em standing, running or jumping. Gold trigger. Micro-Groove rifling for top accuracy. Fires 26 shorts, 21 longs or 19 long rifles without a breather. Weighs 6¾ lbs. 24" barrel. 40" long overall. Open rear sight. Hooded ramp front sight. Drilled and tapped bad light . . and save on the combination. *Available*

29-56-34A Golden 39-ADL. Shpg. wt. 8 lbs. . . . **$100.00**
29-56-67A Golden 39-ADL with 4X scope. Shpg. wt. 8 lbs. 8 oz. **110.00**



Marlin Golden 39-A and Golden 39-A Mountie

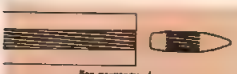
Marlin Golden 39-A . . . Voted world's best all-around .22!

And no wonder—with its Micro-Groove rifling for extra accuracy, its hand-fitted lever action and gleaming black walnut stock and fore-end. Gold trigger. Fixed swivels. 40" long. 24" barrel. Fires 26 shorts, 22 longs or 19 long rifles. Order with Micro-Vue scope, shoot like an expert . . and save on the combination. Weight 6¾ pounds. *Available*

29-62-51A Golden 39-A (8 lbs.) . . . **$79.95**
29-62-44A With scope (8½ lbs.) . . . **89.95**

Marlin Golden 39-A Mountie. Shorter, lighter. Straight grip. 20" barrel. Weighs 6 lbs. Holds 20 shorts, 15 longs, 14 long rifles. *Available*

29-62-69A Mountie (8 lbs.) **$79.95**
29-59-98A With scope (8½ lbs.) . . **89.95**



For accuracy plus . . . Marlin Micro-Groove Rifling

Micro-Groove Rifling puts 16 shallow grooves on a bullet instead of the usual 6 deep ones. You get less gas leakage, more power, more reliable spin and up to 25% closer accuracy. That's where Marlin guns get their fame as sharp shooters.

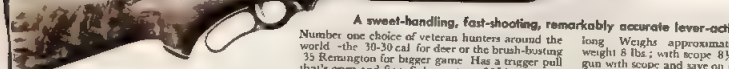
You Save When You Order A Rifle And Scope Together

Marlin Micro-Power 4X Scope for Big Game Guns. Enlarges target, brightens it, makes accuracy at any range. 30 ft. field of vision at 100 yds. Positive click adjustments. Weatherproof. Hard-coated lenses. Long sunshade. Order with gun and save! *Available*
29-63-35A Shpg. wt. 8 oz. **$49.95**

Standard Cross-Hair Reticules

Scope has universal mounts, no tapping or drilling needed

Marlin Micro-Vue 4X Scope for .22 Cal. Rifles. Click adjustments. 32 ft. field at 100 yards. Order your rifle with scope and save!
29-57-58A Shpg. wt. 8 oz. *Available*. **$14.95**



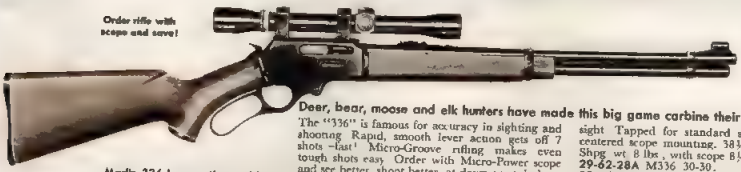
Marlin M336SC lever action carbine, .30-30 and .35 Remington caliber

A sweet-handling, fast-shooting, remarkably accurate lever-action carbine

Number one choice of veteran hunters around the world—the 30-30 cal. for deer or the brush-busting 35 Remington for bigger game. Has a trigger pull that's crisp and fine. Side ejection. 20" barrel with Micro-Groove rifling. Ramp front sight. Open rear sight. Receiver is drilled, tapped. Walnut stock. Low, dead-center scope mounting. 6 shots. 38½" long. Weighs approximately 7 lbs. Shipping weight 8 lbs.; with scope 8½ lbs. *Available*. Order gun with scope and save on the combination.

29-61-86A M336SC .30-30 . . . . . **$86.95**
29-64-42A 30-30 with scope **126.95**
29-61-94A M336SC 35 Remington . . **86.95**
29-64-59A 35 Rem. with scope . . **126.95**

Order rifle with scope and save!



Marlin 336 lever action carbine, .30-30 or .35 cal. "saddle-gun"

Deer, bear, moose and elk hunters have made this big game carbine their all-time favorite!

The "336" is famous for accuracy in sighting and shooting. Rapid, smooth lever action gets off 7 shots—fast! Micro-Groove rifling makes even tough shots easy. Order with Micro-Power scope and see better, shoot better, at dawn or at dusk, at long range or short. 20" barrel. Beautiful walnut stock. Side ejection. Ramp front sight. Open rear sight. Tapped for standard sights and for low, centered scope mounting. 38½" long. Wt. 7 lbs. Shpg. wt. 8 lbs., with scope 8½ lbs. *Available*

29-62-28A M336 30-30. . **$86.95**
29-64-91A 30-30 with scope . . **126.95**
29-62-36A M336 35 Remington . . **86.95**
29-65-09A 35 Rem. with scope. **126.95**

All merchandise on this page shipped prepaid for your convenience

Toni - No. 6501

FROM

dee-j

MOST EXCITING NEW PAPER DOLL CONCEPTS IN MANY A MOON

- Unique book-box styles with in triguing stories
- Spectacular shrink wrap numbers
- Big 15" dolls
- Rub and stay clothes
- Exclusive shapely-shape body numbers
- To retail in volume at $1.00
- Six sure fire winners

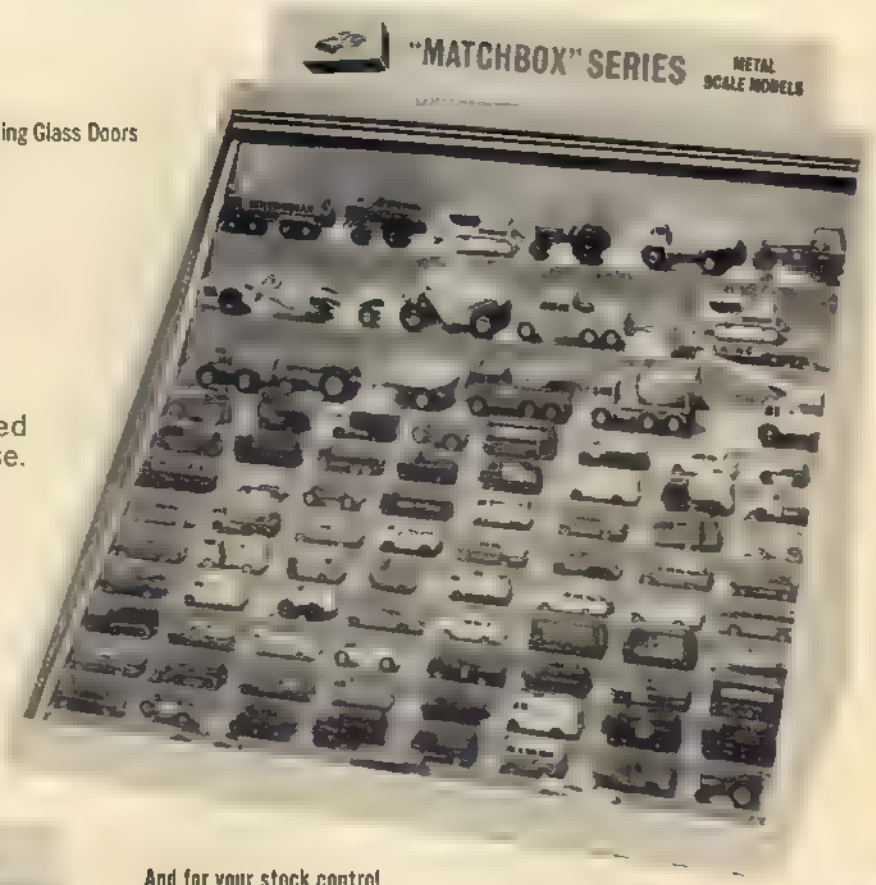
merry MANUFACTURING COMPANY
531 N. Wayne Ave. • Cincinnati, Ohio 45215

KIM • DONNA REED • BRIDE OF FRANKENSTEIN

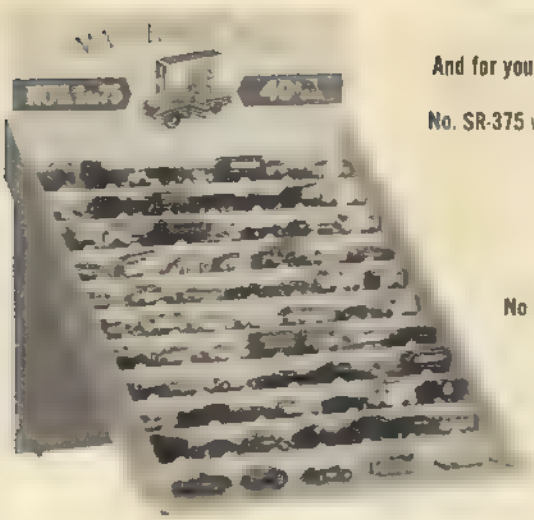
Build more sales with attractive

"MATCHBOX" MERCHANDISERS

No. M-26 Metal Display with Sliding Glass Doors and Locking Device. $25.00/ea
26" wide, 25" high, 21" deep.



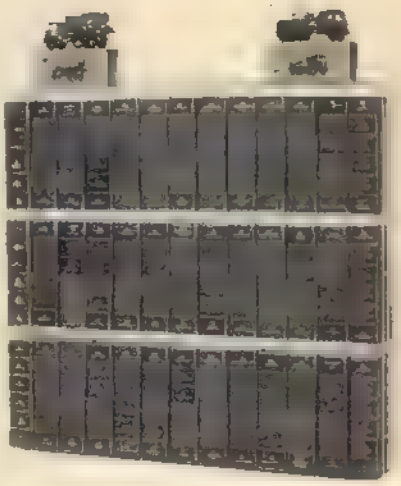
All displays priced without merchandise.



And for your stock control...

No. SR-375 Wire Dispensing Unit. Single
$5.00/ea (Shown)
Holds 3 pcs. each Nos 1-75.
23" wide, 22" high

No. DR-675 Wire Dispensing Unit,
Double. $10.00/ea.
Holds 6 pcs. each Nos 1-75.



No. W-20 Glass Covered Wood/Cardboard Display
$10.00/ea. 20" wide, 23" high, 18" deep.

Exclusive distributors. **FRED BRONNER** CORPORATION

251 PARK AVENUE SOUTH · NEW YORK 10 N Y
Algonquin 4 0505

TOY IMPORTS

Either Construction Set

$9.99

Both sets really dig, grade, load, haul

Save $1.47 on 5-piece Military Set

Sears exclusive Army Engineers set . . heavy-gauge steel . . detailed interiors. *(1) 11-in Jeep* Folding windshield *Trailer* attaches to Jeep 8¼x5½x2 in. trailer bed. *(2) 10-in Road Grader* Working steering wheel . . blade revolves, adjusts up and down. *(3) 11¾-in Dump Truck* Steering wheel. Swinging tail gate. *(4) 10-in Bulldozer* Bucket raises, locks in 3 positions, dumps.

79 U 5422C—Complete 5-pc. set. Shipg. wt. 11 lbs. *Separately $11.46* Set $9.99

(1)	49 U 5483—Jeep with Trailer. Shipping weight 4 lbs. 2 oz.	2.99
(2)	49 U 5477—Road Grader. Shipping weight 3 lbs. 10 oz.	3.99
(3)	49 U 5479—Dump Truck. Shipping weight 3 lbs. 6 oz.	1.99
(4)	49 U 5471—Bulldozer. Shipping weight 2 lbs.	2.49

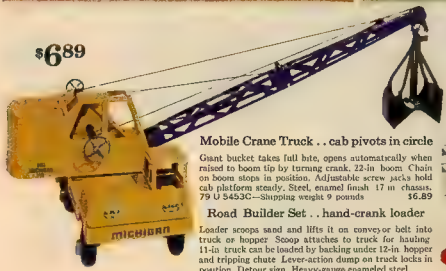
Save $3.71 on 4-piece Commercial Set

Action-packed construction toys of heavy-gauge steel. *(5) 18-in Power Shovel* automatic scooping, bucket release action. Crank controls raising, lowering, loading, unloading, cab revolves. *(6) 15½-in Hi-lift Loader* digs, lifts, dumps. *(7) 17-in Road Grader* raises, lowers blade, steers. *(8) 13-in Hydraulic Dump Truck* Lever operated.

79 U 5421L—Complete 4-pc. Set. Wt. 15 lbs. *Separately $13.70.* Set $9.99

(5)	49 U 5646—Power Shovel. Shipping weight 4 lbs. 8 oz.	4.94
(6)	49 U 5484—Hi-lift Loader. Shipping weight 3 lbs. 12 oz.	2.92
(7)	49 U 5614—Road Grader. Shipping weight 3 lbs. 8 oz.	2.92
(8)	49 U 5661 Dump Truck. Shipping weight 2 lbs. 12 oz.	2.92

$6.89



Mobile Crane Truck . . cab pivots in circle

Giant bucket takes full bite, opens automatically when raised to boom tip by turning crank. 22-in boom. Chain on boom stops in position. Adjustable screw jack holds cab platform steady. Steel, enamel finish. 17 in. chassis.

79 U 5453C—Shipping weight 9 pounds 16.89

Road Builder Set . . hand-crank loader

Loader scoops sand and lifts it on conveyor belt into truck or hopper. Scoop attaches to truck for hauling. 11-in truck can be loaded by backing under 12-in hopper and tripping chute. Lever-action dump on truck locks in position. Detour sign. Heavy-gauge enameled steel.

79 U 5472C—Shipping weight 7 pounds $4.99

$4.99

Hitch up 3 big tractors

Roll them out to plow, disc, harrow or mow "fields", also rake "hay". Work out of big operating barn . . dust crops by plane . . load "corn" into silos with silo filler or elevator . . deliver produce by truck or jeep

Our Biggest Farm Set has 257 pieces $9.98

It's fun every day on the farm with this much equipment to do the work. Just turn a crank and all your mechanical equipment swings into action. Open back 3 level steel barn is 30x17x13 inches high.

A hay lift raises bale to the hay loft, then across loft on conveyor system . . . a litter carrier moves in and out of barn on an overhead rail. Hand crank silo filler loads one silo through roof into chute. Other silo has hand-crank elevator.

12 barn accessories such as feedbox, hay, 6 farmhands, animals, fence, garden, crop dusting plane, prize livestock . . . all plastic. Easy to assemble.

79 U 6006C—Shipping wt 9 lbs. . $9.98

56-piece Livestock Farm Set

$2.98

Your young farm hands will enjoy many hours of absorbing gaiety with this fascinating scale-model, modern farm. Colorful steel barn is a roomy 13¾ in. wide by 9¾ in. deep by 9¾ in. high. Silo with roof. Tractor and seven implements including wagon, plow and mower. Eight-section sturdy barbed wire fence. Complete with nine colorful fowl and 29 realistic farm animals. All pieces durable plastic. Easy to assemble.

79 U 6020C—Shipping weight 4 lbs. $2.98

1 **Voit Official Basketball and Goal Outfit.** Everything you need for exciting action! Outfit includes basketball of official size and weight . . . with tough, new-rubber cover that takes all kinds of punishment. Goal meets official specifications, has metal frame and cotton net.
80-81-96B Outfit. Wt. 9 lbs. *Express* **$8.95**
80-82-04B Basketball only. 2 lbs. 8 oz. . . . **6.49**

2 **Official Size Steel Basketball Backboard.** Watch your game improve when you practice with regulation equipment! This heavy 12-gauge steel fan-shaped backboard is designed and engineered to highest standards. Heavy back bracing has universal brackets for mounting 12″ from wall or post. Roberts official 18″ diameter goal of ½″ round bar steel. 12 Roberts spiral net hooks hold Tru-Score hour glass style net in position 54x35″ board; non-glare white enamel finish. Shipped promptly from Pennsylvania.
80-77-92D Wt. 80 lbs. *Freight* **$24.95**

3 **Spalding Official Air-Flite . . .** famous "cushion-control" basketball. Special sponge layer plus miles of nylon thread windings assure perfect balance, lasting shape-retention. Soft, sure "feel" gives you greater control. Enables you to shoot truer, dribble better. Plays like new longer on indoor or outdoor courts. Pebble-grained, thick Permalite cover has deep cross channel seams for surer grip. Bright orange color.
80-72-55B Air-Flite Wt. 2 lbs. 8 oz. . . **$12.95**

4 **Spalding Official Sure-Flite Basketball.** Features "magic cushion" sponge layer to help you play like a champion. Makes dribbling; rebounds and backboard shots easier because you have better control of the ball. Has tough Permalite cover—most durable rubber cover ever developed. Deep continuous cross channel seams. Orange color.
80-72-63B Sure-Flite Wt. 2 lbs. 8 oz. . . . **$9.95**

5 **Deluxe "SS" High-Cut Basketball Shoes . . .** by Spalding. Exclusive Non-Slip "S" design red rubber outsoles give superb traction. Uppers are reinforced Army Duck. Rubber toe bumper, cushioned arch and heel. White foxing with two-tone red and black trim. Non-rusting eyelets and vents. Low-Cut style has same features, secure fit is assured by extra high instep and heel design, counter-in-counter pocket heel construction. *Specify size:* 5-5½-6-6½-7-7½-8-8½-9-9½-10-10½-11-11½-12-12½-13-13½-14. Shpg. wt. 2 lbs. 8 oz. Shipped promptly from Illinois.
80-68-10D High-Cut. White . **$8.50**
80-68-85D Low-Cut White . . **8.50**

6 **Mickey Mantle "Triple Crown" Glove. "Pro"** design Rawlings glove for young stars. Shape-holding "Deep Well" pocket, laced hinge and V-anchored web make it easy to pull in those fly balls. Select leather, fully lined. (1 lb. 6 oz.)
80-74-38B Wear on left hand **$5.95**

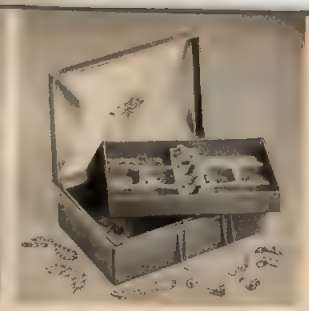
7 **Jim Piersall Fieldmaster . . .** budget-priced "Ball Hawk" glove by Wilson. A great performer! Welted fingers and Lock-Tite web snare tricky grounders. Prime leather, lined. (1 lb. 5 oz.)
80-89-31B Wear on left hand **$9.95**
80-89-49B Wear on right hand **9.95**

8 **Yogi Berra Deluxe Glove . .** by Spalding. Make game-winning catches. Pro design glove has a new T-Bar "sixth finger" web that's spiral-wrapped . . . almost impenetrable. Scoops and spears with sure-fire dependability. Flexible radial-laced "D" heel. Big pre-formed pocket. Thumb loop. Finest tan mitt leather; leather lined. Wt. 2 lbs.
80-68-77B Wear on left hand **$14.95**

9 **New Pow-R-Pitch.** Sensational electric-powered batting machine . . . sharpens your eye, coordinates timing and reflexes for baseball or tennis practice. Here's how it works: Plug Pow-R-Pitch into any AC outlet. Load with plastic balls. Adjust the tilt control and the "Slower-Faster" interval selector. Now get set to bat as machine pitches 10 balls without reloading! Safe . . . use indoors or out. 6x10½x23″ non-metallic housing. 12-ft. outdoor cord. 10 heavy-duty solid plastic balls (official baseball size). 110v AC motor.
80-77-84B Shpg. wt. 8 lbs. 8 oz. **$17.95**

Little Deb Musical Handbag . . . plays a gay little tune every time she opens it. There's a Swiss-made music box hidden inside. Shiny plastic patent with a multicolored design; rayon satin lining, brass-colored metal frame with sturdy snap closing. It's a charming surprise present for a little girl's birthday, 'most any gift occasion. Wt. 1 lb.
87-68-47F Musical Handbag **$2.99**

Barbie Glamour Cosmetics . . . she'll love it all. An 8x4½-inch hand mirror for her vanity, 2 fancy perfume bottles, a plastic compact with powder puff, jars of cotton and play bath crystals, 3 lipsticks, 3 nail polish bottles, beauty cream and night cream, bath and dusting powder, cologne, rouge, box of facial tissues and a king-size dusting powder puff. Wt. 2 lbs.
87-69-87F Barbie Cosmetics ... **$2.99**



Little Glamour Puss Play Jewelry & Chest . . . treasures for your tiniest glamour girl! Rayon satin lined chest with lift out tray and 18 pieces of jewelry. rhinestone pendant, earrings, ring, bracelet, pretend pearl necklace, earrings, ring and bracelet; charm bracelet, several adjustable rings, gold-color pendant. All electroplated for lasting beauty. Wt. 2 lbs.
87-69-53F Jewelry & Chest..... . **$2.99**

Go Go Carry-All Case . . . she'll travel in style with a lined tapestry-look case all her own. It has a solid core ply veneer frame covered with washable vinyl that's printed to look like rich fabric. Bright metal corners are protective and decorative, too. Molded plastic top handle, nickel hardware, center lock and key. 10 inches long. Assorted colors. Wt. 1 lb. 8 oz.
87-67-55F Carry-All Case . **$2.67**

2-Pc. Matched Luggage Set . . designed especially for young lady travelers. These gay red and white striped cases are easy to pack and to carry. Strong solid core ply veneer frames covered with wipe-clean plastic, protective metal corners and closures; molded white plastic top handles. Set includes 8-in. case and 14-in case. Both are fully lined. Wt. 4 lbs.
87-67-71F 2-Pc. Matched Luggage. . .**$5.39**

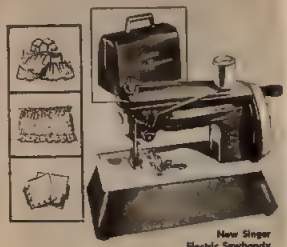
Pajama Party Set . . . she'll accept every PJ party and week-end invitation so she can show off this pretty carry-all handbag. Made of flexible plastic, it's lacy, frilly and feminine as can be. Equipped with a re-usable squeeze bottle of pretend lotion, pin curlers, ribbon, powder puff, talc and pretend toilet water. A gift that will please any little girl. Shpg. wt. 2 lbs.
89-23-31F Pajama Party Set. . **$2.29**

Electric Hot Dogger Jr. . . . for little backyard chefs. Looks like Dad's barbeque grill . . . and cooks hot dogs fast! Heavy gauge steel, enameled bright red and white; 8⅛x7½ inches in diameter; stands on 4 sturdy plastic legs. Electric unit is completely sealed in enclosed grill unit; corrugated metal top. Generous length of heavily insulated electric cord. Wt. 2 lbs. 12 oz.
87-65-81F Hot Dogger Jr... . **$3.89**

Official Mickey Mouse Club Ice Cream Machine . . whips up a batch of ice cream—any flavor - in a minute. Makes frosty sherbet too. It's so easy! Just add ice cream mix, beat by turning handle . . . and you've made tasty, frosty ice cream for the party. Set includes machine, spoons, recipes and easy-to-follow directions. Machine is 11½x11½x5¾ inches. Wt. 2 lbs.
89-24-22F Ice Cream Machine . **$1.59**

Electric Corn Popper and Vendor . . . the way to please a roomful of small TV watchers (and their parents). Hinged popper pops kernels into delicious fluffy white corn, then dumps it into the very professional-looking hopper-dispenser. White enameled steel cabinet, long-life enclosed element. Set includes supply of corn for popping and three serving bowls. AC-DC. 17x12x9 inches.
87-65-99F Shpg. wt. 7 lbs. 4 oz..... **$6.69**

A Real Little Electric Sewing Machine . . . lets the proud little "seamstress" advance her skills fast, makes sewing ever so exciting! Presser foot acts as finger guard Complete with kit of sewing material, patterns, thread, appliques, instructions Sleek metal machine with handy carry-case for storage
88-40-72F Size. 11x7 in. 115v, AC . . . $19.97



New Singer Electric Sewhandy . . . makes a perfect chain stitch

Singer Sewhandy Sewing Machine . . . it works! Uses a standard spool of thread, sews a perfect chain stitch Safe: uses no electricity, has shielded presser foot to keep little fingers away from the needle 8x4½x6 in high. Metal machine complete with carrying case, special sewing kit and picture-book instructions
88-40-98F Singer Sewhandy $13.30

Singer Trimhandy Paper Cutter . . safer than scissors, and so much more fun! Shielded cutting blade moves up and down as crank is turned—cuts out paper doll clothes, animals, even fancy swirls and stars! Styled like Mom's big Singer—has suction-cup feet to hold it firmly to any flat surface 5¼x4½x5 in. high
88-41-06F Singer Trimhandy $3.33

1

1 Electric Iron and Adjustable Board teaches a little miss early ironing skills Safe 20-watt chrome iron, UL approved, has cool ivory plastic handle with 3 movable controls for ironing different fabrics Steel ironing board has pink enameled perforated top (28x8 in.), rubber-tipped tubular steel legs With silicone cover and foam pad Shipping weight 6 lbs
89-23-80F Iron and Board $4.69

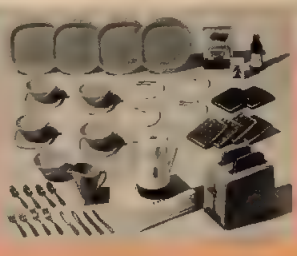
2

2 Susy Goose Housekeeping Set . . . an impressive array of cleaning equipment for Mother's little helper. The set includes a jet-stream carpet sweeper that really sweeps and dumps dirt, a plastic broom, squeeze-type sponge floor mop, yarn floor mop and hand duster, a dustpan and Brillo. All pieces are made of unbreakable polyethylene plastic that can't mar furniture. (2 lbs.)
89-29-50F Complete Set $2.29

3

3 Little Miss Regino Housekeeping Set . . . for the youngest homemaker! Set features an Electriktbroom just like mom's . . . really sweeps clean . . . gets into tight spots and corners without any trouble. Safe, easy to use, it's battery operated, needs no plugging into wall outlet Bag fills up, is easy to empty Set includes a dust mop, wet mop, plastic apron Brillo and a sponge
87-23-25F Wt. 3 lbs. $5.35

38-pc. Mirro Toy Treasure Set . . . for the littlest homemaker. Contains 3 cookie cutters, fry pan, whistling teakettle, muffin pan, coffee pot, egg whipper, pie pan, biscuit pan, cookie sheet, measuring cup, layer cake pan, saucepan, plus a complete blue and white table service for 4: plates, cups, saucers, knives, forks, spoons Shipping weight 2 lbs
89-23-07F 38-Pc. Mirro Set $2.99



44-Pc. Breakfast Set . . . includes hot plate and "Wonder Perk" percolator that actually "perks". No batteries, no winding, yet perks water instantly. Also pop-up toaster, four plates, cups, saucers, knives, forks and spoons; cream pitcher and sugar bowl. Four servings of "bacon and eggs," four pieces of "toast", four Downey Flake "waffles," and syrup bottle
89-29-27F 44-Pc. Set. Wt 3 lbs. $4.49

29-pc. Mirro Aluminum Cooking & Pantry Set. Everything a good cook needs—in miniature! For her pantry there's a bread box, cookie jar, covered cake plate, and a canister set . . . for baking there's the right pan for pies, cakes, muffins, angel food cake, cookies, or a loaf of bread Also sauce pans, a roaster and frying pan—plus a mixing bowl, measuring cups, utensils, etc.
89-23-15F Mirro Set Wt 1 lb. 8 oz. $3.89

Midgetoy®

offers MORE for '64

ALL METAL DIE CAST TOYS

A New CONCEPT in TOY MERCHANDISING

BRAND NEW! BLISTER PAK BOXED ASSORTMENTS

EVERY PACKAGE AN INDIVIDUAL SHOWCASE FOR PLUS BUSINESS AND ADDED PROFITS!

MANY ASSORTMENTS AVAILABLE IN VARIOUS PRICE RANGES . . .

SEND FOR OUR COMPLETE CATALOG

One of our MANY NEW items for 1964
BLISTER PAK—on attractive cards

SEE THE WORLD'S LARGEST assortment of DIE CAST BLISTER-PAK TOYS—ROOM 209

200—5TH AVE., N.Y.C.

MIDGETOY ROCKFORD, ILLINOIS, U.S.A.

THE FIRST STYLIZED

TOY FUN SPIN CHAIR

WITH FULL 360° SWIVEL

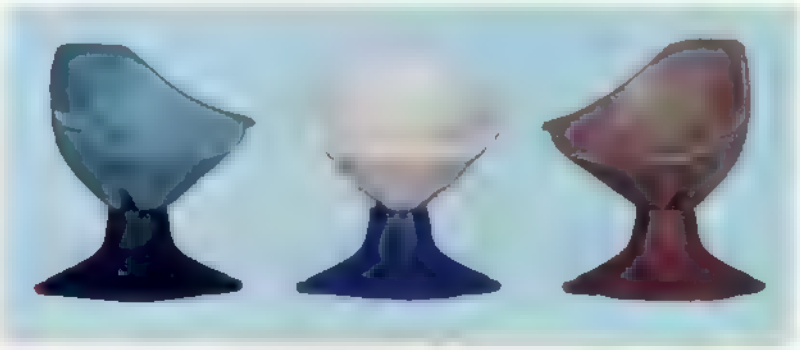
Swivit

PAT. PENDING

- INDESTRUCTIBLE POLYETHYLENE
- COLORFUL—WIDE CHOICE OF COLOR COMBINATIONS
- WILL NOT MAR FURNITURE OR FLOORS
- SIMPLE TO KEEP CLEAN
- SAFE FOR CHILDREN

SOME OF ITS USES . . .

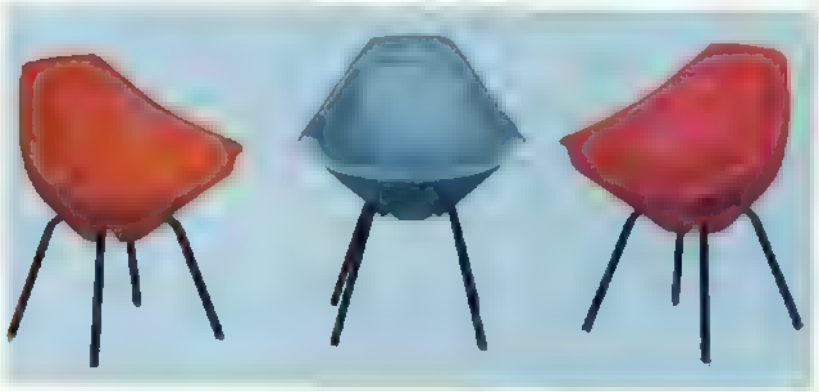
• USE AS A MODERN TV CHAIR • AS A HIGH CHAIR • AS AN AUTO SEAT • AS A FUN CHAIR . . . EYE APPEALING!



Colors Available: No. S300 Turquoise and Black, No. S400 Orange and Brown, No. S500 White and Blue, No. S600 Beige and Brown
Approx. Ship. Wt. 22 lbs. Packed 4 Per Carton or 1 Per Carton 6¼ lbs. Ship. Wt.—One Combination of Color Per Carton
Seat Height 11 inches

TOY FUN CHAIR

Sitit



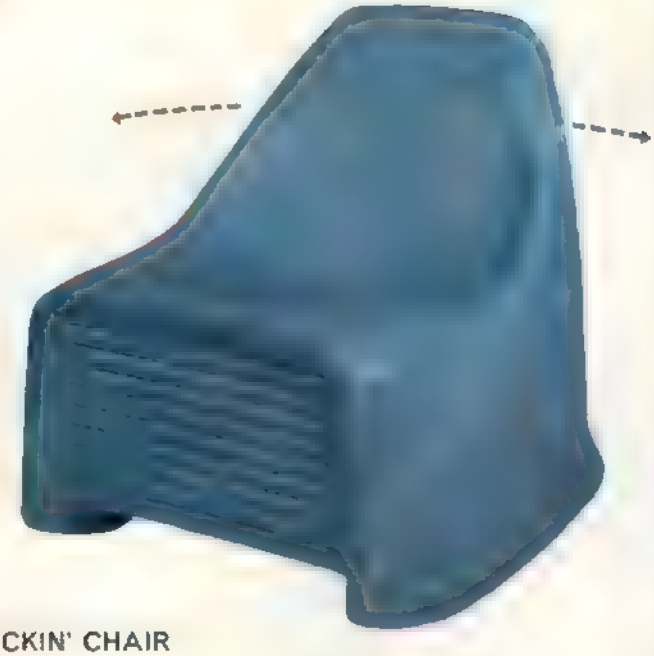
Same construction as SWIVIT CHAIR except with metal legs and does not swivel
Colors Available: No. K100 Yellow, No. K200 Red, No. K300 Turquoise, No. K400 Orange—All have Black metal legs
Approx. Ship. Wt. 48 lbs. Packed 12 Per Carton
One Color Per Carton—Seat Height 12 inches

FOR THOSE WHO WANT SOMETHING DIFFERENT!

NEW . . . EXCITING CONCEPT IN CHILDREN'S TOY FURNITURE

Rokit

PAT PENDING



ROCKIN' CHAIR

Colors Available: No R100 Yellow, No R200 Red, No. R300 Turquoise, No. R400 Orange

Approx. Ship. Wt. 16 lbs. Packed 4 Per Carton or 1 Per Carton 5½ lbs Ship Wt One Color Per Carton, Seat Height 10 inches

- INDESTRUCTIBLE POLYETHYLENE
- WILL NOT MAR FURNITURE OR FLOORS
- WIDE CHOICE OF COLOR COMBINATIONS
- SIMPLE TO KEEP CLEAN
- SAFE FOR CHILDREN—NO SHARP EDGES

SOME OF ITS USES . . .

TV CHAIR • ROCKIN' CHAIR • HIGH CHAIR • AUTO SEAT • FUN CHAIR • AT THE BEACH • AS A SWING • WITH TOY STORAGE

FOR TOY STORAGE . . .

Back panel can be cut on indented edge of oval without structural damage to chair.

PERMANENT SHOW ROOM, 1107 Broadway, New York

MOULDED PRODUCTS, INC. *DIVISION OF* ***MAGNA TEK, Inc.***

MAPLE PLAIN MINNESOTA

When Mike Pyle goes skiing...

'Chap Stick' goes along!

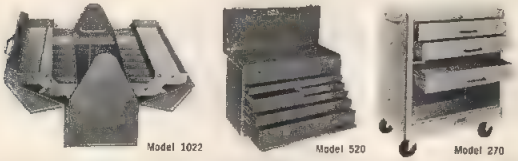
'Any guy who spends as much time outdoors as I do really needs 'Chap Stick'," says the Chicago Bears' star center. "For me, it's a necessity. What with the real raw Sundays on the field, hot summer practice, and winter skiing off-season, my lips used to get weatherbeaten twelve months a year. But now a couple of swipes with 'Chap Stick' and my lips feel great - it helps heal them fast!"

A favorite in Canada.

The lip balm selected for use by the U.S. Olympic Team.

DON'T LET DRY, SORE LIPS SPOIL YOUR FUN—WHEREVER YOU GO, GO WITH 'CHAP STICK'

'CHAP STICK' IS REG. TM ©1964 MORTON MFG. CORP., LYNCHBURG VA.



Model 1022 Model 520 Model 270

FINE CARS—FINE TOOLS—*WHAT NEXT*—A KENNEDY, OF COURSE

Your pride in automotive excellence and your ownership of quality tools make it important for you to own a Kennedy tool box, tool chest, or roller cabinet. Kennedy offers many models to choose from, each one expertly engineered to serve you. Safe, clean and handy. Car lovers appreciate quality. Kennedy has it — all-steel Kennedy Kits have felt lined drawers for fine tools and open on famous Kennedy compound drawer slides. Kennedy's are equipped with lock to secure your tools when in storage.

Write today for free catalog and the name of your nearby supplier. KM-60

KENNEDY MANUFACTURING COMPANY
VAN WERT 24 OHIO

Pioneers in the manufacture of all steel tool protection.

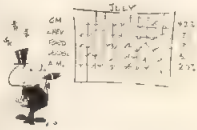
has declined because they were sold primarily as gas savers, and although the overdrive ratio provided a 30% slower engine speed, the car manufacturers, in order to provide more performance, put in a higher numerical axle ratio for better performance in low and second gear. As you know, the three-speed transmission can't cover the ratio that a four-speed or three-speed with overdrive can; therefore, a three-speed transmission is a compromise to get sufficient starting ratio to get by and to give good performance in high gear with an axle ratio picked for this purpose.

The overdrive-equipped car is more pleasant to drive, as the engine speed is much less and other car noises are substantially reduced. This point isn't stressed in selling the overdrive-equipped car only the fuel economy — and this is about half what it should be if the axle ratios weren't changed when overdrives are used.

E. S. RUSSEY
President & General Manager
Borg-Warner Corp. Muncie, Ind.

PERFORMANCE SELLS CARS

Performance sells cars! As of July, General Motors' sales were down 4.2%, Chevrolet was off 7%, Ford was up 13%,



and Dodge was up 30%. Good old anti-performance American Motors was down 20%. Figures are compared with the same period last year.

A. BENZ San Diego, Calif.

WHO COPIED WHOM?

In the Datsun road test (Sept. issue), you state that the French were first to copy the Corvair styling idea, and that the Italians, Germans, Dutch, English, and now the Japanese followed. Such a statement can't be correct.

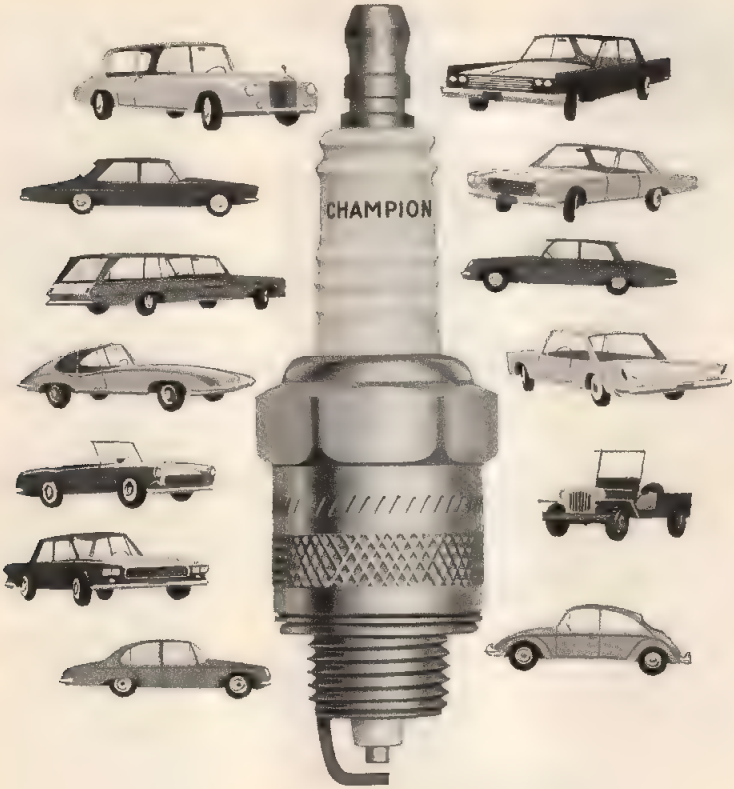
The DAF, the one and only Dutch car, was introduced in 1958. This car hasn't been completely restyled yet, and still has most of the original styling. The French, according to your statement, were before the Dutch. Thus, they could not have styled any car *after* the Corvair. In fact, the Corvair must have copied from either the French or the Dutch

WILLIAM A. BOOM Winnipeg, Man

WHAT ARE PROVING GROUNDS FOR?

In your September *Spotlight on Detroit*, you again posed the question of racing improving or accelerating car development. You pointed out the improved battery developed by Autolite for Ford's Indy racers.

It seems to me that if a modification



Champion spark plugs are installed by more of the world's car makers than the next two makes of spark plugs combined

DEPENDABLE CHAMPION SPARK PLUGS

CHAMPION SPARK PLUG COMPANY
TOLEDO 1, OHIO

PANORAMA GAME
#4438—48 to a Ctn. Wt. 19 lbs. Attractive, 3-dimensional, full color panorama scene of World's Fair

CHILDREN'S BOXED PUZZLE ASST.
#4434—12 to a Ctn; Wt. 18 lbs. Ages 4 to 10. 3 picturesque World's Fair scenes in each box.

ADULT PUZZLE ASST.
#4433—12 to a Ctn. Wt. 13 lbs. Ages 10 to Adult. 4 different interlocking puzzles of World's Fair scenes

WORLD ON A STRING
#4432—24 to a Ctn. Wt. 11 lbs. Ages 5 to 12. Twirling, humming, plastic replica of the Unisphere 3 inch diameter.

WORLD'S FAIR GAME
#4430—12 to a Ctn. Wt. 11 lbs. Ages 8 to Adult. An exciting, fast-moving "trip to the World's Fair."

CHILDREN'S INLAID PUZZLE ASST.
#4435—48 to a Ctn; Wt. 26 lbs. Ages 4 to 10. An assortment of 4 exciting World's Fair scenes.

The exclusive game and puzzle maker for the New York World's Fair is Milton Bradley. There's an exclusive world of profit in Milton Bradley's new line of World's Fair games, action games and puzzles. Items are priced from 29¢ to $2.00 for fast turnover. Come to the Fair with Milton Bradley!

MB MILTON BRADLEY

Model Products Corp. PROJECTING COMPETITION CARS

1964 Corvette

CORVETTE The fabulous 1964 CORVETTE STING RAY—the only true American Sports Car to capture the fancy of the sports car world; the car that made even its toughest critics tip their hats.

Here is a car that feels as much at home on a boulevard or a drag strip as it does on a twisting road course. This quality, detailed 1/25th scale model comes ready for all kinds of competition.

Build it as an A Slant SP for the drag strip; build it as a "Sports Streamliner" for the Bonneville Salt Flats, or set it up to compete as a Grand Prix Road Racer. It's complete with a "327" engine, blower, fuel injection or multiple carburetion options.

This baby has workable steering and can be adapted to electric track racing. Here is a model that any builder would treasure as an addition to his collection.

STOCK No.	1-149	PACK	12
WEIGHT	7¾ lbs.	RETAIL	$1.49

Revell's champion model maker

The youngest model maker employed at Revell, Inc., Venice, Calif., is 20-year-old Bob Davids, 1963 National Senior Champion of the Fisher Body Guild Model Car Contest. Davids has worked on both model and real cars, and he is using the $5,000 Fisher scholarship to study nights at the Los Angeles Art Center School.

Two promoted at Dowst

Dowst Manufacturing Co., Chicago, has named a new director of national accounts and director of special accounts. The men, William Walter and Gerald Lomill will be concerned with the sale of Tootsietoy toys and table-top-racing, and Strombecker model racing sets and accessories.

Prior to the promotions, Walter had served for more than two years as field sales manager and Lomil had been a regional sales manager for the past year and a half.

WALTER

LOMILL

SMC issues revised booklet

A 32-page revised edition of the booklet "Guide to Science Projects," has been published by Science Materials Center, Inc., New York, subsidiary of Allis-Chalmers, Milwaukee. Starting off with a message to parents and encouragement to girls interested in science, the booklet contains 222 ideas for science projects in eight categories: mathematics, magnets, air, jets and rockets, mirrors, seeds, chemistry and maps.

The booklet is available for 15¢ to cover postage and handling, from Science Materials Center, Inc., P. O. Box 464, Madison Square Station, New York 10, N. Y.

The TV Show That PRODUCES SALES!

JON GNAGY and the "LEARN TO DRAW" TELEVISION SHOW

YOU'LL MISS SALES IF YOU DON'T CARRY "LEARN TO DRAW" AND OTHER JON GNAGY CREATIVE ART SETS

Write for complete catalogue

VISUAL ART INDUSTRIES, INC.
68 THIRTY-THIRD STREET
Brooklyn 32, N. Y.

MAXWELL MODEL

West of the Mississippi
HOBBY BUYING HEADQUARTERS

Headquarters of pre-evaluated hobby lines for western dealers for more than nineteen years. Each item has to pass eleven rigid Product Rating tests. If you are not using the big Maxwell Catalog, most carefully considered hobby catalog in the nation, call or write. Inquiries welcomed from out-of-town dealers. Hobby sections installed and serviced—"from a counter to a complete store."

MAXWELL MODEL
DISTRIBUTORS INC • Richmond 8-1127
3000 South Hill Street, Los Angeles 7, Calif.

HOBBY DEALERS,

Get Your Copy of Our 1964 Catalog!

3 LOCATIONS
WESTERN MODEL Distributors

2080 EAST 25th ST., LOS ANGELES 58, CALIFORNIA, PHONE 232-3341
1106 FIFTH AVENUE, OAKLAND 6, CALIFORNIA, PHONE TE 4-9171
2602 WEST ENCANTO BLVD., PHOENIX 9, ARIZONA, PHONE 272-3107

30 YEARS AS HOBBY SPECIALISTS

Self-Selling! BAGGED BUILDING KITS

HO SCALE FOR . . .
AUTO RACEWAYS
MODEL TRAINS
VILLAGES • DISPLAYS
BIG BONUS! FREE INTERIOR LIGHT . . .
PLUS 19 FIGURES
People, Animals, Objects
AMAZINGLY LOW PRICED for PROFIT
49c to $1.19

24 MODELS! ALL LOADED WITH EXTRA "SELLING" FEATURES

No [illegible] Not Skimpy! This exciting range of "super" detailed houses and structures are ideally suited for year round selling. Aristo buildings have features found only in more expensive models—doors, windows & shutters that actually open [illegible] etc. Rose molded with each building. All parts are plastic, read painted. Colorful self-selling HEADERS can be hung on pegboard or rack for self service.

Dealers Net Assort. 144 Kits, 6 each of 24 types $70.00 net
Retail Value $116.70 Regular Jobber-Dealer Discounts

ARISTO-CRAFT MINIATURES 184 Pennsylvania Ave., (Dept TN 14), Newark 07114, N.J.

Astronomer helps set up Renwal Cosmorama

Supervising the assembly of Cosmorama from Renwal Products, Inc., by his 16-year-old son, Lester, is Dr. Thomas D Nicholson, astronomer and assistant chairman of the Hayden Planetarium in New York City. Son Glen watches

It took awhile to assemble the working planetarium from the Renwal kit, but Nicholson and son Lester are satisfied with their achievement. Lester gets ready to turn on the lights that will darken the sky and show its constellations and stars.

HIAA asks aid for fume campaign

"Crusading newspapers" are again playing up the sensationalism involved in fume sniffing, and they may make it necessary for us to spend more money to protect the industry from damaging laws, warns Nat Polk, chairman of HIAA's Anti-Fume Sniffing Fund Raising Committee. In a letter to members of the committee, Polk cites several damaging articles in leading newspapers and asks support for a renewal of the committee's campaign, scheduled to begin in January.

Major marketing move by Testor

The Testor Corp., Rockford, Ill. has undertaken a massive marketing step, "designed to place the greatest number of Testor products before consumers throughout the world," according to president Charles D. Miller. To implement the program, Robert G. Bradshaw has been appointed export manager in charge of worldwide marketing, operating out of Testor world export headquarters in Toronto, Canada.

Testor makes a complete line of quality enamels, the Spray Pla in aerosol container and the Pla enamels in bottles. These paints are merchandised in Testor's Pla Finishing Center, Gold Award winner in recent competition sponsored by "Variety Store Merchandiser Magazine." Testor also makes a complete line of paint-by-letter kits packaged in ready made frames; model engines, balsa materials and balsa ready-to-fly airplanes; and a wide line of adhesives for model building and general use

BRADSHAW

Hawk to have nine Weird-Ohs

Hawk Model's Wierd-Ohs, a strong item this year, will be available in nine different kits by hobby show time, January 31-February 5, according to John Andrews, designer for Hawk. For the time being, his firm will stick with the current numbers and the six Wierd-Oh decals now available, Andrews said.

The Name That Has Become An Institution.....

LIONEL

First With The Finest In...

- Model Railroading ("027", Super "O" & HO)
- Lionel Science Sets
- Lionel-Porter Science Sets
- Lionel Spear Phonographs
- Motor Racing (Standard & HO)

The Lionel Toy Corporation 15 East 26th St., New York, N.Y

CIVIL WAR "FIRE-ARMS"—HOTTEST ITEMS IN 100 YEARS!

Authentically Crafted of Wood and Steel in the Heart of the South

CIVIL WAR KADET NO. 1 MUSKET

37" LONG (49" with bayonet)

SHOOTS CORK "MINIE BALLS"

Includes: Rubber Bayonet, Adjustable Web Sling, Civil War Kadet Handbook, 10 Cork "Minie Balls"—RETAIL $3.98

In lithographed display carton

CIVIL WAR PISTOL

13½" LONG

Retail $2.98

(also available with genuine leather holster, retail $3.98)

FIRES CAPS!

SHOOTS CORK "MINIE BALLS"!

Muzzle-Loader . . . set with ramrod. Authentic action—just like the real thing!

PARRIS MANUFACTURING COMPANY · SAVANNAH, TENN.

P-38L Lightning • PA97 • $1.49

Blue Beetle Ford Pick-Up • PC93 $1.49

P-40B Tiger Shark • PA96 • 98c

Hawker Hurricane • PA90 • 98c

1940 Ford Pick-Up • PC91 • $1.98

Little "T" Show Rod • PC92 • $1.49

Lil Coffin Hot Rod • PC94 • $1.49

Jaguar XK-E • PC98 • $10.98

Monogram

THE NAME FOR Quality HOBBY KITS

1958 Thunderbird • PC89 • $1.98

Predicta • Car of the Future • PC95 • $1.49

First Showing | **Hobby Industry Trade Show—Chicago—February**
Annual Toy Fair—New York—March

IMPACT for PROFITABLE HOBBY KIT SALES in '64...by MONOGRAM

These are some of the new Monogram kits for 1964. First presented at Hobby Industry Trade Show, in Chicago, last month. Next showing at Annual Toy Fair, New York, this month.

These new kits in wide variety and four price brackets, can and will add up to a very important share of all retailer sales volume through the year. These are the "bread and butter" type of kits which attract more customers and bring in more sales dollars, than any other type of hobby merchandise.

Retailers—Distributors—a large three-color, 16 page brochure, illustrating and describing these new kits is ready for mailing. If you do not regularly receive Monogram mailings, please write for IMPACT—64.

MONOGRAM MODELS, INC. • MORTON GROVE, ILLINOIS

P-38L Lightning PA97 $1.49

Blue Beetle Ford Pick-Up • PC93 $1.49

P-40B Tiger Shark • PA96 • 98c

Hawker Hurricane • PA90 • 98c

1940 Ford Pick-Up • PC91 • $1.98

Little "T" Show Rod • PC92 • $1.49

Lil' Coffin Hot Rod • PC94 • $1.49

Jaguar XK-E • PC98 • $10.98

Monogram
Quality
HOBBY KITS

1958 Thunderbird • PC89 • $1.98

Predicta • Car of the Future • PC95 • $1.49

First Showing | **Hobby Industry Trade Show—Chicago—February**
Annual Toy Fair—New York—March

IMPACT for PROFITABLE HOBBY KIT SALES in '64...by MONOGRAM

These are some of the new Monogram kits for 1964. First presented at Hobby Industry Trade Show, in Chicago, last month. Next showing at Annual Toy Fair, New York, this month

These new kits in wide variety and four price brackets, can and will add up to a very important share of all retailer sales volume through the year. These are the "bread and butter" type of kits which attract more customers and bring in more sales dollars, than any other type of hobby merchandise.

Retailers—Distributors—a large three-color, 16 page brochure, illustrating and describing these new kits is ready for mailing. If you do not regularly receive Monogram mailings, please write for IMPACT—64.

MONOGRAM MODELS, INC. • MORTON GROVE, ILLINOIS

IT'S AN INVASION AGAINST EARTH!

giant bugs vs. brave defenders

Fight the eerie insects with motorized "atomic" vehicles!

[1] **TORPEDO TANK*** Whirrs into action at the click of a switch. Gun fire its 2 torpedoes up to 20 ft. Electric motor * * 3 defenders. Plastic.
X 924-0581 A—1 ft. long. 2 lbs. 1 oz. Each 4.47

[2] **MOSQUITO JEEP*** Gun turns, elevates, fires 4 shells up to 10 ft. to repel the invaders. Spring motor. With 3 defender "scouts." Plastic.
X 924-0599 A—9½ in. long. 1 lb. 1 oz. Each 2.77

[3] [4] **INSECT INVADERS** Gruesome twosome from outer space. Spring motorized—need no batteries. Jaws snap as they lurch forward. Each with 3 "Earth" defenders. Plastic.

[3] **Horrible Hamilton** invasion leader.
X 924-0565 A—11 in. long. 1 lb. 8 oz. Each 2.99

[4] **Hamilton Beetle.** Weird giant insect.
X 924-0573 A—8 in. long. 1 lb. 4 oz. . . Each 1.87

"Science-fiction" equipment

PISTOL AND HELMET SET*. New "secret weapon" for young "Earth defenders" fires cap with a bang, rockets its grenade 30 ft.! Metal and plastic, has swing-away grip for quick-loading of 50-cap roll (not incl.) 2 soft plastic grenades, sight, insignia.

Helmet protects against enemy's "secret rays." Shatterproof plastic, elastic strap.
X 924-0607 A. Wt. 2 lbs. Set 2.87

* Not sold to residents of Del. or Mass. ** Uses 2 "D" batts.—order page 269

JCPENNEY 267

More "mobile" monsters

[5] **MIGHTY KONG†.** Growls, beats his chest, turns his head from side to side and walks as buttons are pressed on control box. Plush-covered metal body. 11 in. high.
X 923-8841 A—2 lbs. 2 oz. * * 4.77

[6] **MR. ROBOT†.** Swings arms mysteriously. "Bumps" goes on. "Thinking" apparatus in plastic dome turns lights. Metal. Ht. 11 in.
X 923-8544 A—2 lbs. 6 oz. * * 2.99

[7] **GORILLA†.** Walks, beats chest, roars. Wind up motor. Plush-covered metal body. 8½ in. high.
X 923-8809 A—14 oz. 1.77

† Imported from Japan

V-RROOM!

these toys actually rev up and roar like the real thing! Unique **V-rroom unit imitates engine noise**—makes play far more exciting!

Lever control

8.22 1

- 28 inches long!
- 4 super-size wheels!

7.22 2

- Truck dumps!
- Moves forward, back!

1 **V-RROOM SKIPLOADER** Stand up and put it through its paces! Watch it work—lower scoop with boom handle levers to dump or load, and V-RROOM unit roars. Unit even idles—then "boomers" into action. V-RROOM motor has off-on switch. Plastic with metal boom handle, control rods, shovel arms. Ready for easy assembly. Uses 2 "D" batteries.* Just charge it—see page 283

X 923-8890 A Shipping weight 6 lbs. 10 oz. 8.22

2 **V-RROOM DUMP TRUCK** Big 20-in. vehicle has 3-lever action—lets you run the show. Hop down next to the truck and it's ready to go—you're in complete control! Truck moves (it even vibrates) and makes realistically full motor roar. Uses 4 batteries.* Plastic with translucent windshield and working steering mechanism. Charge it—see page 283 for details.

X 923-8882 A—Shipping weight 6 lbs. 3 oz. 7.22

* Not included—order on page 269

3.57

3.57

Battery-operated dump truck and bulldozer

POWER-BRUTE DUMP TRUCK. Real construction-vehicle action. 2 levers control forward, reverse, and up-and-down bed movement. Plastic and metal construction. Uses 2 "D" batteries.* 11½ in. long

X 923-8734 A—Wt. 1 lb. 8 oz. . 3.57

POWER-BRUTE BULLDOZER Rugged earth-mover. 2 levers control forward, reverse. Blade raises and lowers automatically. Uses 2 standard "D" cell batteries.* Plastic 10¾ in. long.

X 923-8742 A—Wt. 2 lbs. 6 oz. 3.57

2.77

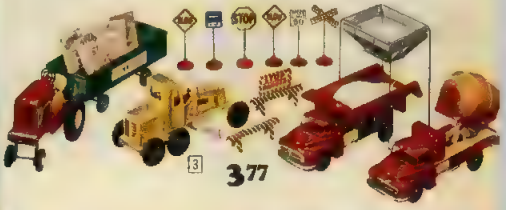
6.97

DUMP TRUCK. Watch it react to your remote-control commands. Pushbuttons actuate dump bed, forward and reverse. Metal construction, rubber wheels. Flashing red exhaust. Uses 2 "D" batteries.* 10½ in. long. From Japan.

X 923-8635 A—Wt. 1 lb. 8 oz. . 2.77

FORD INDUSTRIAL TRACTOR. 9-way remote-control action. Make it go forward, reverse, raise or lower bulldozer, steer it. Lighted pistons, manual earth scoop, back hoe. Metal construction. Uses 2 "D" batteries.* 20 in. long. From Japan.

X 923-8577 A—Wt. 6 lbs. 8 oz. 6.97



3 3.77

3 **18-PC. CONSTRUCTION SET.** Everything you need for "building operations"—and you're the gang boss! Set includes these friction toys: road grader, 5-in. tractor, 7-in. cement mixer, 7½-in. dump truck. Other vehicles include 5½-in. gravel hopper, 7-in. utility carrier. Plus cement bags, construction signs, and other accessories. All pieces made of high impact plastic. Imported from Japan

X 923-8585 A—Wt. 3 lbs. . 3.77

Big Boomer!

4 **SUPER CRANE BY MARX.** Scoops up earth, unloads by single lever operation. Boom, cab rotate. Truck body is two feet long, provides a sturdy base. Truck and boom made of realistically designed, high-impact plastic. Boom has wire pulleys, wrecking ball, sky hook, clam bucket, drag bucket, line poles, and more! Boom winch operates on two "D" batteries*, or by hand.

X 924-0615 A—Wt. 10 lbs. 10.89

SAVE THIS CATALOG—order toys now—and anytime until September 20, 1965

4
ENORMOUS
4 FT. CRANE
plus accessories
10.89

MOTORIFIC

THE NEW QUICK-CHANGE MOTOR TOY

Any 2 or More Bodies 64c Each

Ordered Separately 69c Each

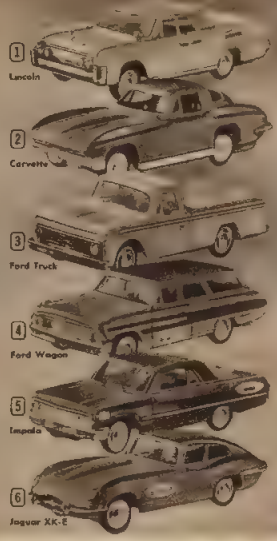
It's Terrific! It's Motorific! You can make new cars just by changing bodies. It's easy as ABC . . (A) Snap motor and batteries (batteries not included) into Chassis. (B) Snap on any Motorific body. (C) Set 5 position steering and away it goes. Chassis about 4 in. long; bodies about 4½ in. long High-impact plastic . . automobile colors with "chrome-plated" trim.

Motorific Chassis and Motor (shown at left). Use 2 "AA" batteries; order on Page 306.
48 T 2900—Ship. wt 3 oz. . . . 99c

Motor and Chassis **99c**

(A) Snap Motor on Chassis — (B) Snap On Any Motorific Body — (C) Set 5-Position Steering

1. Lincoln Body. Yellow plastic.
48 T 2901 D—Ship. wt. 2 oz. . Each 69c
2. Corvette Body. Blue plastic.
48 T 2902 D—Ship wt. 2 oz. . . . . Each 69c
3. Ford Truck Body. Yellow plastic.
48 T 2903 D—Ship. wt. 2 oz. . . . . Each 69c
4. Ford Station Wagon Body. Turquoise plastic.
48 T 2904 D—Ship wt. 2 oz. . . . . Each 69c
5. Chevrolet Impala Body Red plastic.
48 T 2905 D—Ship. wt. 2 oz. . . . . Each 69c
6. Jaguar XK-E Body Blue plastic.
48 T 2906 D—Ship. wt. 2 oz. . . . . Each 69c



7 **$3.98** Sleepy Poodle

7 Sleepy Poodle. Just wind her . . watch her snooze, raise head as she yawns and blinks her eyes. She wags her tail and ears as beautiful Swiss-type music lulls her to sleep. Fluffy-plush covered.
48 T 2913—Abt. 11½ in. long. Wt. 1 lb. 2 oz. $3.98

Chirpy Bird 8 **$2.98**

8 "Chirpy" the Singing Bird. Just like a living bird -it skips from perch to perch chirping happily Simply wind the precision mechanism and watch "Chirpy" go. Cage of metal and plastic.
48 T 2880—Abt. 6¾ in. high. Ship wt. 9 oz. $2.98

9 **$4.64** Pretzel the Pooch

9 Pretzel the Pooch . . a cute rascal. Throw a ball into his open mouth, he'll catch it and return it when you twist his ear Walks forward, backward Sturdy molded plastic. Uses no batteries.
48 T 2953—Abt. 18 in. long. Ship. wt. 2 lbs. . $4.64

$6.62

THE BIG PARADE

246 WARDS ALL

Five "Cadets" March in Unison . . drum beats . soldiers move left or right, forward or reverse Baton included High-impact plastic. Uses 2 "D" batteries (not incl.), order, Pg. 306.
48 T 2912—Abt. 11 in. high. Ship. wt. 4 lbs. $6.62

10 **$3.98** Nutty Mad Indian

11 **$4.99** Mr Yeti

10 Nutty Mad Indian beats drum and hoots, shakes. Cloth covered body Abt 1-¾ in high Uses 2 "D" batteries, not included order Page 306
48 T 9921 Wt 3 lbs. 8 oz. $3.98

11 Mr Yeti walks, grunts, raises arms, opens mouth, shrieks by remote control Order 2 "D" batteries Pg 306 Plush body abt 10½ in high
48 T 9914—Ship. wt. 2 lbs. $4.99

Bump-and-Go Jeep

10 $3.97

$1.89

11 Observation Plane

Cap Firing Tank

12 $2.98

Space Survey

13 $2.88

10 CAP-FIRING BUMP-AND-GO JEEP. Hits objects and then scoots in another direction. Lithographed steel. About 11 in. long. Fires caps from gun. Caps not included. *Order 2 "D" batteries.*
48 T 9829—Ship. wt. 1 lb. 14 oz. **$3.97**

11 ARMY OBSERVATION FRICTION PLANE Zips along the floor as propeller spins. Wing span about 20 in.; fuselage about 14½ in. Realistically lithographed. Sturdy metal construction
48 T 995) Ship. wt. 1 lb. 4 oz. . **$1.89**

12 CAP-FIRING TANK. Shoots automatically, smokes, climbs, rolls on rubber tracks. Plastic body. About 8½ in. long. Caps not included. *Order 2 "D" batteries —see opposite page*
48 T 9857—Ship. wt. 1 lb.. . . . . **$2.98**

13 SPACE SURVEY X-09. Ship with "radar"—changes directions when it hits an object. Side lights flash, makes sonic sound. About 8½ in. long. *Order 2 "D" batteries, opposite page*
48 T 2934 Ship. wt. 1 lb. 5 oz. . **$2.88**

14 Fire Engine

$1.98

15 Fire-Chief's Car

$2.88

14 FIRE ENGINE. An action-packed fire-fighter that helps you put out a four-alarm blaze. Bright red lithographed metal engine has ladder that soars up and out as you operate it by hand. Powerful friction motor whizzes engine to the scene of action. About 14 in. long.
48 T 9946—Ship. wt. 1 lb. 10 oz.. . . . . **$1.98**

15 FIRE-CHIEF'S CAR has plenty of get-up-and-go to get to the fire in a hurry. Authentic siren sound, light on top. Wiper blades move. Bright red lithographed metal. About 16 in. long. Friction motor. Sturdy metal construction.
48 T 2931 Ship. wt. 2 lbs. 2 oz. **$2.88**

MATTEL'S NEW SKIP-LOADER or DUMP TRUCK

Only $7.74 Each

- They Look Real
- They Sound Real
- They Work Just Like Real Ones Do!

16 Skip-Loader

17 Dump Truck

16 SKIP-LOADER. Realistically designed to look and sound like a real skip-loader. Use control handles to scoop up load, carry it, dump it—motor sound unit idles, revs up and roars. On/Off switch. Sturdy, high-impact plastic body. Metal handle, control rods, shovel arms. About 28 in. long. Easily assembled. *Order 2 "D" batteries, opposite page*
48 T 2868M—Wt. 6 lbs. 8 oz. **$7.74**

17 DUMP TRUCK. Goes forward, backward or in a circle and dumps load. Actually vibrates when running and makes realistic motor sound as it revs up, roars, then idles. Sturdy high impact plastic construction with translucent windshield and working steering mechanism. *Order 2 or 4 "D" batteries on opposite page*
48 T 2864—Wt. 6 lbs. 8 oz. **$7.74**

Forklift

$5.77

18

18 FORKLIFT . . performs realistic action. Picks up object on palette; forward/reverse action. Figure attached. Sturdy metal construction with yellow lacquer finish. About 14 in. long. *Order 2 "D" batteries, opposite page*
48 T 9937 Ship. wt. 2 lbs. 13 oz. **$5.77**

SAVE THIS CATALOG

Toys Available Until October 1, 1965

19

$3.64

AUTO TRANSPORT

with 12 Friction-Motor Cars

19 12 CARS WITH STRONG FRICTION MOTORS for realistic play. Each about 4 in. long can be run up detachable ramp for loading, down for unloading. TRANSPORT TRAILER moves by strong friction motor. Detachable cab has dummy exhaust stack, ladder. Realistically detailed. Sturdy metal construction with gray and red finish. About 15 inches long overall
48 T 9911—Ship. wt 3 lbs. 4 oz. . . . . Complete **$3.64**

More mechanical toys appear on the following Pages, 246–248.

Mr. Mercury

walks, bends, grasps, lifts . . all by remote control

$5.99 without batteries

Press one of 4 buttons on control box to control actions. Pick up objects with plastic foam palms of hands. 30-in. flexible cable. 13 in. tall. Order 2 "D" batteries below.
49 N 5783—Shipping weight 3 pounds . . . $5.99
"D" Battery. Shipping weight each 4 ounces
49 N 4660 2 for 32c, 4 for 60c

$9.99 without batteries

Try to send the mechanical monster to opponent's end of lab by turning knobs. His direction is unpredictable

Monster Lab by IDEAL

It's fun when the plastic masked monster stops at either end of the board. He growls, throws up his arms and drops his mask to reveal an eerie monster face. Board set up like a laboratory. Movements controlled by a knob at each end, hidden from opponent's view. Lightning flashes to signal each player to turn the knobs, but there's no way to tell in which direction the monster will take off. 28 in. long. Order 2 "D" batteries
79 N 5866C—Shipping weight 6 pounds $9.99
"D" Battery. Shipping weight each 4 ounces
79 N 4660 . . . . . 2 for 32c; 4 for 60c

The Creeping Hand

$3.94 without batteries

Mysterious vinyl hand creeps and crawls. 8½ in. long, 4 in. wide. Order 2 "C" batteries below. Shipping weight 1 lb. 9 oz.
49 N 5861 . . . . . $3.94
"C" Battery. Shpg. wt. each 2 oz.
49 N 4665–2 for 32c; 4 for 60c

Rocket Ship soars, turns right—left, hovers, goes up—down at your command

Helios 21 Rocket Ship and Satellite by LIONEL

$14.99 without batteries

The most sensational toy to come out of the space age. Send up 26-in. high satellite . . . the more gas you put in the higher it goes. Then fly 4-foot long rocket ship up for space rendezvous. It flies up to 15 feet in any direction. You control the tri-motored rocket with 2 levers on the illuminated space control center. Power is transmitted to motors through a thin wire. Both rocket ship and satellite are made of patented material combining ruggedness, lightness and durability. Silver colored with red and blue trim. Booster tank included.
79 N 5871CM—Shipping weight 9 lbs. . . . . Set $14.99

Lyter-N-Air Tank. Refill unit to give extra "boost" to space craft above. Simple to operate. Holds enough booster supplies to keep space craft inflated for months.
79 N 5874M—Shipping weight 4 lbs. 4 oz. $5.99

6-volt batteries. Shipping weight 4 pounds.
79 N 7004M—Box of two . Box $5.99

Use any trim or toy race power pack (see page 232) or order two 6-volt batteries above

"AMERICAN PATROL"—combat-trained GIs with assault vehicles and real artillery fire launch all-out enemy attack

403 pieces $9.99

403 piece Set Put tanks in position, set up field guns and advance with Allies through Europe. Howitzers, machine guns and P-39 plane fire plastic shells as you overrun German positions. Set up 81 American soldiers and 72 German soldiers in battle positions. Each soldier about 2¼ inches high. Command a convoy of 16 vehicles—jeeps, tanks and half tracks. Make beach landing with rafts. Military accessories. All detailed molded plastic. For more realism, order plastic battleground sheet at right.
79 N 6007C—Shipping weight 8 pounds ..... Set $9.99

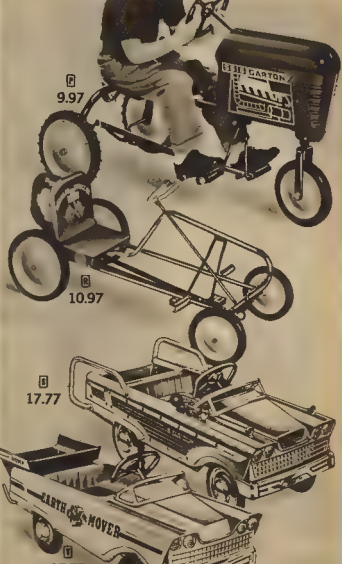
323 pieces $6.99

323-piece Set. Like set at left except has fewer accessories. Includes 87 American soldiers, 48 German soldiers, 10 military vehicles. Set does not include the rocket-firing P-39 plane featured in the big set at left. All detailed molded plastic. For more realism, order plastic sheet below.
79 N 6058L—Shipping weight 6 pounds ..... Set $6.99

Plastic Battleground Sheet. Adds realism to any set. 36x42 inches wide.
49 N 6099—Shipping weight 3 ounces 49c

Flashy Riding Toys

for children "on the go"



A MURRAY HOOK AND LADDER FIRE TRUCK. Clang! Clang! Clang! Here comes the new streamlined, heavy-gauge steel fire truck—perfect for junior fireman, just like the real thing—has revolving-type red light and bright chrome-plated gong bell. (Spotlight uses two "C" batteries—not incl.) Equipped with jet-type steering wheel, ball-bearing pedal drive, 5-position pedals adjust for 2 to 6 year olds. Two real wood ladders, rear step plate for extra rider. Has 8-in. ball-bearing wheels, 7/8-in. molded rubber tires, automotive spinner-type hub caps. Red with white trim. Body is 40 in. long, 15 in. wide.
X 927-1362 A—Shipping weight 28 lbs.* 13.88

B MURRAY SUPER DELUXE TRACTOR. A sure hit with any boy! Heavy-gauge steel with full ball-bearing wheels—8-in. front wheels with 1¼-in. semi-pneumatic rubber tires, 10-in. rear wheels with 1¾-in. rubber tractor treads. Ball-bearing chain drive—motor-type gear shift. Simulated spark plugs, ignition wires. Trailer hitch (order trailer below) Spring-type adjustable seat. Heavy-gauge steel, red finish, white trim.
X 927-1370 A—37 x 22 x 25 in. Shipping weight 34 lbs.* 17.77
[BB] Murray Dump-Trac Trailer. Attaches to [B], matches too! Operating dump box, passenger seat. 8-in. wheels with molded rubber tires. Trailer measures 33 in. long, 15½ in. wide.
X 927-1388 A—Shipping weight 16 lbs.* 6.97

C MURRAY FIRE BALL RACER. This Gold Cup Special is waiting in the pits for dynamic young racing fans. Sturdy all-steel construction. Has adjustable bucket seat, simulated bright chrome-plated exhaust pipes, vinyl-covered roll bar, deluxe spinner-type hub caps. Nylon-bearing chain drive for pedaling ease. 8-in. ball-bearing front wheels, 10-in. rear wheels; rubber tires. Frost-white finish, red trim, red wheels. Body measures 41 in. long, 23 in. wide. Fun for ages up to 6 years.
X 927-1396 A—Shipping weight 33 lbs.* 17.97

D MURRAY TEE-BIRD AUTO. Sleek, modern sports-car styling for youngsters "on the go"! With jet-type steering wheel, simulated headlights, grill. Full ball-bearing pedal drive, 8-in. ball-bearing wheels with 7/8-in. molded rubber tires. Sturdy steel construction. Bahama-blue finish with white trim, red wheels with white stripe. Body measures 33 in. long, 15 in. wide. Lots of fun for ages up to 6 years.
X 927-1404 A—Shipping weight 25 lbs.* 9.88

E MURRAY ASTRONAUTS' CAR. Modeled after the car used to carry astronauts Glenn, Cooper, etc. in ticker-tape parades, etc. With windshield, automotive-type spinner hub caps, and fender ornaments with reflectors. 5-position pedals adjust for 2 to 6 yr. olds. Ball-bearing pull straps and rear axle hangers. Has 8-in. wheels with molded rubber tires All-steel construction. Body is finished in Arctic white with doyslow and dark blue trim. Body is 36 in. long, 17 in. wide.
X 927-1412 A—Shipping weight 27 lbs.* 13.97

F GARTON U.S.A.F. JEEP. Has authentic markings that children will love! Easy-operating chain drive with ball-bearing pedal cranks. Ball-bearing rear axle supports. 8-in. wheels with nylon bearings. Semi-pneumatic rubber tires. Has adjustable two-position windshield. Heavy-gauge steel construction. Blue baked-enamel finish. Body is 41½ in. long, 17½ in. wide. For ages up to 6 years.
X 927-1461 A—Shipping weight 36 lbs.* 13.97

G RADIO TOWN & COUNTRY HARDWOOD STAKE WAGON. Haula big loads easily. Converts to fast coaster when sides are removed. Natural-finish body—red stakes, 10 x 1½-in. puncture-proof rubber tires. Lifetime-lubricated bearings. Rustproof hardware. 36 in. long, 18 in. wide.
X 927-1529 A—Shipping weight 42 lbs.** 15.97

J JET RACER. "Speed Stick" and drive mechanism have oil-lubricated bearings. Adjustable steel seat. 10-in. wheels, 1½-in. rubber tires. Protective edges on steel body. Red/white trim. 41 in. long, 17½-in. wide.
X 927-1487 A—Shipping weight 25 lbs.* 12.97

K MURRAY CHAIN DRIVE SUPER TOT ROD. Nylon-bearing chain drive offers easy pedaling, smooth ride. Has adjustable bucket seat and vinyl-covered roll bar. 10-in. rear, 8-in. front ball-bearing wheels. Rubber tires. 7/8-in. tubular steel wedge frame for maximum stability. Red/white trim, white wheels. Body is 41 in. long, 23 in. wide.
X 927-1420 A—Shipping weight 30 lbs.* 14.44

L RADIO FLYER WAGON. The world's most popular wagon. One-piece all-steel body—rolled-under flange edges protect riders. Semi-pneumatic 10 x 1¾-in. rubber tires. Red. Body is 36 in. long, 17½ in. wide.
X 927-1511 A—Shipping weight 32 lbs.* 8.88

M RADIO SUPER WAGON. New "Fit-Grip" handle. Husky steel construction—sturdy axles and front gear Puncture-proof 7 x 1¼-in. rubber tires. Fire-engine red, white wheels. 28½ in. long, 13½ in. wide.
X 927-1503 A—Shipping weight 18 lbs. 5.44

N REX PAL ALL-STEEL WAGON. Favorite coaster has smooth, protective corners and edges. Double-disc white wheels, 6 x 3¼-in. molded rubber tires. Fire-engine red Body is 25 in. long, 12½ in. wide.
X 927-1495 A—Shipping weight 12 lbs 2.97

P GARTON TRACTOR. Put a boy on this toy and watch him go! Universal steering joint on front wheel permits full 360° turn 8-in. front wheel, 10-in. ball-bearing rear wheels have large-size tractor-tread semi-pneumatic rubber tires. Ball-bearing rear axle supports. Equipped with adjustable bucket seat, trailer hitch. Steel construction. Red/white trim. 37 in. long, 17½ in. wide.
X 927-1453 A Wt. 22 lbs.* ... 9.97

R JUNIOR SCAT CAR. New airplane-type steering wheel gives jet-age appearance. Nylon-bearing pedal drive adjustable to 5 positions for 2 to 6 yr. olds. 9¾-in rear and 7½-in. front wheels have 1¼-in. puncture-proof rubber tires. Retractable foot rests. ¾-in. steel tubular frame. Bright red finish, black and white trim. Measures 39 in. long, 19½ in wide. No down payment.
X 927-1479 A—21 lbs.* 10.97

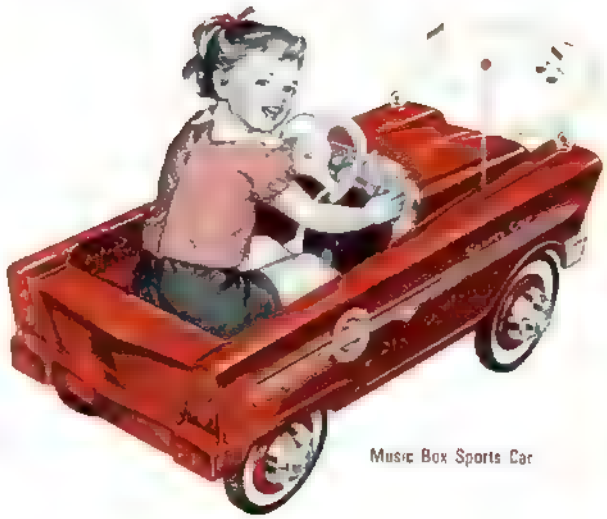
S DELUXE STATION WAGON Sleek and classy! Has "jeweled" bulb horn, spinner hub caps, gun-sight fender ornaments with reflectors, windshield and rear compartment with tailgate Ball-bearing pedal drive. 5-position pedals are adjustable. 8-in. ball-bearing wheels with molded rubber tires Steel—beige metallic finish. 45 in. long, 17 in. wide
X 927-1438 A—Wt. 32 lbs.* .. 17.77

T DELUXE DUMP TRUCK "Earth Mover" Playload truck has easily operated dump mechanism. With track-tread design tires, spinner hub caps, windshield. 5-position adjustable pedals, 8-in. wheels All steel construction. Yellow enamel body with black tires; black enamel dump box 47 in. long, 18 in. wide. Use Credit Command—see page 79.
X 927-1446 A—34 lbs.* 17.77

Save this catalog to order toys the year 'round—available until Sept 21, 1964.

* Semi-mailable—see page 81 for further information.

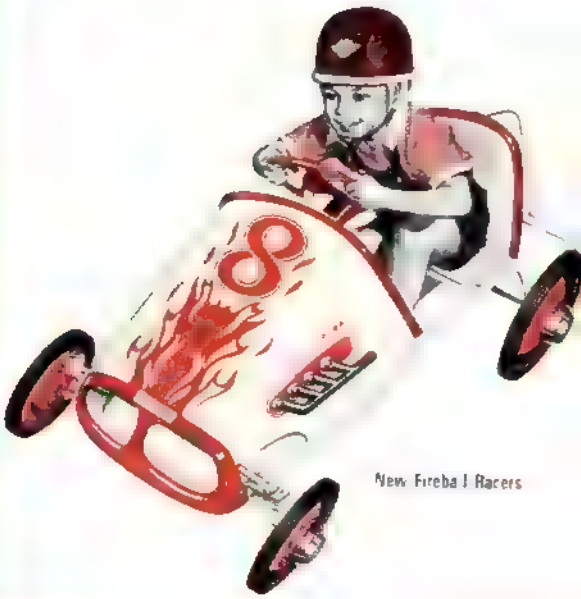
** Not mailable—pay shipping charges on delivery.



Music Box Sports Car

New Chain Drive Velocipedes

New Velocipedes with
ventized double-deck frame



New Fireball Racers

Sell MORE! Sell MURRAY!

More models . . . more sizes . . . more price ranges . . . that's why MORE children ride MURRAY wheels than any other kind! *And that means More Profits for YOU!*

THE MURRAY OHIO MFG. CO. • Nashville 4, Tennessee

Sturdy New Wild Cat Sports Bike Is Introduced by Murray Ohio

A sturdy new sports bicycle with advanced styling and deluxe features throughout has been introduced by The Murray Ohio Mfg. Company, Nashville.

Called the Wild Cat, the new bike has a distinctive silhouette with its high-rise handlebars, new banana seat with chrome-plated tubular support rods, and extra-long chrome-plated seat post.

Featured also are Murray's patented hydrogen-brazed frame and triple truss fork, forged stem, Bendix coaster brake, and a 38-spoke rear wheel for extra strength and rugged service. A 20"-by-2.125 standard non-skid rear tire with a 20"-by-1.75 conventional tread on the front assure positive traction and maximum safety.

For rider comfort, the new vinyl-covered banana seat is foam padded and cushioned and fastened to a live-action spring assembly.

Other sports styled features are: white molded-plastic finger grips, white rubber-block ball-bearing pedals; chrome rims and fork cap; and Stimsonite reflector on rear. The bicycle is finished in metallic gold with white and red trim.

Fisher-Price Using Candid Photos Of Preschoolers on '64 Packages

Through arrangements with local nursery schools, Fisher-Price Toys, Inc., East Aurora, N. Y., is now featuring four-color, real-life photographs of preschoolers on their 1964 packages.

A distinct departure from the use of professional child models or "advertising-type" photographs, the Fisher-Price candid-type photos are felt to impart a truthfulness and believability obtainable from no other type of artwork, according to R. H. Morgan, advertising manager.

Packages to date which utilize the new, four-color photo approach include the #987 Creative Coaster, #991 Music Box Lacing Shoe, #972 Cash Register and #168 Chug-Chug.

In addition to the informative "at play" photos, the packages include a large size descriptive photo of the product inside the box, brief copy explaining construction features and age-level; the pricing panel, and the familiar "f-p" gift card trademark and red-white-blue scallop design. The bottom of the package is reserved for the Fisher-Price "Creed for Good Toymaking," a non-toxic finish color code, and the Parents' and Good Housekeeping seals.

BASEBALL IRON-ON TRANSFERS ADDED TO KAUMAGRAPH'S LINE

After precise market testing, the Kaumagraph Company, Wilmington, Del., has announced the addition of four-color Baseball Team Iron-On Transfers to its Manhattan line. Retailing at 29¢, the new transfers feature the approved caricatures of all major league clubs in both the American and National Leagues.

Washable and safe, the brightly-colored transfers may be easily applied to T-shirts, sweat shirts, jackets, cloth book covers and play clothes. The items are packed six dozen per display shipper in various assortments of the 20 major league teams.

NEW EDUCATIONAL SET FROM LEGO SYSTEM BY SAMSONITE

A new Educational Set (#750) containing 1,625 Lego plastic bricks and other parts has been introduced by The Lego System by Samsonite.

Suitable for group use, the Lego set may be quickly dismantled and new projects begun. The Lego system is said to have been cited by parents and educators as an "important concept in educational aids."

The new set carries a special price to schools and institutions of $37.50. For a colorful, illustrated brochure and complete information write to the Educational Division, Lego System by Samsonite, 1050 S. Broadway, Denver, 80217.

GOONEY BIRD: FEB. '47

Dealers all over the country were reportedly pleased with sales on The Gooney Bird, which flapped its wings, shook its head and waved its feathers when a button was pressed.

FIRST LADY TEA SERVICE SET IN MAROON AND WHITE BY IDEAL

For little girls who enjoy entertaining in the grand manner, there's a new First Lady Tea Set (#4644-1) from the Ideal Toy Corporation, 200 Fifth Avenue, New

York City.

Colored in maroon and white, the elegant service for three features a regal-looking gold crest in the center of each plate and saucer. Fashioned of sturdy plastic, the set also includes a delicately curved tea pot, three cups, a sugar bowl and creamer and "silver" service for three

The First Lady Tea Set is attractively packaged in a conveniently-sectioned box with a clear, see-through, show all plastic front.

KITS SOLD TO ROLLIN WILSON

Kits, Inc., 204 S. Third Street, Miamisburg, O., a manufacturer of toy archery and juvenile paint sets and wooden push-about ladders on wheels, has been sold to the Rollin Wilson Company, Memphis Henry W. Yogler, who founded Kits in 1938, says that the firm plans to remain as an independent operation and that he will continue as president and operating head with Mr. Wilson as executive vice-president.

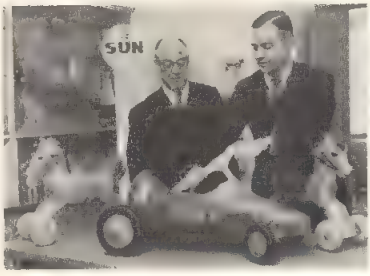
REGIONAL TRAFFIC CHAPTERS PROPOSED; MEETING AUG. 13

PLANS for regional traffic chapters were proposed June 16 in Cincinnati, during the National Credit Conference, by Mrs. Min Horowitz, executive vice-president of Universal Mfg. Company and chairman of the Traffic Committee of the Toy Mfrs of the U.S.A., Inc.

A pilot meeting open to all Association members is to be held in Chicago on August 13 (place and details to be announced) under the leadership of Norman G. Wintermantel of the AMF Wheel Goods Division. Those attending this meeting will, with the assistance of representatives from Bohman Industrial Traffic Consultants, who have been retained by the TMA for the past 18 years, organize a seminar on traffic problems to be held early next year.

This meeting, according to Mrs. Horowitz's announcement, will be followed by several others in the course of 1965 and thereafter.

First Ride-a-Way Toys from Sun



President Tom Smith and aide Richey Smith with Mark III racer

Two new Ride-a-Way toddler toys, a racer and a horse, are the first offerings in the expanded line of The Sun Rubber Company, Barberton, Ohio. Sun says that the installation of two large rotational casting machines "has opened the way to a vast expansion." According to Sun, the casting system produces uniform wall thickness throughout the structure of the polyethylene toys, while giving them sharpness of detail.

The largest poly toy that Sun has ever turned out by rotational casting, the sporty Mark III Racer is 30" long and 16" high. Red, with silver trim around the exhaust, grille and name, the racer has black and silver balloon type wheels (the front smaller than the rear for proper speed ratio); a steering wheel that turns realistically with direct steering to the front wheels; steel axles, and a pre-assembled "beep-beep" horn. Designed for kids up to the bicycle age, the racer will not damage furniture. It comes in a shipping carton, knocked down for easy assembly.

Sun's poly horse has a fully-decorated saddle, reins, bridle mane and tail complementing its Palomino-colored body. The toy rolls on bright, red balloon-type wheels with steel axles secured by Tinnerman nuts. The youngster mounts the horse, grips red handles at the side of its head, and off he goes. Packed six per shipping carton, the horse is 20" long and 17" high.

Sun reports early heavy orders and inquiries on both new products from mail-order houses, department stores, specialty shops, chain and drug stores and supermarkets. Delivery on both items is promised for early summer.

New Packages for Handi-Craft Line

The Handi-Craft Company, 1000 Russell Blvd., St. Louis 4, is now shipping its play phone line in new packaging introduced at the Toy Fair. Design and color are coordinated through the entire line and maximum visibility is stressed on all models by the use of shrink film overwraps, window boxes and bags with headers.

The company says that the packaging has been subjected to rigorous testing to make sure it ships as well as displays. Authentic models of a variety of real phones, Handi-Craft's colorful line ranges in retail price from 29¢ to $2.98.

RACEMASTER STOP-WATCH FOR KIDS INTRODUCED BY INGRAHAM

The Ingraham Company of Bristol, Conn., 132-year-old manufacturer of clocks, watches and intricate timing devices, is entering a new field with the

introduction of a stop-watch for children.

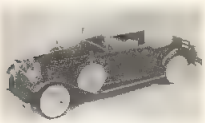
Known as the Racemaster, the new product will retail for $4.95. It is expected to be popular with youngsters interested in outdoor and indoor sports events and in such hobbies as trains and racing cars.

Ingraham reports it has conducted several market tests for the Racemaster and that enthusiastic dealer and consumer interest has prompted it to set up national distribution this spring.

Each stop-watch is blister-packed. A special counter display, holding six units, will be available for dealers.

NEW 1930 PACKARD CONVERTIBLE VICTORIA CAR KIT BY HUBLEY

A 9¾"-long model of the 1930 Packard Convertible Victoria, a glamour car of yesteryear, can be made with parts from a new metal kit (#4863), now being of-



fered by Hubley Mfg. Company, Lancaster, Pa.

Accurately patterned after the real two-door convertible that offered elegant privacy for backseat passengers, Hubley's car actually steers by worm and sector gearing. It features a custom body design by Dietrich, a hood, which lifts off to display the super-detailed straight-8 engine, and chrome wheels.

Retailing at $4.98, the kit contains more than 140 parts of die cast metal, plastic and metalized plastic. Packing is six per 15-pound shipper.

Hubley advises that the Packard Convertible Victoria is being nationally advertised in Motor Trend, Car Craft, Car Model and other widely circulated magazines and to many members of the Hubley Scale Model Club

Other kits in the line are the Packard Sport Phaeton (#4859) and the Packard Roadster (#4860)

New Diesel Tractor from Murray Smartly Designed, Ruggedly Built

Smartly designed and ruggedly constructed, the new Murray Ohio #Y 316 Super Diesel Tractor, illustrated above, has smooth-rolling ball bearing wheels—8" dual front and 12" rear—with large semi-pneumatic tires. Rear wheels are equipped with authentic tractor treads plus fenders, and the unit incorporates a full ball bearing chain drive for maximum pedaling ease. Also included is a motor-tone gear shift for added appeal It is also equipped with an authentic metalized engine block, dual spark plugs with ignition wires, a real-life instrument panel and a sleek exhaust pipe. Furnished with a spring-type adjustable seat, the new tractor is finished in snappy flamboyant red with aluminum trim and white wheels

Companion model to the Super Diesel is the Diesel Tractor (#Y-315), which incorporates most of these same exclusive Murray features

Additional information is available from Murray Ohio Manufacturing Company, 635 Thompson Lane, Nashville 4, Tenn.

New Shoo-Fly Rocker by Wonder For Kids 6 Months and Older

Said to have attracted keen interest at the Toy Fair and in other showings this year has been the Wonder Shoo-Fly (#3), one of the more recent additions to the Wonder Horse line

Wonder Products Company, the world's largest manufacturer of hobby horses, designed the Shoo-Fly expressly for youngsters 6 months old and up. Instead of perching atop the hobby horse as is the case ordinarily, the youngster sits securely in a sturdy wooden seat. Thus when a youngster is old enough to sit up unassisted, he is old enough to enjoy the gentle, rocking Shoo-Fly ride

The Shoo-Fly is molded of rugged hard plastic to withstand the wildest of "rides." Its soft pastels blend easily with nursery decor and it stands 20" high and measures 32" in length.

BACK IN JUNE 1927

Something new in wheels was the Poney-Bike featuring a realistic pony with leather ears, curved handlebars and a patented device that enabled the rider to gallop or run stationary by the mere turn of a nut

WHEEL TOYS Featuring Top Quality Construction

PEDAL DRIVE TOT ROD

41x23x22 in. body. Sturdy ⅞ in. heavy gauge double tubular frame. 8 in. front wheels; 10 in. rear wheels with semi-pneumatic tires. Equipped with ball bearing axle hangers, bucket seat and vinyl covered roll bar. Vermilion finish with white trim and white wheels. Each in ctn. 35 lbs.

T301-810.....Each **18.10**

DELUXE FIRE CHIEF AUTO

With Adjustable Pedals

36x17 in. body. 8 in. wheels with molded tires. 5-position adjustable pedals with ball bearing pull straps and rear axle hangers. Equipped with realistic fire and rear axle hangers. Equipped with realistic fire engine type bell, ignition key in dashboard, spinner type hub caps. Vermilion finish with white trim. Each in ctn. 27 lbs.

T301-711 . . . . . Each **21.40**

DELUXE FIRE TRUCK

With Adjustable Pedals

45x17 in. Full ball bearing body with 8 in ball bearing wheels with molded tires. 5-position ball bearing pull straps and rear axle hangers. Equipped with fire engine bell, blinker light, ignition key in dashboard, spinner type hub caps, windshield, 2 wooden ladders. Bright red with white trim. Each in ctn. 38 lbs.

T301-750.....Each **32.00**

SPORTS CAR

With Music Box "Radio"...Adjustable Pedals

38x17 in. full ball bearing body. 8 in. ball bearing wheels with molded tires. 5-position ball bearing pedal drive with rear axle hangers. Equipped with musical radio box that plays, spinner type hub caps, retractable radio antenna, chrome finished instrument panel. Turquoise body with red & white trim, red wheels with white trim. Each in ctn. 28 lbs.

T301-712 .. ... . Each **27.60**

SUPER DIESEL TRACTOR

With Chain Drive

38x24x27 in. full ball-bearing body. 8 in. semi pneumatic tired dual front wheels; 12 in. rear wheels with tractor treads. Features ball bearing chain drive with motor-tone gear shift, metalized authentic engine block, dual spark plugs with ignition wires, exhaust pipe, and spring type adjustable seat. Bright red body with aluminum and white trim; white wheels. Each in ctn. 40 lbs.

T301-316..... . ... .Each **34.80**

"RADIO'S" RODEO STAKE WAGON

Hardwood Body...Steel Chassis

30x15¼x7¼ in body with seminole red stakes. Beveled front and back edges of bottom assure smooth fit. Recessed tie rods for safety and good looks. Brightly plated stake brackets, tie rods, nuts and bolts for rust protection. 7x1.26 in. puncture-proof tires. Sports flare steel hub caps, brightly plated. Congo graphite bearings need no oiling. KD in carton, 26 lbs.

T12-12.....Each **16.80**

"HEDLUND" SLEDS

"AMERICAN" MODELS...Quality Built

Beautifully varnished natural wood has red and blue design. Solid alloy steel safety runners with fully looped ends. No sharp edges or points! Angled rims built for rough treatment and belly whopping. Sensitive center-point steering control. Each with 4 risers.

Size	2 of a Size in Bundle N.B.	Each
T143-036—36 IN.....	Wt. 15 lbs.....	**6.00**
T143-042—42 IN.....	Wt. 17½ lbs.....	**8.00**
T143-046—46 IN.....	Wt. 19 lbs.....	**9.60**

Deluxe "AMERICAN" MODEL

55 IN. LONG...6 Risers

The same quality features as in the sleds above plus special "floating" front cross channels which allow the runners to bend all the way to middle riser for top steering and maneuverability.

T143-055—2 in bundle N.B. 23 lbs..Each **10.80**

EIGHT RISER "AMERICAN" MODEL

With Angled Riser Design for Added Strength

69 in. long. 8 risers. Durable, gloss varnish, natural wood finish; red and blue design. Solid, hollow-ground, alloy steel safety runners, with angled design for additional "belly flopping" strength. No sharp edges or points anywhere. "Floating" front cross channels allow runners to bend all the way to second riser for more positive steering.

T143-060—2 in bundle N.B. 27 lbs..Each **14.40**

CHAMPION SLED GUARDS

Clamps Onto Most Sleds for Small Tots

Fine hardwood with smooth, glossy finish of durable spar varnish; red enameled back support. 11½ to 13 in. wide. Strong metal clamps attach guard securely. Adjustable.

T144-501.....Each **4.80**

TOBOGGANS

"LeQuebec" TOBOGGANS

Canadian Maplewood...2 Sizes

Quality crafted toboggans of well seasoned Canadian hard maplewood with waterproof varnished finish. Specially designed hood held on by 2 extra heavy chains. Hand ropes run through cleats for more strength. The best in wooden toboggans . . . give maximum performance in the snow.

Size	2 each of a size in Bundle N.B.	Each
T153—48½x13½ in.	Wt. 16 lbs. ...	**10.80**
T154 -72x13½ in.	Wt. 24 lbs. .	**15.60**

SNO-COASTERS

"MIRRO" ROUND SNOW COASTER

All Aluminum...Works Like a Toboggan

25 in. diameter, aluminum coaster style sled. No sharp edges. Strong and sturdy, will not rust. Two strong heavy web side loops. Goes straight as an arrow, or shift weight and it twists and spins as it glides downward. Easy to carry or pull.

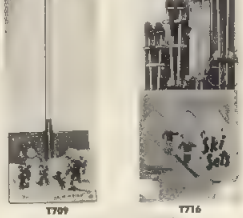
T18-3589—6 each N.B. 18 lbs.....Each **5.40**

SKI SKATES

12½x2¼ in. lacquered wood ski skates with rubber foot treads, cadmium plated spring heel bindings, leather strap with jingle bell to hold foot.

NK8308—O.S.
Doz. pr. **28.80**

SNOW SHOVELS & SKIS



T709 T716

SNOW SHOVELS

Brightly Lithographed Design

34½ in. overall, spade 12x10 in. Snowman scene lithographed in red, white and black. Metal shovel with wooden handle.

T709—1 doz. N.B. 21 lbs.....Doz. **14.40**

SKI SETS

For Children from 3 to 12 Years

38, 42, 46 and 54 in. skis, made of Maine hardwood. Red, blue and yellow coloring. The larger two sizes have cadmium plated spring bindings. Set includes pair of hardwood poles with grips and thongs. Asst. consists of 2 sets each of 4 sizes. Floor display.

T716—Asst. of 8 sets N.B. 23 lbs..Asst. **43.20**

BANKS

CANDY & GUM BANK ASST.
3 Kinds
Asst. of 12x8x2½ in. toy banks made of brightly colored plastic. Includes Chiclet Gum Bank, Tootsie Roll Bank, and Fleer's Bubble Gum Bank. Gum or candy is dispensed when coin is deposited. All banks come with starter supply of gum or candy. Each in display box with poly wrap.
Y65-5170A—Asst. of 24 N.B. Asst. **28.80**

ROLL-A-COIN BANK
6½x6½ in. stack bank made of crystal clear plastic and chrome plated steel. Exciting action bank—see coins sort as they roll. Holds over $25 in coins with separate compartment for bills. Sturdy lock with key.
Y496—O.S. .....Doz. **30.40**
½ doz. N.B. Doz. **28.80**

"FORT KNOX" STEEL SAFE BANKS
With or Without Burglar Alarms
6¼x6⅝x6½ in. Sturdy steel construction with handsome gray baked enamel finish. 3 number combination locks with different combination on each safe. Heavy rubber legs. Slot for coins 1¢ to 50¢. Individually boxed in corrugated container.
WITH BURGLAR ALARM
No Battery Required...Rings Automatically
Y2911—O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**
WITHOUT BURGLAR ALARM
Y2910—O.S. .....Doz. **30.40**
¼ doz N.B. Doz. **28.80**

"DIEBOLD JR." SAFE
No Battery Required...Automatic Ring
8⅝ x 7¾ x 6 in. Sturdy steel safe with burglar alarm. Each safe with individual combination lock. Gray baked enamel finish. Slot for coins 1¢ to 50¢. Individually boxed.
Y2912.....Each **6.00**

CASH REGISTERS

Operates Like Real Register
7½ x 7½ x 6¼ in. overall. Made of red steel with gleaming chrome front. Bell rings automatically . . . just like real cash register. Sales register from 1¢ to $1.00. With clip-on pad for convenient figuring of receipts. Boxed.
Y86-1516 O.S. .....Doz. **53.20**
¼ doz. N.B. Doz. **50.40**

FILLED CHRISTMAS STOCKINGS

Check Full of Toys
Two sizes of clear plastic Christmas stockings with paper headers. Brightly decorated in Christmas colors. Filled with plastic toys such as jump ropes, games, etc.
23 x 6½ IN. OVERALL
T530—1 doz. N.B.....Doz. **14.40**
29 x 7½ IN. OVERALL
T531 ½ doz. N.B....Doz. **28.80**

KOTTON CANDY MAKER

Guaranteed 1 Full Year by Mfr.
12 in. diameter machine with sturdy AC electric unit, cord and plug. Operates the same way that big expensive circus machines do. Complete with Instant Kotton Kandy Mix, plastic holders and scraper. Spins real honest-to-goodness Kotton Kandy in gay colors instantly. Each in carton.
N5946.....Each **12.00**

Kotton Kandy Mix Refills
7½x5¼x3¼ in. pkgs. of mix in two colors. 1 doz. pkgs. in display.
N5947—1 doz. pkgs. N.B. Doz. pkgs. **7.20**

ELECTRIC CORN POPPER SETS

Even Makes Caramel Corn!
9 in. high easy to-clean aluminum corn popper has bakelite handle, heavy duty cord. Set complete with 4 pkgs. pop corn, 2 pkgs. caramel candy dip, 1 pkg. table salt, 1 plastic bowl, measuring tablespoon, aluminum dipping tray and prongs, pop corn bags. With instruction sheet. In shrink-proof box.
Y29-6810.....Each **12.00**

MALTED MIXERS

MALTED MILK MIXER
10 x 5½ in. yellow and red malted milk mixer that actually works. Complete with straws, green plastic tumbler and package of chocolate flavored malted milk drink. Plastic wind-up key. Window display box.
Y19-1581—O.S. .....Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

SNO-CONE MACHINES

Makes Delicious Treats
8½ in. high machine. Made of plastic and metal. Ordinary ice cubes are placed in the hat, the crank is turned and out comes a snowy, frosted treat. Top with delicious varied fruit syrups which are enclosed and you have a Sno-Cone. Cups, dispenser and shovel included. Each set in a window box.
N54-5230.....Each **6.00**

ICE CREAM FREEZER

Complete With Tasty Mixes
6 in. high ice cream freezer bucket made of metal with hand-operated turning crank. Operates with crushed ice or ice cubes and ordinary table salt. Makes delicious ice cream with "Jr. Chef" mixes which are included: vanilla ice cream mix, chocolate ice cream mix, real cherry topping. With 2 red plastic measuring spoons. In window display box.
Y29-6705.....Each **6.00**

SODA DISPENSER

KOOL-AID KOOLER SET
6⅝ x 10¾ x 5¼ in. Red and white brightly colored high-impact plastic toy Kooler with 20 paper cups, 2 packages of KOOL-AID. Each in carton.
T105-14.....Each **3.60**

PEPSI-COLA DISPENSER
With 4 Plastic Pepsi Glasses
10x9¼x4¾ in. White high impact plastic dispenser holds a full 16-oz. bottle of Pepsi. Four miniature Pepsi glasses included.
T105-15. . . . . Each **4.20**

JUNIOR SHAVER KIT

Just Like Dad's!
5x7 in. vinyl case, plus shaving implements, including safe-play razor blades and razor, shaving mug and brush. In colorful window box.
T65-1401 1 doz. N.B. Doz. **14.40**

G. I. JOE KIT

COMBAT GROOMER SHINE and SHAVE KIT
Includes red plastic play razor, mug, soap, comb, real shoe shine accessories, etc. With vinyl combat case. Set in 18x12x2 in. box with display window.
N54-1403—O.S. .....Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

children love toys with exciting *Realistic Action*

A MR. KELLY'S CAR WASH. By Remco. Fully automatic. Hook car on cable, press starter switch . . . car goes through cleaning, scrubbing, drying processes of real car wash. See-thru roof lets child watch car being wet down by special no-mess water system. When car comes out back, child wipes it clean, even gives it a wax job. Made of sturdy plastic, complete with 2 big plastic cars, cans of real wax, towels, sponges, standing sign. 27 in. long. Operates on 2 "D" cell flashlight batteries (not included*).
X 923-4501 A—Shpg. wt. 4 lbs. 5.88

B BOP-A-BEAR. By Louis Marx. Real adventure. With lifelike, battery-powered grizzly goes prowling, young boy or girl "hunter" sights over-and-under rifle . . . fires! Bear roars when hit and scrambles in opposite direction. Another shot (no reloading) bear roars again. Set incl. 10½-in. bear of high-impact plastic, 28-in. spring-action-dart plastic rifle, 6 rubber tipped suction darts. Uses 4 "D" batteries (not incl.*).
X 923-4535 A—Shpg. wt. 3 lbs. 8 oz. 7.77

C VISCOUNT AIR LINER. Exact replica in durable plastic. 3 operating switches—mock dashboard throttles. Wing tip, red port and green starboard lights flash on-off . . . props begin to "rev" 2 at a time until all 4 are "tuned." When pilot's plastic canopy is closed, plane rolls forward. Stewardess moves up and down aisle. Operates on 2 "D" batteries (not included*). From Japan.
X 923-4477 A—17½ x 19 in. Wt. 3 lbs. 5 oz. 5.49

D U.S. ARMY LIGHT BULLDOG TANK. By Remco. Climbs over obstacles, advances, retreats. Load 4 shells to a clip; fires automatically from remote positions, ejects shell cases. Incl. 8-man combat team. 13⅛ in. long. Plastic. Uses 2 "D" batteries (not incl.*).
X 923 1812 A—Shpg. wt. 2 lbs. 4.44

E FORTY-NINER LOCOMOTIVE. Metal, colorfully lithographed. Has flashing dome light, moving piston wheels, engine. Bump-go action. Makes realistic rat-clicking sound, gives intermittent loud whistle. Uses 3 "D" batteries (not incl.*). From Japan.
X 923-4485 A—15-in. long. Wt. 2 lbs. 3.66

G GAY SURREY JEEP. Battery-powered . . . mystery bump-and-go action, headlights. Realistic smoke comes out of exhaust pipe. In heavy-gauge metal, colorful enamel finish; rubber wheels. Operates on 2 "D" batteries (not incl.*). 10½ in. long. From Japan.
X 923-4451 A—Shpg. wt. 2 lbs. 12 oz. . . . 3.29

H SIREN FIRE ENGINE. Wheels adjust to go straight or in a circle. Turn on switch—engine goes, bell clangs, siren blasts, signal moves. In sturdy steel with red baked enamel finish. Nickel-plated bumpers, headlights, running board, bell and accessories. Uses 2 "D" batteries (not incl.*). From Japan.
X 923-4543 A—Shpg. wt. 2 lbs. 3.44

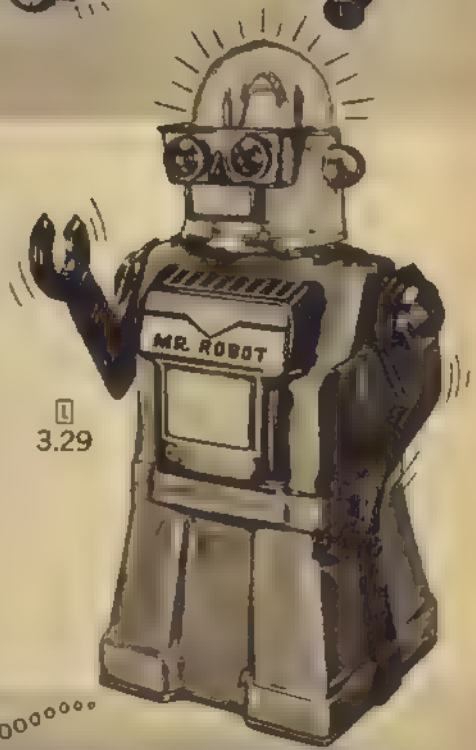
J REMOTE CONTROL VOLKSWAGEN. In sturdy metal, rubber wheels. Headlights, motor light up; fan turns as car moves. Steer front wheels from control box with 40" vinyl cable. Car goes forward, reverse. Uses 2 "D" batteries (not incl.*). From W. Germany.
X 923-4493 A—8 in. long. Wt. 1 lb. 6 oz. . . 2.19

*For batteries, see bottom of page 116.

K 2.97

K SUPER-JET PASSENGER PLANE. Perfect replica of famous 4-motor jet. Steel, lithographed in true colors. Realistic action—when switch is turned on, jet noise booms, jet pods flash on-off, plane rolls forward with all engines flashing. Continuous action. Uses two "D" batteries (not incl.*). 15 in. long, 14¾-in. wing span, 6⅛ in. high to top of tail. Thrilling gift for every boy. Value-priced! Made in Japan.
X 923-4550 A—Wt. 1 lb. 10 oz. . 2.97

L MYSTERY ROBOT. A product of our science age. Made of metal in brilliant colors, robot swings his arms back and forth as he mysteriously bumps and goes on again. Through clear plastic dome you can see his "thinking" apparatus revolve, light. Fascinating . . . exciting addition to any child's collection of play-friends. Uses 2 "D" batteries (not included*). Made in Japan.
X 923 4527 A—Wt. 1 lb. 8 oz. . 3.29

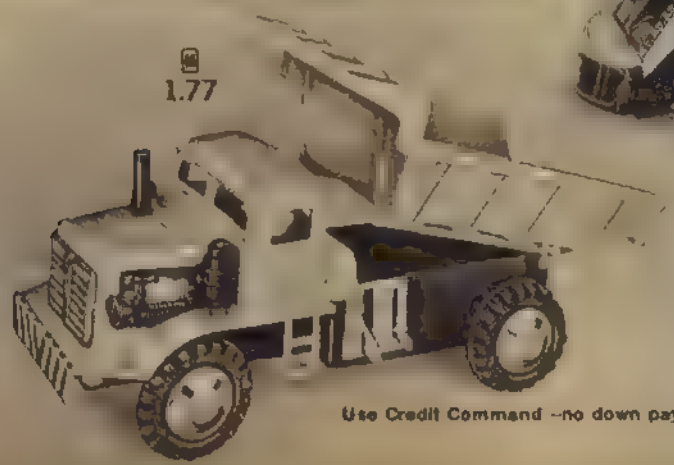


L 3.29

SAVE THIS CATALOG! The toys in this book will be available until September 21, 1964—so you can order them throughout the year.

N 3.29

M 1.77



M BABY DUMP TRUCK . . . great for play-construction jobs. Well made of sturdy plastic in red with black base and rubber wheels. So easy for a child to operate . . . grand fun, too. Two levers: one to control the forward, reverse and dump-body action; the other to run the truck or to stop it. 8 in. long. Operates on one "D" cell flashlight battery (not included*). Another Penney value! Made in Japan.
■ 9■■-4568 A—Wt. 1 lb. 1.77

N GOLDEN FALCON LOCOMOTIVE. Looks, sounds and moves just like a real locomotive. Constructed of heavy-gauge metal, with every detail and color handsomely lithographed. The Golden Falcon puffs out smoke, has exciting Hoot-O-Matic whistle and mysterious "bump-and-go" action to delight a child endlessly. Operates on 3 "D" cell flashlight batteries (not incl.*). 16 in. long. From Japan.
X 923-4469 A—Wt. 2 lbs. 8 oz. . 3.29

Miniature Replicas

. . . perfectly detailed

Keep this catalog handy for ordering toys the year 'round

A "MODEL FARM" SET. Realistically detailed, made to last. Two-story barn measures 23 x 10¾ x 9 in. wide—colorfully lithographed inside and out. Pulley loader swings hay-bale up and across inside of barn. Lithographed steel hen house and silo. Smaller pieces of durable, colorful polyethylene plastic—including farm tractor with attachments, fence sections, tools, livestock, plants and trees, hay-bales, grain sacks, farm people and other accessories. 113-pc. set is easy to assemble.

X 923-7181 A—Shipping weight 4 lbs. 4.99

B "HOME FARM" SET. Hours of fun—at a tiny price! This set has over 110 separate pieces to arrange so many different ways. Lithographed metal barn has open back, second-story hay loft, bale lift—measures 13 x 9 x 10 in., stands on metal base-plate. Accessories of colorful unbreakable polyethylene plastic include: pick-up truck, tractor with attachments, ten rail-fence sections, livestock, farmers, tools, and more. Easy to set up.

X 923-6944 A—Shipping weight 4 lbs. 2.88

C "BLUE RIBBON" MECHANIZED FARM SET. Over 165 realistic, beautifully detailed pieces—everything a "little farmer" could want. Lithographed metal barn measures 23 x 9 x 12 in., is full of mechanical features: hay-lift moves bales into barn, litter-carrier moves in and out, conveyer loads and unloads cars. Lithographed metal silo is 12 in. high—has corn bin with a release-gate inside the barn. Metal base-plate, chicken coop, pig pen, machine-shop shed. All other accessories, break-resistant polyethylene plastic: pick-up truck, tractor with attachments, variety of livestock, 9 farm workers, 15 fence sections, tools and more. Assembles easily.

X 923-1994 A—Shipping weight 7 lbs. 6.88

D TWO STORY SERVICE STATION. 2-story station and base of colorful, sturdy lithographed metal. 25 x 14½ x 12 in. high. 2 elevators lift cars to parking areas on roof or rack. Break-resistant plastic accessories incl. late-model toy cars, gas pumps, displays, grease rack, attendants, others. Easy to assemble.

X 923-7157 A—Shipping weight 6 lbs. 3.99

E "SKYPARK" TRI-LEVEL SERVICE STATION. With accessories for extra fun. Station and base are colorfully lithographed metal—measures 26½ x 14½ x 17¼ in. high. Motor-driven elevator lifts cars to service and parking areas. Uses one "D" flashlight battery—not incl. (For batteries, see page 118.) Break-resistant plastic accessories inc. late-model cars, trucks, gas pumps, displays, grease rack, attendants, more. Easy to assemble.

X 923-7165 A—Shipping weight 9 lbs. 6.88

G "WAGONS HO!" FORT CHEYENNE SET. A fast-moving wagon train outraces the Indians into Fort Cheyenne—soldiers rush out to drive away the attackers! This set provides prolonged delight for young "westerners"—contains over 120 pieces, 2 lithographed metal fort buildings—each measures 7 x 4 x 3¾ in. Plastic stockade sections, gateway with movable gates, movable block-houses with firing platforms. Durable plastic accessories: covered wagons, horses, riders, Indians, soldiers, 2 shooting cannons, shells. Easy to assemble.

X 923-7173 A—Shipping weight 4 lbs. 4.29

 Use Credit Command—see page 79.

You get a total of 44 players
paint them to make 4 different teams

National League Electric Football $11.66

Players run, block, tackle . . even receive passes

Set up your formations . . then watch these 3 dimensional players run off exciting plays on big 36x21 in. field. A breathtaking [illegible] keeps men in action. Spectacular kicker passer actually throws and boots magnetic football.

Big center grandstand with working scoreboards at each end. Set includes pennants, goal posts, 3 magnetic footballs, 3 man yardage marker, instructions and NFL plays charts and brush so you can paint players to make 4 different teams or offensive and defensive plays. Hardboard field, steel frame. Cord and operate on 110-120 volt 60cy. AC. UL listed.
79 N 322C. Shipping weight 13 lbs. $11.66

Call the plays . . end-run, off-tackle, forward pass or a "trick play." Your opponent tries to stop your advance

Pro Football by EMENEE

$9.33

Exciting battery powered game lets you call your own plays . . protect the quarterback, select right defense. Your quarterback passes, punts, kicks, moves along playing field [illegible]

Scoreboard lights automatically indicator first down marker, scoreboard [illegible] indicator. Has game 26x[illegible] 2 D battery [illegible] on composite stage.
79 N 116C. Shipping weight 5 lbs. $9.33

NFL Electric Football Games

Big 36x21-inch gridiron

Here's all the rugged action of real football. Watch your 2 teams of 3 dimensional players tight [illegible] 6 sweep plays the [illegible] Magnetic ball. Separate kicker passer. Grandstand with working scoreboards, 4 pennants, goal posts, 3 man yardage marker. NFL plays instruction sheet. Steel frame, hardboard field. 110-120 volt 60 cycle AC. UL listed.
79 N 328L. Ship. wt. 11 lbs. $9.88

$9.88

29x15-inch NFL gridiron

Put your football know-how to action with these 2 teams of 3 dimensional players. Separate kicker passer. Each team also has 3 batters.

Grandstand with scoreboard, pennants, goal posts, magnetic ball, yardage marker. NFL plays instructions. Hardboard field, steel frame. 110-120 volt 60 cy. AC. UL listed.
79 N 331C. Shipping wt. 6 lbs. $5.44

$5.44

Foto-Electric Football $5.88

Quarterbacks your own team. Lighted gridiron shows every play in motion . . all the action . . expense of top pro team.

Hall of Fame set includes offensive and defensive play cards, [illegible] kicks and runs, scoreboard, [illegible] Has Viewer operates on 110-120 volt 60 cy. AC. UL listed.
49 N 114C. Shipping wt. 4 lbs. $5.88

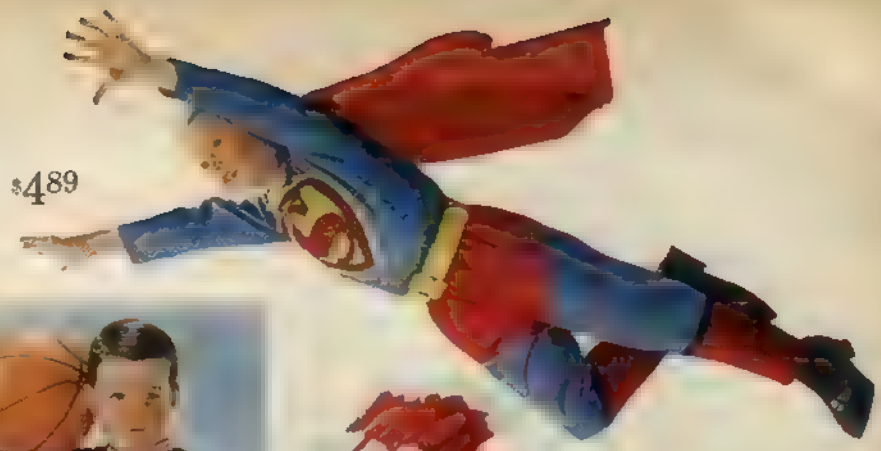
$2.99

Jr. League Magnetic Baseball

[illegible]
79 N 321C. [illegible] $2.99

Up, up and away . . it's SUPERMAN

No mistaking him as he speeds to the rescue in suit and cape of sturdy cotton twill. Sanforized* — maximum fabric shrinkage 1%. Snug-fitting elastic top trousers give a trim, ready for take-off look.
State size S, M, L; see chart on opposite page.
49 N 730F –Shipping weight 1 pound.....$4.89



$4.89

$6.89

Marine-Sergeant. Suit of Sanforized* cotton. Elastic-back trousers, zipper. Cotton cap, plastic belt, insignia. *State* S, M, L; see chart. Shpg. wt. 1 lb. 7 oz.
49 N 837F $6.89

$5.99

Highway Trooper. Sanforized* cotton uniform, plastic-lap, red goggles. Metal badge, whistle, handcuffs. Plastic gun. *State* S, M, L; see chart. Wt. 1 lb. 12 oz.
49 N 827F . . . $5.99

$5.89

Pre-Game Warm-up Suit. Pre-shrunk (max. shrink 1%) cotton. Rib-knit collar, cuffs. Elastic waist. Ball not incl. *State* S, M, L; see chart.
49N826F Wt. 1 lb. $5.89

$4.29

Chief's Headdress

Full feathered, beaded. Adjustable feather headband. Shpg. wt. 1 lb.
79 N 830C-$4.29

Be head of the tribe

Big Chief Lone Wolf

$4.79 without headdr

Wow the pow wow in this suit of Sanforized* cotton twill. Jacket has multicolor yoke. Pants have gold-color fringe. *State* S, M, L; chart on facing page. Wt. 1 lb.
49 N 832F . . . $4.79

Dress up for fun and action

1 Cinderella. Rayon satin with glittering tinsel flock trim. Long overskirt. Silver-color tiara. *State* S, M, L; see chart.
49N815F–Wt. 1 lb. $4.89

2 Barbie. Brocade-like rayon taffeta with sheer nylon yoke, sequin braid. Soft stole, stained. Tiara, evening bag. *State size* S, M, L; see chart.
49N813F Wt. 1 lb. $4.89

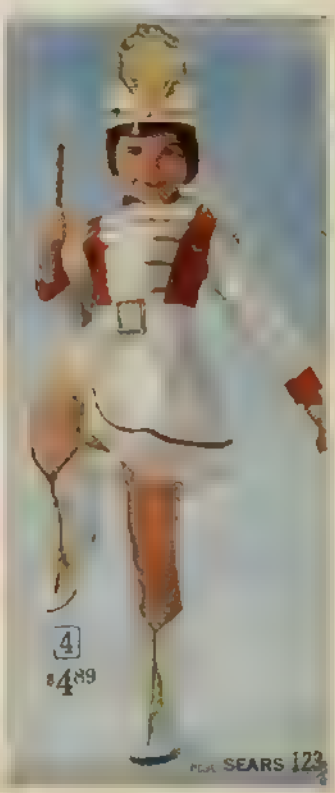
3 Visiting Nurse. Crisp cotton belted uniform cap. Cotton twill cape has "RN" name tab. Pre-shrunk. Shoulder bag. *State size* S, M, L; see chart.
49N799F–Wt. 1 lb. $3.79

4 Drum Majorette. High stepping costume of rayon satin. Hat, baton and smartly tasseled boot tops included. *State size* S, M, L; see chart. Wt. 1 lb. 12 oz.
49 N 829F . . . $4.89

1 $4.89

2 $4.89

3 $3.79



4 $4.89

$9.88

NFL Electric Football played on 36x21-inch gridiron

Running, blocking, passing, kicking . . . you'll find all the fast action of real football right here on this big vibrating field. Set includes 2 teams of 3-dimensional figures in color . . . plus a separate kicker-passer. Workable scoreboards mounted at each end: goal posts, 3-man yardage marker, NFL plays and instruction sheet. The hardboard field is set in steel frame. Operates on 110-120-volt, 60-cycle AC only. UL approved.

79 U 401L—Shipping weight 12 pounds $9.88

$5.32

NFL Electric Football played on 28x15-inch gridiron

Put all your football know-how into action with these teams of 3-dimensional players. Flip the switch and they're in motion . . . passing, kicking, blocking. Paint them in your favorite team colors with the paint and brush set included. Metal scoreboards, goal posts, kicker passer, magnetic ball, yardage marker and instruction sheet with NFL plays. Hardboard field is set in steel frame. UL approved for 110-120-volt, 60-cycle AC.

79 U 141C—Shipping weight 6 pounds. $5.32

Watch these 3-dimensional football players go into action . . . and run off exciting plays on a big de luxe gridiron

National League Electric Football $11.88

Two full teams in realistic on-the-move positions . . . ready for you to paint with special paints and brush included

A vibrating coil in the field puts "a-c-t-i-o-n" in this game. All team players block, tackle, run for yardage and TD's . . . even receive passes from the spectacular kicker-passer, using a magnet-tipped football. Set up your offensive and defensive formations . . . sit back and watch. Hardboard playing field, 36x21 in., set in steel frame. Big grandstand section in center with workable scoreboards at each end. Includes pennants, goal posts, 3-man yardage marker, instructions and NFL plays. Coil and cord attached underneath board. Operates on 110-120-volt, 60-cycle AC only. UL approved.

79 U 108L—Shipping weight 14 pounds. $11.88

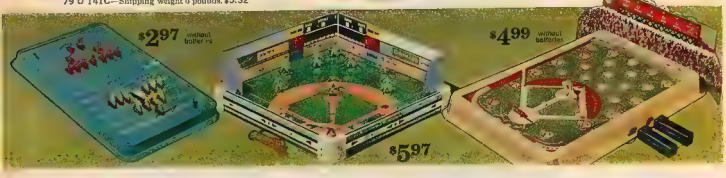
$4.99

Foto-Electric Football on lighted gridiron

Quarterback your own team. This viewer shows every play in motion . . . duplicates all the hard hitting action and excitement of regular football games.

Includes: field with illuminated Play-Viewer; offensive and defensive play cards; dials for kicks and runs in box measuring 18x13x5 inches. Play-Viewer operates on 110-120-volt, 60-cycle AC-DC. UL approved.

49 U 216—Shipping weight 3 lbs. 8 oz . . $4.99



$2.97 without batteries

$5.97

$4.99 without batteries

Play New Vibro-Power Football on this 20x13-inch field

Here's a football game packed with fast moving excitement at a low cost. Plastic gridiron vibrates on battery power, sending players into plays and positions. (Order 2 "C" batteries on page 96.) 22 players are 3-dimensional plastic. Includes kicker-passer, goal posts, instructions.

79 U 243CY—Shpg. wt. 3 lbs. $2.97

Play all positions in Electro Magnetic Action Baseball

An electronic coil propels the pitching arm. At touch of a button you can pitch curves, slow and fast balls. Slam magnetic baseball into play with lever action bat. Hardboard base 19x19 in., steel frame. 9 metal players. UL listed, 110-120-volt, 60-cycle AC.

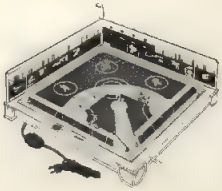
79 U 418C—Shipping weight 6 lbs. . . . $5.97

Tap button to play Remote-control Battery-powered Baseball Game

Play ball! Control pitching and batting action with remote controls (order 4 "D" batteries below). Bat can be moved to right or left for switch hitting. Plastic field measures 30x20 inches. Includes ball, metal pitcher, instructions. For 2 players.

79 U 350L—Shipping weight 5 pounds. $4.99

79 U 4660—"D" Batteries. Wt. 4 oz. Ea. 16c; 4 for 60c



TUDOR "TRU-ACTION" ELECTRIC GAMES

Complete with Cord & Plug
110 Volts, AC Only

ELECTRIC BASEBALL GAME

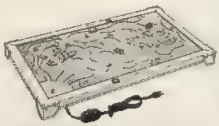
20x20x5 in. baseball field of colorfully lithographed metal. Pitching "arm" permits players to throw straight and curved balls, fast and slow balls. Player can bat magnetic ball for all kinds of hits from bunts to homers. Base runners run on monorail track . . . risk being thrown out by special device

N109-555.. .... . **Each 8.40**

ELECTRIC FOOTBALL GAME

28x15½ in. 4-color lithograped metal with styrene corners. 2 teams of 3-D styrene figures with nylon reeds for easy movement. Players run, kick, pass, fumble, tackle and score

N109-500.....**Each 8.40**



ELECTRIC SPORTS CAR RACE

27x16 in. 2-color field of sturdy metal. 4 sports cars with interchangeable chassis speed around the vacuum-formed plastic track. All the thrills of real race. Winner is unpredictable

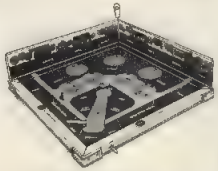
N109-530.....**Each 8.40**

TUDOR "TRU-ACTION" NON-ELECTRIC GAMES

MAGNETIC BASKETBALL GAME

27x16½x2½ in. colorful metal court with 2 lifelike players used to pass ball, make foul shots, center jumps and lay-up shots from under basket. Magnetic ball action. 8 games in 1.

N109-475.. . ....**Each 6.60**



MAGNETIC BASEBALL GAME

20½x20½x1¾ in. Beautifully colored lithographed metal baseball field with reinforced corners. Magnetic ball determines each play. Features remote pitching & batting and a unique "put-out" device. Attractively boxed.

N109-455—O.S.....**Doz. 57.60**

Tudor TABLE & FLOOR MODEL POOL TABLES

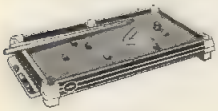


TABLE TOP POOL TABLE

With Rack & 24 In. Cue Sticks

30 in. table top metal pool table. Equipped with sixteen 1 in. balls, sturdy styrene 1-piece pockets, 3-point suspension ball returns of heavy gauge metal, slide-out trays and green felt cloth playing surface. Plastic ball rack and 2 rubber-tipped polished wood cue sticks.

N109-800.....**Each 12.00**

FLOOR MODEL POOL TABLE

With Rack & 30 In. Cue Sticks

49 in. pool table with heavy gauge reinforced metal frame and legs with plastic tips. Features sixteen 1 in. balls, plastic rack, molded styrene 1-pc pockets, 3-point suspension ball returns and slide out trays. Green felt cloth playing surface reinforced against sagging or warping gives maximum playability

T510.....**Each 26.40**

HOME TEAM BASEBALL

The Family Game

18½x8x1¼ in. Colorful fiberboard baseball game consists of a printed roll-action spinner with metal indicator, baseball "diamond" on platform of box. 2-team "dug-out" below "diamond" and vari-colored wooden counters to supply 2 teams. Complete instructions

N120-25—O.S. .....**Doz. 15.20**
¼ doz. N.B. **Doz. 14.40**

HOCKEY GAMES

HOC-KEY GAME

21¾x12¼x3 in. Hoc-Key game includes colorful fiberboard rink, puck, goalies and scoreboard. Offense and defense battle in continuous play of fast action on the rink. Mechanical levers control the movements of puck and goalies. Rules and scoring as in real hockey. A sports game for all ages.

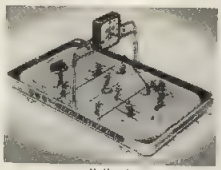
N77-226.....**Each 6.00**

Canadian

Battery Operated HOCKEY GAME

38½x21 in. Colorful beaverboard rink with "G" shaped and curved skating slots and encircling metal side board. Features both magnetic and plain puck, automatic goal light & shooting goalie roving referee, dyna-drive steel gears. 3 fold-down legs. Uses 2 "D" batteries (not included)

T19-14313.....**Each 17.28**

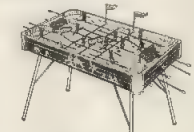


National

Battery Operated HOCKEY GAME

38½x21 in. Deluxe set with colorful beaverboard rink with "S" shaped and curved skating slots, metal bounce-back side board. Features magnetic and plain puck. 3-D plastic players with sticks, dyna-drive gears, roving referee, automatic signals. Automatic clock timer & scoreboard set over rink on plastic superstructure with realistic 3-D crowd around rink. Uses 2 "D" batteries (not included)

T19-14314.....**Each 24.00**



"Gotham" FLOOR MODEL HOCKEY

With Icy-Pro Puck

36x21x26 in. high. Hardwood base with steel frame, 12 steel gear movements. Sturdy aluminum legs fold for storage. 12 styrene figures, 2 pucks (1 magnetic), plastic goal nets, goal lights. Paints and brush included for painting the figures in favorite team colors. Battery operated for scoring. Operates on 2 "D" batteries (not included). Each in ctn. 17 lbs. (not mailable)

T116-1650.....**Each 25.80**

FOOTBALL GAMES

All-American Football

Favorite with Boys!

Includes 18¾x12 in. playing board, 22 colormatic play discs, 2 team spinners, scoreboard, pegs. Based on latest football records. Easy to play colormatic discs duplicate actual football situations. Offense battles defense with all the strategy, fast action and suspense of real football. Approved by educators.

N77-228————O.S. ...**Doz. 45.60**
¼ doz. N.B. **Doz. 43.20**

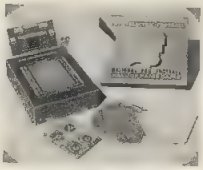


Foto-Electric Football

Hall of Fame Game

18¾x14x5½ in. Spectacular football at its best! Electric viewer, UL approved, shows every play in motion. Fiberboard game includes viewer, field, scoreboard, plays, kick and runback dials. With cord and plug 120 volts

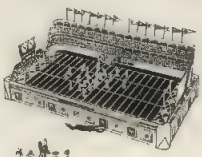
N77-233 .....**Each 9.60**

Battery Operated Pro Football

"You Call the Plays"

26½x10 in. Plastic football arena with fiberboard yard marked field. Many feature items including automatic penalty indicator, play select-a-dial. You are the quarterback. Uses 2 "D" batteries (not included)

Y101-4120 .....**Each 16.80**



Official NFL Electric Football

21x35x11 in. High gloss plastic steel frame playing field with steel grand stand and scoreboards. Includes 3 D lifelike players, 2 magnetic footballs, 3-man metal yardage marker, spring action kicker/passer, etc. Complete with vibrating coil cord set and attached switch. UL approved, 115 volts, AC current only.

T116-1500.....**Each 19.20**

SPALDING

(A) OFFICIAL LITTLE LEAGUE BASEBALL — Precision built to official specifications of leading youth leagues.
41-318/170 **LIST $2.40**

(B) OFFICIAL AMERICAN LEAGUE BASEBALL The American League's only ball since 1900. Just the finest made!
41-311/239 **LIST $3.25**

(A)

(B)

"PLAY BALL"

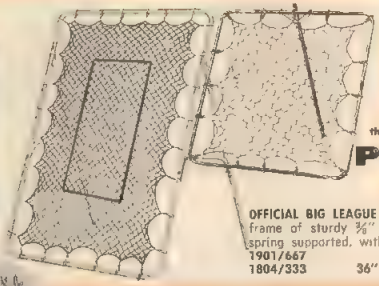
Wilson

BOB ALLISON MODEL — Large, tie-down web. Large, deep, grease-set pocket. Fine grade glove leather. Snap-Action leather palm lacing. Leather finger tip and wrist lacing All stitching of nylon thread. Button-down wrist strap
A2950/745 **LIST $10.00**

JIM DAVENPORT GLOVE— Fast action, overlap tie-down web. Full, deep grease-set pocket. Good quality, select cowhide leather. Snap-Action leather palm lacing. Extra strong, nylon thread stitching used throughout. Button-down wrist strap.
A2970/450 **LIST $6.00**

NELSON FOX BASEBALL GLOVE New, full vertical, Single-Split web. Grip-Tite pocket is grease-set Snap-Action leather laced palm. Glove leather of select quality. Thumb and finger control loops. All stitching of tough, nylon thread Adjustable, Hold Tite wrist strap.
A2020/2125 **LIST $28.50**

HARVEY KUENN MODEL—New full vertical, Single-Split web. Deep pocket is grease-set Select grade glove leather Snap-Action palm lacing. Nylon thread stitching throughout. Adjustable. Hold-Tite wrist strap.
A2024/1575 **LIST $21.00**



the original **SOK-KER**

PITCH BACK®

OFFICIAL BIG LEAGUE PITCH BACK Big 38" x 56" frame of sturdy ⅜" steel tubing. Tough nylon net, spring supported, with adjustable strike zone
1901/667 **LIST $9.95**
1804/333 **36" square model** **LIST $4.95**

FIELDERS GLOVES

CUSTOM-BUILT FIELDER'S GLOVE — Designed and manufactured for the professional Constructed of the very finest glove leather selected rawhide lacing "U" shaped heel with deep pocket dual center full length trap adjustable thumb and finger loops
SK600/797 **LIST $11.95**

BOBBY SHANTZ SIGNATURE FIELDER'S GLOVE - Made of the finest selected and matched leathers New "U" shaped wrist hugger heel and extra deep pocket Full length web with multiple "X" lacings. Dual center split trap
G532/697 **LIST $9.95**

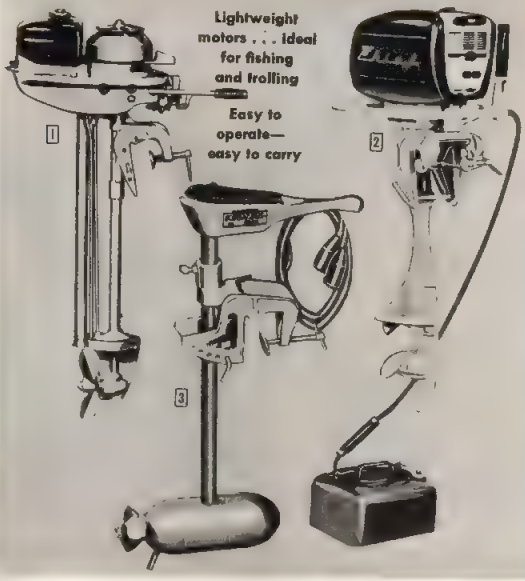
FIELDER'S GLOVE New full size glove with "U" shaped wrist-hugging heel thumb loop. Hi-Flex hinge, extra wide web with triple "X" braced center
BG34/532 **LIST $7.95**

LITTLE LEAGUE FIELDER'S GLOVE Top grain cowhide Spiral laced full length trap triple anchored split U heel with hi-flex hinge Leather lined
LL85/397 **LIST $5.95**

YOUTH'S GLOVE Small size cowhide glove with pre-shaped pocket leather laced palm and finger tips solid reinforced trap Leather lined
LL80/299 **LIST $4.50**

Rugged Outboard Motors

Lightweight! Powerful! Almost Noiseless!



[1] **Neptune "Mighty Mite."** A 17-lb. package of power. Hitch to dinghy, canoe or sailboat—it snaps into action with first light pull. Quiet, smooth and easy enough for women and children to operate. Good for trolling—won't disturb pole fishermen. 1 7 HP, 2 port, single cylinder engine . . . has amazing speed when opened up. Moisture-proof magneto, centrifugal pump, siphon cooling. Underwater exhaust. 1-qt. fuel tank 33½" long, 6½" wide *Freight or Express*
81-00-28C "Mighty Mite." Wt. 20 lbs **$59.95**

[2] **Clinton "Chief."** Full 5 HP yet weighs only 30 lbs.! Smooth, quiet operator—ideal for fishing, especially trolling Perfect second motor for larger boats . . . takes over in places too shallow for big motor. Air-cooled quick-starting engine won't clog, corrode or freeze up . . . salt water can't damage it. Swivels 360° for full reverse. Master control panel puts every operation within easy hand span Recoil starter Remote 3-gal fuel tank. *Freight or Express*
81-14-06C Clinton "Chief" Wt. 33 lbs.. . . . **$109 95**

[3] **Silvertrol Electric.** The motor you really need to sneak up on a fish! You'll have him hooked, landed and on the stringer before he realizes there's anyone in the vicinity. Starts with the flick of a switch, makes about as much noise as a mosquito Runs up to 2½ mph on a 12v heavy-duty auto battery. Set thumb screw and it holds its course. 4 speeds Swings 360° to give full reverse Motor lubricated for life—runs from 8 to 12 hours on a battery charge Includes heavy-duty battery cables. *Freight or Express*
81-05-31C Silvertrol Electric. Wt. 26 lbs... . **$94.50**

[4] **Guy Lombardo Deck Mates.** Endicott Johnson lightweight duck shoes for men or women. Feature new zig-zag treads for sure-footed safety from bow to stern Won't slip on slick surfaces, won't pick up deck-marring stones. Full length sponge insole, built-in cushion arch and heel. Rugged white cotton duck with heavy white foxing, blue anchor design. Washable. Men's sizes 6-6½-7-7½-8-8½ 9-9½-10-10½-11-11½-12. Women's sizes. 4-4½-5-5½-6-6½-7-7½-8-8½-9. Shipped from New York. Allow 10 days plus transit
81-03-82D Men's. *Specify size.* Shpg. wt. 3 lbs.. . . . . **$5.95**
81-03-90D Women's. *Specify size.* Shpg. wt. 3 lbs.. . . . . **5.95**

[5] **Surfwood Slalom Water Ski Outfit.** Includes everything you need to stage your own water show: competition-quality skis, 1000-lb. test polyethylene tow rope and a foam-filled ski belt Skis are warp-resistant white ash veneer with clear finish and bright red stripe. Precision-balanced for smooth planing, maximum speed, easiest handling Soft Comet binder with 6-position heel; adjustable aluminum keels, polished hardware. Skis are 66" long, 6⅝" wide. You get the whole outfit for one low price!
80-98-30C Outfit. *Freight or Express.* Wt. 18 lbs. **$22.95**

[6] **Scott "Trav-Lure"** . . . new, low priced swivel seat for fishing or boating. Has many of the features usually found only in higher priced models. Swivels a full 360 degrees on nylon bearings. Padded 10½x14½" seat and 14x6" contoured plywood backrest are upholstered with weatherproof red vinyl. All metal parts rustproofed and finished in blond tan baked-on enamel Front and back positive vise-type clamps May be adapted to flotation-type seats. Supports 300 lbs Folds compactly.
81-14-63B Swivel Seat Shpg. wt. 7 lbs... . . . . **$5.95**
81-14-71B Stadium Seat (seat above without swivel). Wt. 5 lbs.... . **3.49**

[7] **Escort Deck Chair.** Deluxe model with hardwood arm rests . . . sets captain or his lady at ease. Sturdy construction. Blue vinyl-coated duck seat with white binding. 1" OD aluminum tubular frame. Folds to stow or carry.
80-91-52B Escort Deck Chair. Shpg. wt. 5 lbs. **$6.49**

[8] **Two-Man Inflatable Boat.** One of the safest inflatable boats made! Big enough for two (95" long, 56" wide) but so light in weight (only 25 lbs. when deflated) that one man can carry it easily Made of tough, heavy-duty rubberized canvas Has extra heavy weight flooring, 2 separate inflation compartments, 2 attached seats, built-in side pockets with snap. Catchrope is brass grommeted on all sides; special draw rope is attached at front 2 special military model brass screw-type valves make it easy to inflate. Oar-locks have brass grommets; 2-pc. snap-together oars have strong riveted heads Repair kit, 12" volume air pump and oars included.
80-27-02C Inflatable Boat. Shpg. wt. 28 lbs. **$39.95**

A HERO ON EVERY BLOCK

All kids love to play soldier. Nichols large assortment of military Rifles and Guns are closely modeled after the real G.I. models. Priced from 69¢ to $1.98. These guns are quality made to last through many a battle. Write for free catalog.

- WESTERN GUNS
- SINGLE AND DOUBLE HOLSTER SETS
- RIFLES
- MILITARY GUNS
- MINIATURES AND SPECIALTIES
- COMBINATION SETS

"GUNSMITHS TO MILLIONS OF COWBOYS"

NICHOLS

INDUSTRIES, INC.

JACKSONVILLE, TEXAS

#56 ARMY .45 AUTOMATIC • #231 TOMMY GUN

they not only have discretionary spending power but are learning to use it better. This means that they are no longer immature in their shopping behavior and attitudes. Thus, says the study, merchants must adjust shopping institutions or else face a gradually dwindling shopping contingent. The plain fact is that shopping may be losing its appeal for some "mature" groups. What can be done about it? We'd suggest that you mull thoughtfully the following selected survey findings: (1) Mature shoppers want clerks available but, unless service is requested, resent their hovering about like beasts of prey. (2) When they do not get service when they want it, they may walk out without buying, often never to return. (3) Suburban shopping is more popular than the downtown variety. (4) Reaction to mail order shopping was unfavorable, but many have never shopped in this manner. (5) Department stores were favored 10-to-one and discount stores two-to-one. (6) Specialty stores, however, got unfavorable comments in a three-to-one ratio. (7) Trading stamps, fashion changes and bargain sales are regarded skeptically by mature consumers. (8) Out-of-stock considerations are frustrating; consumers would rather see conservatively styled goods in stock before and during the winter season than see high fashion goods only before the season. (9) When a favorite store is out of stock, most mature shoppers go elsewhere. (10) They consistently rate inventory conditions regarding "size" as more important than "price," "style," "color," "brand," or even "quality." And as with virtually every consumer survey we've ever seen, there were some confusing findings—probably because the shopper himself is somewhat confused. For example, variety of assortment was found to be important, yet consumers said they did not want to search through large assortments! Also, they are willing to go from one store to another in a shopping center but reluctant to visit a distant shopping center where larger assortments are available. In sum, study your particular customers' chief needs and don't let yourself get carried away with "music" played by your cash register.

GIFT-PAX . . . Here's the latest promotional wrinkle in retailing which promises better results than those which routine premiums have been delivering. So far the plan has been limited to banks but it could spread. An organization known as Gift-Pax, Inc., collects the names of all new homeowners in a bank's trading area and invites them to drop in at their nearest branch to pick up a gift package of nationally advertised products. The bank gets a bundle of solid new accounts (one test program netted one bank about one-third of the new homeowners). The participating manufacturers get controlled samples into above-average income households Gift Pax gets its remuneration both from the bank and the product maker. Other similar programs have been run for new mothers, brides and students, but this one is truly bidding fair to outdo them all.

REACH!
for NICHOLS TOYS
WESTERN, MILITARY AND DETECTIVE
SHOOTIN' IRONS
CAP PISTOLS – RIFLES
COMBINATION SETS – MINIATURES
NOVELTIES AND CAPS
NICHOLS
REDESIGNED
REPACKAGED
HOLSTER
SETS
SEE
YOU AT
THE
TOY FAIR
Hotel New Yorker
Suite 522-523
Showroom:
200 Fifth Ave. Bldg.
J. R. Sales
Room 306
NICHOLS
INDUSTRIES, INC.
JACKSONVILLE, TEXAS

NICHOLS SURE AS SHOOTIN' SELLING THE YEAR 'ROUND

TALLEY W. NICHOLS
Chairman of the Board
Nichols Industries

CRAWFORD GODFREY
President
Nichols Industries

BOB KOSLOW
Sales Manager
Nichols Industries

DAVE ALTSHULER
Suite 505,
Bendix Bldg.
Los Angeles, Calif

PAUL CORBY
Paul Corby
Associates
Detroit, Mich.

DICK THOMPSON
O. M. Thompson Co.
Seattle, Wash.

PHIL HEDGER
Hedger Associates
Chicago, Ill.

STANLEY C.
JUSTER
J. R. Sales Co.
New York, N Y

AL RAPPAPORT
J R. Sales Co
New York, N Y.

A L McLEOD
A L. McLeod & Co.
Reading, Mass.

BILL KALWEIT
11417 S Oakvale
Hopkins, Minn.

ABE MOSS
The Sheldon Co
Atlanta, Ga.

IRWIN
MORGENSTERN
The Sheldon Co.
Greensboro, N. C.

CECIL R
SWINNEY
P O Box 1191
Jacksonville, Texas

THOMAS CURRY
E K. Curry Co.
Denver, Colo

E. K. CURRY
E. K. Curry Co.
Denver, Colo.

C G "Woody"
WOODRING
Connelly-Woodring
Sales
Kansas City, Mo.

JACK E
FREEMANN, JR.
Freemann and
Harman
Norberth, Penna.

BOB HARMAN
Freemann and
Harman
Norberth, Penna.

SEND FOR NICHOLS FREE
1964 FALL AND HOLIDAY
CATALOG

NICHOLS INDUSTRIES, INC.
JACKSONVILLE, TEXAS

NAME _____

ADDRESS _____

CITY _____ STATE _____

☐ DEALER ☐ JOBBER ☐ CHAIN

☐ OTHER _____

NEW FROM NICHOLS
COMBAT CARBINE
#222 COMBAT CARBINE
Olive Drab with Camouflage mounted on attractive display card
250 Shot Repeater Retail $1 98
#58
LUGER PISTOL
Black, 50 Shot Repeater
Skin Packed Retail 79¢
50 SHOT REPEATER
LUGER PISTOL
BUFFALO BILLY
MINIATURE RIFLE
#104
BUFFALO BILLY
Blu Steel-White Grip
Skin packed with Caps
Retail 79¢
3 NEW NUMBERS • PART OF
NICHOLS
EARLY BIRD SPECIALS
Ask your Nichols representative
NICHOLS INDUSTRIES INC. JACKSONVILLE TEXAS

LINE UP

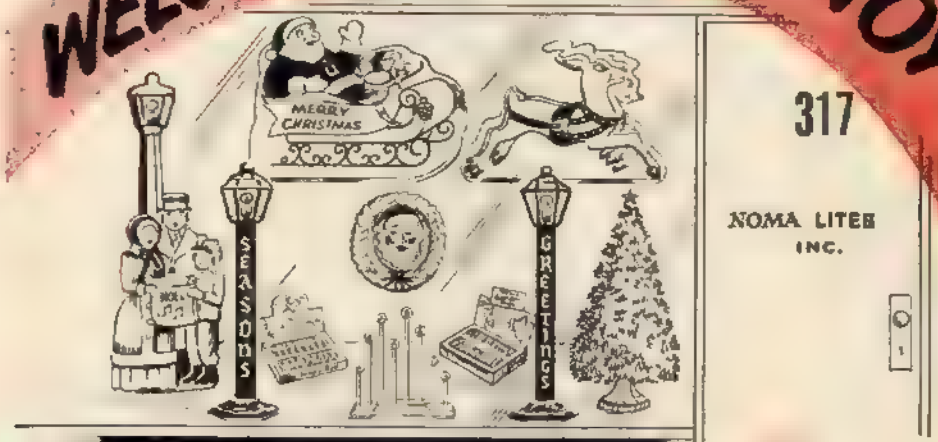
. . . with Nichols. Watch your sales increase. For cops and robbers of all ages Nichols has designed excitingly realistic Pistols and Holster Sets. Priced from 29¢ to $5.98. Kids want 'em — Parents buy 'em. Write for our free catalog and see our complete line of Western, Military, Detective Rifles and Guns. Also newly designed and packaged Holster Sets. All Nichols Toys are quality made and fast sellers.

WRITE FOR FREE CATALOG

NICHOLS

INDUSTRIES, INC. Jacksonville, Texas

WELCOME to the 1964 TOY FAIR!



VISIT THE NOMA PERMANENT SHOWROOM AT 200 FIFTH AVENUE BUILDING ROOM 317

for Fast Christmas Profits...

At the TOY FAIR, see these 1964 NOMA *Highlights!*

- . . . Better-than-ever "Hard-Sell" Items!
- . . . Sensational Outdoor Specialties!
- . . . Plus-Safety Features!
- . . . Powerful Sales Aids!

It's smart to sell

NOMA . . . The "Double Safety" line

"SAFETY SOCKET"

- Makes tree trimming easier
- Permanently attached tree clips
- Safe, positive contact—no exposed wires

famous SAFETY FUSE PLUG

Hailed by Fire Underwriters and Safety Councils everywhere as the greatest single contribution to safety in the Christmas lighting field.

NOMA

the greatest name in Christmas lighting

NOMA LITES INC. 200 - 5th Avenue, New York 10, N. Y.

FOOTBALL SPALDING BASKETBALL

(A) (B)

(A) NORM SNEAD FOOTBALL — Carefully selected top grain leather with "tanned in tackiness" feel. Double lacing, lockstitched seams, tough butyl bladder. Official size, weight, shape.
61-624/597 **LIST $9.60**

(B) JOHN DAVID CROWE FOOTBALL — Carefully selected full grain, deep-pebbled leather with the "sure grip" feel demanded by college and professional players. Double lacing, lockstitched seams, triple lining, tough butyl bladder. Official size, weight, shape.
61-613/800 **LIST $12.00**

ALL STAR FOOTBALL OUTFIT — Cycolac shell helmet with 4-point suspension, foam pads at front and back, triple bar face protector; fits size 6¼-7. Shoulder pads with heavy quilt padding, strong fibre arches. 100% cotton knit pants, fully padded with fibre kidney and thigh boards. Heavy cotton jersey with press-on numerals. Small (ages 7-8), medium (ages 8-9), large (ages 9-10)

2189/867	**Complete Outfit**	**LIST $13.95**
3309/297	**Helmet only**	**LIST $ 4.50**
4219/267	**Shoulder Pads only**	**LIST $ 3.95**
5229-5339/397	**Uniform only**	**LIST $ 5.95**

PRO HELMET — Large cycolac shell, 6-point heavy web suspension with crown patch. Vinyl-dipped foam outer shell protection, foam ear pads, and foam cup-type chin strap. Triple bar face protector. Medium (6¾-7), Large (7⅛-7½).
8809/463 **LIST $6.95**

FOOTBALL AND TEE — Official size and weight, leatherette ball; tee.
9949-05/297 **LIST $4.50**

BILL RUSSELL PROFESSIONAL BALL AND GOAL SET — Official size and weight, 5-ply molded ball. Official size goal of ½" steel with 8 "no-tie" net holders. Heavy duty hour-glass-style net. 10" steel pump with inflating needle.
2009/697 **LIST $10.50**

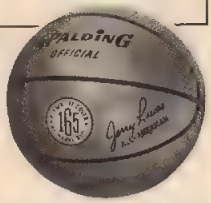
BASKETBALL and PUMP, only.
205/467 **LIST $6.95**

NYLON WOUND BASKETBALL — Official size and weight ball with butyl bladder, nylon wound molded rubber body. Built for rugged outdoor and playground use.
NW8/333 **LIST $5.00**

COLLETTE BASKETBALL GOAL SET — Official size and weight basketball, 18" diameter goal with net hooks, seine cord net. Inflating needle included.
210/297 **LIST $5.00**

SPALDING

PACE SETTER BASKETBALL — Tough, nylon-wound ball, with deep-pebbled Permalite cover. Fine butyl rubber valve bladder. Official size and weight.
61-384/437 **LIST $6.60**



JERRY LUCAS ALL-AMERICAN OFFICIAL BASKETBALL — Outstanding new Permalite covered basketball with tough Ny-Weave inner construction, butyl rubber valve bladder. Official size and weight.
61-252/585 **LIST $8.45**

HELMET AND BALL SET — Cycolac shell helmet with four point suspension, triple bar face protector; official size and weight football, all rubber construction; kicking tee; inflating pump and needle.
7589/532 **LIST $7.95**

Stylish Seating for Your Family

NORTEX

(1) **Swivel-seat Gossip Bench.** Walnut-colour Arborite top; shelf holds telephone book. Bronzetone tubular Steel frame, swivel glides. 17½ by 24 by 24½ inches high to table top. Seat covered in washable embossed Vinyl Plastic. 52 Beige, 42 Turquoise, 12 Corel; 70 White. State colour and colour number.
070-R 0672C. ... 3.00 Monthly* or Cash 19.95

(2) (3) **Swivel Steel** Foam-cushioned Plastic upholstered swivel seat. Chromium-plated finish. Seat 30 ins. high. 41 Turquoise, 27 Gold, 14 Corel.
070-R 0677C. With padded back (2) Each 14.95
070-R 0678C. With padded back 2 for 29.00
070-R 0679C. Without back (3) . Each 12.95
070-R 0680C Without back . . . 2 for 25.00

(4) **Folding Step Stool.** Comfortable contour-shaped seat and back in moulded Plastic. Tubular Steel frame. Seat 24 inches high. An indispensable item for every home. 12 Corel, 41 Turquoise, 23 Yellow. State colour and colour number.
070 R 0681C. Bronzetone finish Each 10.98
070 R 0682C. Chromium-plated finish Each 12.98

(5) **Polyvent Stacking Chair.** Feather-light, fracture-proof Plastic. Cool, airy-mesh design. Burnished Bronzetone Metal frame. Plastic-tipped feet. 12 Corel, 41 Turquoise, 60 Beige, 23 Yellow. State colour and colour number.
070-R 0670C. . . . . Each 5.98
070-R 0685D. . . . . 4 for 22.80

(6) **Moulded Plastic Chair,** shouldn't chip, crack, peel. Comfort plus style; non-stacking. Bronzetone finished Metal frames, plastic-tipped feet. 12 Corel, 41 Turquoise; 23 Yellow; 60 Beige. State colour and colour number.
070-R 0801C. . . . . Each 6.98
070 R 0673C. . . . . 4 for 27.00

(7) **Stacking Stools** for "rec" room or living-room—stack out of way until guests arrive. Medallion patterned Vinyl upholstery firmly padded piped edge. Bronzetone Steel frame. Size 15 by 16 by 14 inches high. 28 Gold, 42 Turquoise; 12 Corel. State colour and colour number. Easily assembled.
070-R 0564C. . . . . Set of 3 for 12.88

(8) (9) **Moulded Plastic Arm Rocker.** Form fitting and durable to brighten patio or "rec" room. Won't chip, crack or peel. Bronzetone Metal frames. 12 Corel, 41 Turquoise, 23 Yellow, 60 Beige. State colour and colour number.
070-R 0674C. Arm Rocker (8) ..... Each 9.98
070-R 0675C Arm Chair (9) . . . Each 8.49

(10) **Occasional Chair**—well-padded, Vinyl-covered seat, back, arm-rests. Tubular Steel frame. Bronzetone finished. Legs have plastic tips. Choose 41 Turquoise, 27 Gold; 61 Beige; 36 Green. State colour and colour number.
070 R 0676C. . . . . Each 9.99
070-R 0694C. . . . . 2 for 19.20

(11) **Vanity Chair** with round, swivel seat about 16¾ inches in diameter. Padded plastic-covered seat and back. White enamelled frame, swivel glides on legs. 19¾ inches from seat to floor. 04 Pink, 44 Turquoise, 11 Corel, 62 Beige. Be sure to state colour and colour number.
070-R 0684C . . . 10.95

Big enough to actually move dirt and gravel

Big Power Digger $4.99

Scoops up full load . dumps automatically

[illegible] $4.99

Hydraulic Dumper $4.99

Lifts heavy load when latch is released

[illegible] $4.99

V-RROOM!

Roar of a powerful motor

1 $7.99

1 Matte[illegible] Dump Truck [illegible] 49 N 5805C [illegible] $7.99

"D" Battery – Shpg. wt. of two, 8 oz. 49 N 4660. 2 for 32c; 4 for 60c

2 Matte[illegible] Skiploader [illegible] carry [illegible] Sound lever on body. Plastic an Imetal, 27 in. Order 2 "D" batteries at right. 79 N 5810C – Shipping weight 7 lbs. $8.99

2 $8.99

ZA-ZOOOM

Sounds like real truck motor

$6.66

Marx Dump Truck [illegible] tires 21x9x[illegible] 79 N 5419C [illegible] $6.66

"D" Battery. Shipping weight of two, [illegible] 79 N 4660 2 for 32c; 4 for 60c

Wacky Windups™

Just turn the Wacky-Key and this marvelous menagerie walks, wiggles, makes funny noises. Big, bright, beguiling toys of smooth plastic imported from Hong Kong to delight every child.

1 Wacky Worm wiggles like a caterpillar. Makes noises. Wind him, watch him creep. 15 inches long. Shpg. wt. 1 lb. 7 oz.
49 N 5852 $4.98

2 Wacky Dog barks, yelps, walks, even points. He's so [illegible] 15 inches long. Shipping weight 1 lb. 6 oz.
49 N 5854 $4.98

3 Wacky Monkey. Wind him up and he swings along, rolls from side to side, even chatters. 12 in. high. Shpg. wt. 1 lb. 7 oz.
49 N 5857 $4.98

4 Sleepy Bear. He's hilarious in wide nightshirt and cap. Wind him up and hear him growl as he shuffles along. [illegible] in. high. Shpg. wt. 1 lb. 7 oz.
49 N 5856 $6.98

5 Wacky Giraffe. Makes noises and wiggles his tail. 17 inches high. Shpg. wt. 1 lb. 11 oz.
49 N 5855 $6.98

6 Wacky Turtle comes out of his shell. Makes a creaky noise too. [illegible] long. Shpg. wt. 1 lb. 9 oz.
49 N 5853 $5.98

STERLING PLASTICS—*fast selling line of School and Stationery Supplies*

No. 605 STAINLESS

PENCIL SHARPENER

Sharp as a razor—a sensational breakthrough with a stainless pencil sharpener blade! Gives many thousands more sharpenings plus a standard long taper cut. Attractive black base and crystal top. **Retail 29¢**

No. 631 CLIP-ON

PENCIL CASE

Designed for use on ring binders, paper pads and notebook covers. Always handy for pens, pencils, erasers, rulers, sharpeners, etc. Built-in clips really hold. Self-hinged for ease of opening while attached to binder. Assorted colors. **Retail 49¢**

No. 584 10-INCH STANDARD

SLIDE RULE

(MANNHEIM)

Professional type dimensionally stable slide rule . . . with accurate spring loaded cursor. Precise graduations and matched scales A-B-C-C1-D-K-S-L-T for all math and calculus requirements. Complete instructions packed with each rule. **Retail $1.29**

Write for Complete Catalog

SEE OUR NEW ITEMS AT THE TOY FAIR, ROOM NO. 1544, HOTEL NEW YORKER

Fine Quality Guaranteed Since 1930.

STERLING PLASTICS CO. 253 Sheffield St., Mountainside, New Jersey

---

Intriguing!

Hitch your wagon to the one and only Original

Year-around sales and profits—you enjoy both with this often-imitated, never-duplicated game of games! Beautifully designed, sturdily mounted. Clean, handsome legends that stay fresh through the years. A smartly boxed unit that KEEPS its powerful appeal to old and young

ORDER DIRECT OR FROM YOUR WHOLESALER

WILLIAM FULD

P.O. Box 1193, Baltimore 3, Md.

OUIJA

DISPLAYS THAT SELL

METAL, WOOD, PLASTIC, CARDBOARD AND WIRE DISPLAYS, SHOWROOM AND EXHIBIT DISPLAYS. DESIGN AND MANUFACTURE.

156 FIFTH AVENUE, NEW YORK, N. Y. 10010

PHONE—212 YUKON 9-8272

NORM WYNER COMPANY

MIGHTY PROUD OF OUR NEW ADDITIONS

See Them

Room 662

200—5th AVE.
NEW YORK

CARTER TRU-SCALE MACHINE CO. ROCKFORD ILLINOIS

the
FUNNIEST OUTLAW
in the WEST!
biggest
ROAD RALLY EVER DESIGNED
trik-trak
trik-trak
SPECIFICATIONS

TRANSOGRAM'S FALL TV ACTION

TRANSOGRAM
action
TRANSOGRAM
action
TRANSOGRAM
action
TRANSOGRAM
action
TRANSOGRAM
action
TRANSOGRAM
action
TRANSOGRAM

TRANSOGRAM'S action TV/64

"pretzel"
MAKING A BALL FOR ANOTHER GREAT YEAR!
TRANSOGRAM'S action TV/64
trik-trak road rally
bigger

the name...the rack...

the merchandise...

the deal

NEW pactra

AERO-FLEX Assortment

In damage-proof skin packaging
DEAL NO. 2928

Exciting new X-15 with two interchangeable snap wings	49c ret.
Repackaged BLUE ANGEL stunt plane with snap wing	29c ret
Repackaged Lockheed STAR FIGHTER with trim tab controls	19c ret
Repackaged MILITARY PLANES 4) with trim tab controls	10c ea

FREE Semi Circle Rack with beautiful 4 color header Takes only 18" width by 28" height

29.28 LIST

ALSO AVAILABLE
COMBINATION RACK

Deal No. 2598 • AERO FLEX stunt planes and new BALSA rubber powered models with military insignia **25.98** LIST

ORDER FROM YOUR JOBBER... BUT ORDER **TODAY**. Early orders advised.

pactra

1213 NORTH HIGHLAND AVENUE
LOS ANGELES 38, CALIFORNIA
THE BIG NAME in MODEL HOBBIES

FAMOUS

PARKER GAMES

THE MOST ADVERTISED AND LARGEST SELLING GAMES IN THE WORLD

This year your customers will really be seeing . . .

Parker T.V. spots that is!

Parker's going all-out on TV for '64. Coast-to-Coast NETWORK TV starting in early November. Also, saturation spot TV for block-busting extra sales support in 19 key markets! It's big — and beamed right at your customers!

Featured — these nine famous Parker Games! Watch your Parker sales take off with this TV lift — plus the push of full-color national magazine advertising and hard-hitting radio in selected markets. Get all the details at the Toy Show!

PARKER BROTHERS, INC., SALEM, MASSACHUSETTS — DES MOINES, IOWA

200 Fifth Avenue, New York — Merchandise Marts: Chicago, San Francisco and Atlanta

Manufactured in Canada by Parker Brothers Games, Limited, Toronto

Parker Brothers Inc.

TRANSOGRAM

FOUR SEASONS OF SALES FOR 1964

Transogram Sells the Whole Family Every Day of the Year.

TRANSOGRAM COMPANY, INC., 200 FIFTH AVENUE, NEW YORK 10, N.Y.

FAMOUS

PARKER GAMES

THE MOST ADVERTISED AND LARGEST SELLING GAMES IN THE WORLD

TV'S #1 SHOW!

GREAT NEW TV TIE-IN!

great game-great name!

Completely redesigned for fast moving sales action Parker's famous Bonanza* Rummy. Let the Cartwrights and NBC-TV sell for you!

Parker Brothers Registered Trademark for the Game Equipment

PARKER BROTHERS, INC., SALEM, MASSACHUSETTS—DES MOINES, IOWA

200 Fifth Avenue, New York — Merchandise Marts: Chicago, San Francisco and Atlanta

Manufactured in Canada by Parker Brothers Games, Limited, Toronto

Parker Brothers Inc.

PLAYTHINGS, August 1963, Vol. 62, No. 8. Published monthly except February, when published twice by McGraw-Hill Publishing Co., 71 West 23rd St., New York 10, N. Y. Printed in U.S. Second class postage paid in Norwalk, Conn. $3.00 a year in U.S. Copyright 1963 by McGraw-Hill Publishing Co.

FAMOUS

PARKER GAMES

THE MOST ADVERTISED AND LARGEST SELLING GAMES IN THE WORLD

NEW SCOOTS start where marbles leave off!

T.M.

PATENT PENDING

Irresistible new **SCOOTS** — colorful, plastic-capped ballbearing marbles that roll . . . and roll . . . and roll . . . and roll! Virtually indestructible. And priced right for impulse sales!

SCOOTS blister-pack carries real eye-appeal — game suggestions and equipment printed on reverse of each package.

SCOOTS will roll — into big volume for you!

SCOOTS — #66 — Shipping Weight per Dozen, 5 lbs. $1.00 retail.

Parker Brothers Inc.

PARKER BROTHERS, INC., SALEM, MASSACHUSETTS — DES MOINES, IOWA

200 Fifth Avenue, New York — Merchandise Marts: Chicago, San Francisco and Atlanta

Manufactured in Canada by Parker Brothers Games, Limited, Toronto

READY

AND PRICED RIGHT FOR YEAR ROUND SALES!

Big Size BATTLE BUGLE

by EMENEE

PLAY BUGLE CALLS AT ONCE — WITHOUT LESSONS • Big thrill for the little "G.I."! Now he can play stirring marches, rousing reveilles, beautiful taps—this easy, no lesson way! Realistic-looking olive drab bugle is over 13" long, has tuned reeds; comes with easy-to-play bugle call booklet.

In eye-catching new "shrink-pack" ready to hang on rack or display on counter. Displays itself . . sells itself. A magnetic impulse item!

No. 1539—Pack: 2 Doz. Shipping Weight: 13 lbs.

Battle Play WALKIE TALKIE

by EMENEE

Authentically styled to look like a real walkie-talkie. Makes playing soldiers seem more realistic, and lots more fun! Olive Drab color. Complete with 8 inch make-believe swivel antenna, make-believe on/off push-button switch and make-believe volume adjusting knob.

No. 2755—Packed 2 doz. to master carton—weight, 12 lbs.

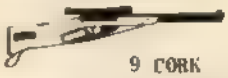
EMENEE INDUSTRIES, INC., 200 Fifth Ave., New York 10, N.Y.

WORLD'S MOST COMPLETE LINE OF KADET TRAINERIFLES

Write for Literature
or see them at the Toy Fair

22 MODELS IN ALL

CORK SHOOTERS

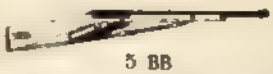


9 CORK SHOOTERS

BOLT ACTION

4 BOLT-ACTION GUNS

BB AIR RIFLES



5 BB AIR RIFLES

CIVIL WAR GUNS

4 CIVIL WAR GUNS

PARRIS MFG. CO. SAVANNAH, TENN

ROOMS 629-30, HOTEL NEW YORKER

The Most Complete Line in the Industry of

Popular Priced Customizing Accessories & Novelties for BIKES & TRIKES

- ATTRACTIVELY PACKAGED FOR IMPULSE SALES—For Rack, Counter and Pegboard Display
- MANY Popular Exclusive Products That Allow Full Mark up PROMOTIONAL & DISPLAY UNITS WITH FREE RACKS ELIMINATES REHANDLING—AND RE-PACKAGING. *HELPS-U-SELL!!*
- *Write for 1964 Catalogue & Pricelist*

NOVELTY MANUFACTURING CO., INC. 63 DICKERSON STREET NEWARK N J 07103

SALES REPS SILVER SALES 200 5TH AVE N.Y.C

MIGHTY PROUD OF OUR NEW ADDITIONS

See Them
Room 662
200-5th Ave.
New York

CARTER TRU-SCALE MACHINE CO. ROCKFORD ILLINOIS

Selling BIGGER and better than ever!

ORIGINAL OUIJA

WILLIAM FULD
P.O. Box 1193, Baltimore 3, Md.

BLOCK CITY — PRE-SCHOOL
Interlocking Building Blocks

IRISH MAIL

BAT 'EM CATCH 'EM
Electric Ball Thrower

PITCH-N-FIELD

PLASTIC BLOCK CITY
1017 W. WASHINGTON ST. CHICAGO, ILL.

NEW! *EXCITING!*

12th ANNUAL CALIFORNIA TOY SHOW

HELD EXCLUSIVELY AT

BENDIX BUILDING

1206 SO. MAPLE AV. LOS ANGELES 15, CALIF.

SUNDAY APRIL 5TH THRU THURSDAY APRIL 9TH

ALL ALERT BUYERS INTERESTED IN PROFITS FOR 1964 MUST ATTEND—
OVER 300 MAJOR LINES EXHIBITED
FREE PARKING • LUNCHES • REFRESHMENTS

—DON'T MISS THIS IMPORTANT EVENT—

Hi! Patty is my name

I have lots of clothes **6.44**

I'm ready for a trip. I even have a case with a comb, brush and hair beret. I have long Saran hair that you can comb if you want. My five extra outfits are packed in my big trunk. It's about 16 by 10½ by 5 inches deep. I'm wearing my good party dress, panties and socks and shoes. I have a five-piece body and I can close my eyes.
27-R 1149. 13 inches tall 6.44

Call me Geraldine. I want a Mommy **5.98**

I need someone to look after me 'cause I'm a baby. I have a long, ruffly Christening dress on. It has net overlay and a matching bonnet. My head, arms and legs are soft, cuddly Vinyl. I have a pixie no-rout. My extra outfits include another dress, matching bonnet, pyjamas, blanket and panties.
27-R 1152. 13 inches long 5.98

I'm Wendy . . . see my Wedding Dress? **7.98**

I'm all ready for my wedding. Do you like my dress? It's made of shimmering lace, net and satin. I even have earrings, a ring, and a bridal bouquet. I also wear white panties and high heels. I also have a long net veil. My trousseau has five outfits—a fancy evening dress, party dress, slacks and matching top, 2-piece flannel pyjamas and housecoat. Nylon stockings, comb, brush and mirror. 5-piece movable body.
27-R 1147. About 20 inches tall 7.98

My name is Jill. Will you help me? I'm hurt

I tumbled down a hill. Will you help me get well? I have a 5-piece movable body and Saran hair. I'm wearing a cotton dress, matching panties, shoes and socks. I also have crutches, arm and leg casts, Band Aids, adhesive tape, medical gauze, stick-on measles and chicken pox, sun glasses, bottle, stethoscope, doctor's glasses, needle, thermometer and tweezers.
27-R 1146. About 16 inches tall 6.88

I'm Sandra. My friends like me. Do you?

I just got my hair cut. Do you like it? It's Saran and it's called a "bob" hair style. I have a 5-piece movable body with sleeping eyes. I'm wearing a pretty cotton dress, panties, shoes and socks. My three extra outfits are flannel pyjamas, dress, and black leotards just like big girls wear. I also have a comb, brush and mirror.
27-R 1151. About 18 inches tall 5.95

7.98

I'm Nancy. Do you like my dress?

I'm a Christening Doll. My good long White dress has the matching bonnet, panties, shoulder wrap and long pink bow. I have soft Vinyl head, arms and legs and go-to-sleep eyes. My three extra outfits are a flannel blanket, cotton sleepers, 2-piece romper set.
27-R 1148. About 20 inches long. 7.98

Wilson

PAUL HORNUNG LEATHER FOOTBALL

A

B

SPALDING "JIM TAYLOR"

C

WILSON "BILL KILMER"

D

WILSON "PAUL HORNUNG"

A WILSON "PAUL HORNUNG" LEATHER FOOTBALL—Cowhide cover, seam stitching and overall quality for rugged use under all playing conditions. Double lining, rubber valve bladder, leather lacing. Tan color, 2 white stripes. Autographed Official size, weight.
H-63015A499—Ship. wt. 2 lbs. **$7.50**

C WILSON "BILL KILMER" LEATHER FOOTBALL—Official size and weight ball has a cowhide leather cover reinforced with a rugged double lining Rubber valve bladder. Durable white lacing. Tan color with two white stripes. Endorsed and autographed by Kilmer
H-63001A419—Ship. wt. 2 lbs. **$5 95**

E RAWLINGS "DEL SHOFNER" RUBBER FOOTBALL—Deep tread pebbled rubber cover in light tan with white stripe at each end. An official size and weight ball with bonded ply construction. White molded lace; pressure lock valve. Autographed by the Giants Del Shofner
H-63018A669—Ship wt 2 lbs. **$9.95**

B SPALDING "JIM TAYLOR" LEATHER FOOTBALL—Selected pebble-grain leather cover with durable lock stitching. Rugged triple-lined inner construction. Double rawhide lacing With tough butyl rubber valve bladder. Tan with white Official size, weight.
H-63004A849—Ship wt. 2 lbs. **$12.00**

D WILSON "PAUL HORNUNG" AUTOGRAPH FOOTBALL—Cover of exclusive pebble-grain Tuf-Kover has the look and feel of white leather Built to official size and weight standards Rubber valve bladder, white plastic lacing. Two black stripes for visibility.
H-63000A298—Ship wt. 2 lbs. **$3.95**

F RAWLINGS OFFICIAL INTERCOLLEGIATE FOOTBALL—Resilient saddle tan football leather with "Slo-Drag" feel, all lock-stitched seams. Molded 1-pc. rubber bladder, triple ply fabric liner Dawhide and leather lace. The "Tournament of Roses" official football
H-63019A1745—Ship. wt. 2 lbs.....**$22.95**

Rawlings

Official 1963 ROSE BOWL FOOTBALL

E

F

- Tapering ends
- Slo-Drag feel
- Gyrometric Contour

YOUTHS ALL STAR FOOTBALL SUIT

Star trimmed tenite plastic helmet has face guard, web suspension band, leather chin strap, neck guard, sweat band; leather covered vinyl ear pads. Shoulder guard with hidensity plastic arches, flaps, cups, leather trim, elastic arm bands. Heavy twill pants have quilted hip and knee padding, fiber reinforced hip, kidney guards. Red jersey.

Medium size—for 10 and 11 yr olds.
H-63009A939—Ship. wt. 5 lbs . .**$14.95**
Large size—for 12-14 yr. olds
H-63010A939—Ship. wt. 5 lbs . .**$14.95**

JUNIOR FOOTBALL SUIT

Sure to thrill any budding football player! Outfit consists of tenite plastic helmet with double-bar face guard, 1¼" web suspension, vinyl padded ears and leather chin strap. Red fiber shoulder guard with quilted padding, bound edges, elastic underarm straps, laced front and back. Heavy twill pants with quilted knee padding. Red jersey.

Small—for 5 and 6 yr. olds.
H-63011A645—Wt 5 lbs. **$9.98**
Medium—for 7 and 8 yr. olds.
H-63012A645—Wt. 4½ lbs. **$9.98**

Football FIELD GOAL SET

Practice kicking field goals and extra points right in your own back yard!

- Official size rubber football
- Rugged all metal construction
- Complete with 2 ground sleeves

Now . . . develop your skill as the valued extra point and field goal kicker with this sensational new back yard field goal set. Try it from all angles, from any distance . . . the more you practice the greater accuracy you'll develop. Then when the chips are down in a real game . . . when a single point can mean the difference between a win, a tie or a loss . . . you'll be ready to prove you've got what it takes. Official size and weight all rubber football, goal posts are made from rugged long, lasting metal that can be placed securely in the two ground sleeves included. Also comes with two plastic tees.

H-63020E779—Ship. wt. 8½ lbs. **$10.95**

a top-notch holiday value!

Penncrest

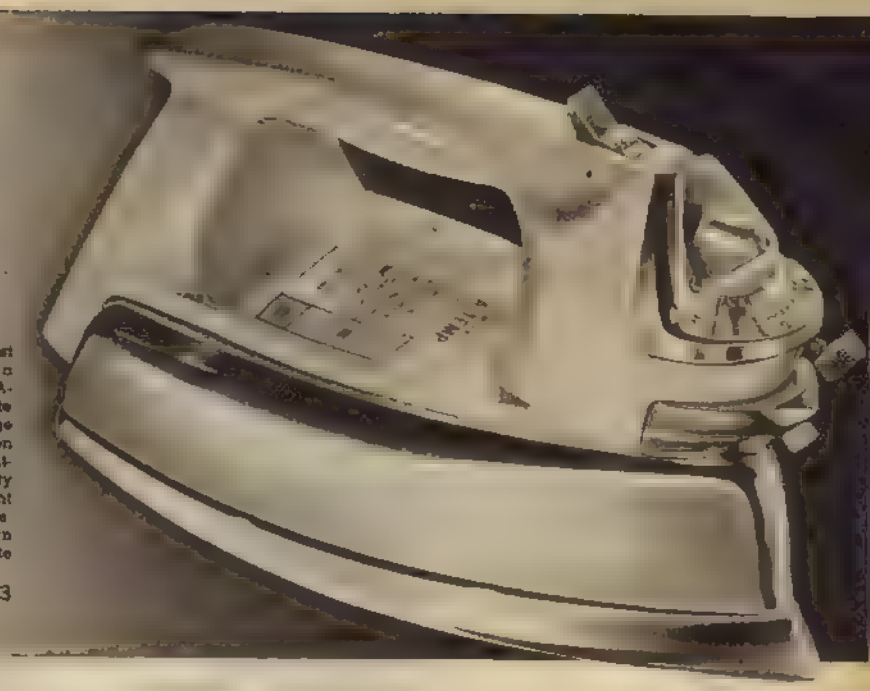
spray-steam-dry iron

Now only **13.63**

Reduced from Fall '64 Catalog to our lowest price ever!

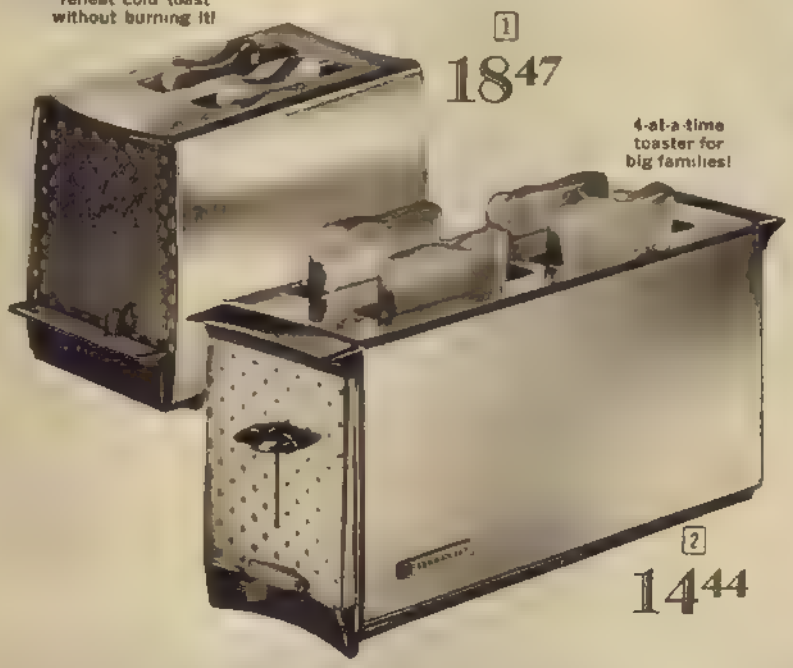
DELUXE PENNCREST SPRAY-STEAM-DRY IRON Fine-mist power spray makes wrinkles vanish automatically with a stroke—no pumping to get more steam. Color-keyed Select A-Temp and broad steam range let you iron the most delicate polyesters and rayons with ease. 17 steam vents on large mirror finish aluminum soleplate—arranged so you can iron in any direction without fear of scorching. Left- and right-handed thumb rests and cord sockets. Big 8-oz.-capacity tank takes a full measuring cup of regular tap water. Bright chrome-plated body with attractive white plastic handle. 6-ft. cord. 1200 watts. AC.* Buy now—there's never a down payment with Credit Command. See page 283 for complete information. A great Penney value.

X 824 3784 A—Shpg. wt. 4 lbs. 13.63



PENNCREST "Top-of-the-Morning" Kitchen Aids

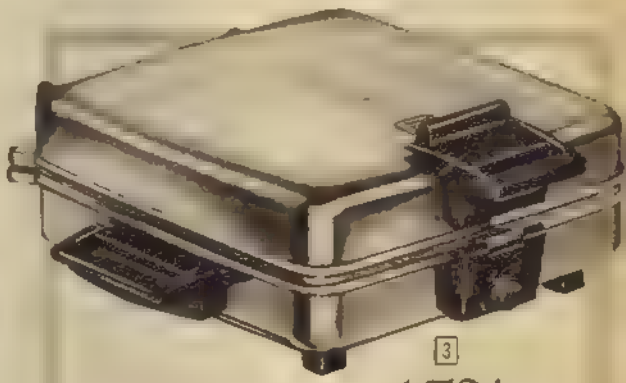
You can even reheat cold toast without burning it!



[1] **18.47**

4-at-a-time toaster for big families!

[2] **14.44**



[3] **15.24**

Automatically makes 4 plate-size waffles or 8 giant burgers at one time!

- automatic heat-control knob
- cast aluminum grids
- drain spouts for grease

GUARANTEE

Pennys will replace any Penncrest appliance within one year of purchase date, free of charge, if it proves to be defective as to material or workmanship. Return the appliance to us—you'll receive a new one. This guarantee does not apply to damage from accident, misuse, or abuse.

[1] **PENNCREST SELF-LOWERING TWO-SLICE TOASTER.** Just drop in your bread—the toaster browns it, pops it up when it's done. Release button for raising toast before completion of cycle. Special setting for reheating cold toast without burning. Color-selector dial lets you choose the degree of brownness you prefer. Extra high carriage for muffins, half-slices. Inclined-top design keeps crumbs off table. Removable crumb tray for easy cleaning.

Bright chrome-plated finish with star-effect, gold-color end panels, black plastic handles. Permanently coiled 6-ft. cord. 1150 watts. AC.* Shpg. wt. 5 lbs. 9 oz.

X 824 2034 A 18.47

[2] **PENNCREST 4-SLICE TOASTER.** The ideal toaster for large families who have had to "wait in line" for toast. Now toast for everyone at the same time! Light-to-dark selector dial—color-keyed—gives you the exact shade of brownness you want. Toast automatically pops up when done. It's so easy to make perfect toast everytime!

Bright chrome-plated body with decorative end panels of brushed steel. Heat-resistant black plastic handles and trim. 1850 watts. AC.* Shipping weight 7 lbs. 12 oz. Buy now . . . there's never a down payment with Credit Command. See page 283 for complete information. Order now!

X 824 1669 A 14.44

[3] **PENNCREST AUTOMATIC GRILL WAFFLER.** Big-capacity grill and waffle baker puts on and to "your turn next." Bakes, grills, toasts, fries. Automatic heat-control knob at front maintains temperature you select. Signal light takes the worry out of knowing when to serve. Reversible cast aluminum grids, with spouts to drain off excess grease.

Bright chrome-plated finish, black plastic heat-resistant handles and feet. Overall size 13¾ x 14 x 4 in. Grid size 9½ x 9½ in. 6-ft. cord. 1300 watts. AC.* Buy now . . . there's no down payment with Credit Command. See page 283 for complete information.

X 824 0608 A—13 lbs. . . 15.24

PERK 'N' SERVE

gift set . . . only 6.97

- *8-cup percolator—4 semi-porcelain mugs*
- *attractively gift-packaged—ready to give*

[1] **SMART COFFEE PERK AND MUG SET BY CORY®.** Perfect gift idea for any occasion . . . priced to suit every budget. Bright and pretty on your table for breakfast or brunch. Sparkling heat-resistant glass percolator holds 4 to 8 cups of delicious coffee—features no-drip pouring spout, easy-clean aluminum pump and basket. Highlighted with blue metal collar and white heat-proof handle to match attractive blue and white mugs. Semi-porcelain mugs are chip- and break-resistant—dishwasher and detergent safe.

X 820-9462 A—Shipping weight 6 lbs 8 oz. 6.97

[2] [3] [4] **CORNING WARE.** Made of amazing Pyroceram®—it goes from freezer to oven to table without cracking. Lock-on black plastic handle fits all saucepans, skillets. Pyrex® glass covers. Bright chrome-plated cradles. **No shipping charges on Corning Ware.**

[2] Corning Ware Menu Set. Includes 1, 1¾-, and 2½-qt. saucepans with covers, 10-in. skillet with cover, handle, 4-qt. dutch oven with cover and roasting rack, broil-bake tray with serving cradle, 1-qt. saucemaker, and 6-cup teapot with brewing device.

X 820-9470 A—Individually, pieces would total $59.15.....Set 49.95

Menu Set pieces sold individually below:

X 820-6906 A—1-qt. saucemaker 3.50
X 820-3846 A—10-in. covered skillet 8.95
X 820-2533 A—Lock-on handle 2.00
X 820-2392 A—1-qt. covered saucepan 3.95
X 820-2418 A—1¾-qt. covered saucepan..... 4.95
X 820-2426 A—2½-qt. covered saucepan..... 6.95
X 820-1253 A—Broil-bake tray with serving cradle 9.95
X 820-2541 A—4-qt. covered dutch oven with rack insert 11.95
X 820-4745 A—6-cup teapot with brewing insert. 6.95

[3] Corning Ware 11-in. Electric Skillet. Perfect one-dish convenience. With cover, and 6-ft. cord. Operates on 110-120 volts, AC. UL listed.

X 820-4935 A—No down payment—see page 283.....29.95

[4] Corning Ware 10-Cup Electric Percolator. Makes delicious coffee automatically. 6-ft. cord. Operates on 110-120 volts, AC. UL listed.

X 820-4927 A—No down payment—see page 283.....29.95

[5] to [8] **SPARKLING MATCHED KITCHEN ACCESSORIES.** Steel with white or yellow baked-enamel finish, chrome-plated accents.

[5] Square Bread 'n' Cake Box. Built-in slicing board. Removable shelf. 16½x10x11 in. high. 7 lbs.

X 820-3655 A—White 5.97
X 820-3648 A—Yellow 5.97

[6] Four-in-One Bin-Caddy®. Labeled for flour, sugar, tea, and coffee. Bins tilt out for use—remove to clean. Seal-tight lid on coffee bin. 16x7x9 in. high. 7 lbs.

X 820-3572 A—White 7.97
X 820-3564 A—Yellow 7.97

[7] Handy Triple Papermatic®. Holds foil-wrap, waxed paper, towels. Serrated cutting edges. 13½x6x11½ in. high. 3 lbs.

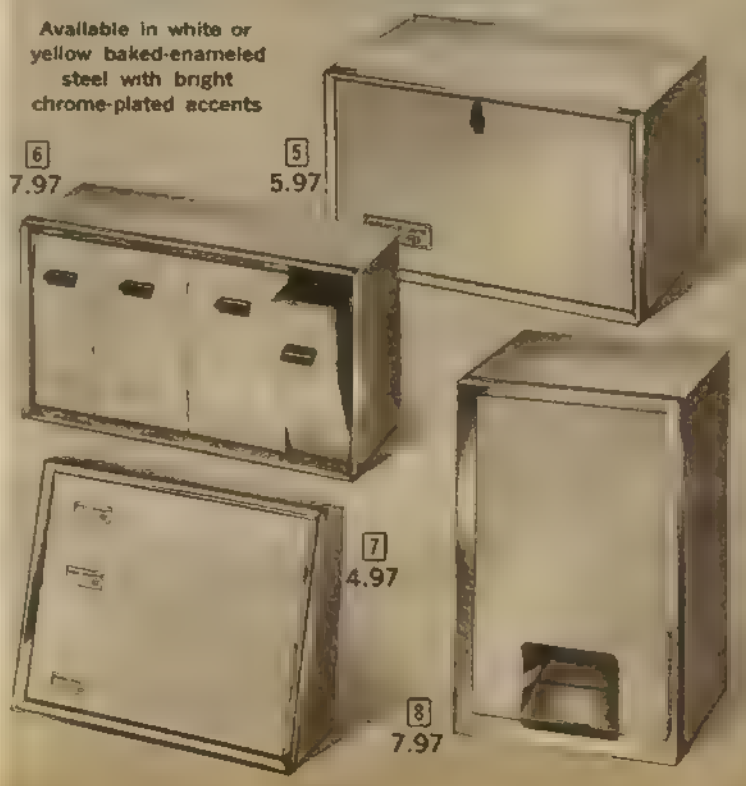
X 820-3606 A—White 4.97
X 820-3614 A—Yellow 4.97

[8] Square Step-On Can. Big 15-qt. capacity! Easy-to-clean, durable polyethylene inner pail. Deodorizer in lid. 11x9½x17 in. 6 lbs.

X 820-3697 A—White 7.97
X 820-3689 A—Yellow 7.97

So Decorative and Practical!

Available in white or yellow baked-enameled steel with bright chrome-plated accents



Buy now with Credit Command—see page 283

A NEW *Rushton* CREATION

Felt by Numbers

Entertaining for all ages

Cut 'n Glue

Colorful 16" x 24" felt wall panel

- It's FUN and EDUCATIONAL.
- Easy to assemble — simply follow the numbers on pre-sketched design outlines.
- A unique and decorative wall panel — in brilliant color combinations.
- Ideal for bedroom, playroom or nursery.

kit contains everything you need...
with step-by-step instructions!

suggested retail price for each kit $3.00

COMPLETE KIT INCLUDES:

- All felt background for 16" x 24" wall panel.
- Multi-color silk screened felt cut-out parts.
- Unbreakable plastic bottle of glue with wood paddle spreader.
- Two enameled scrolls for framing.
- Heavy cord for hanging.
- Complete directions.

DIRECTIONS

- Study the photo on the front of your box and read complete directions before beginning.
- Spread large felt background panel on table or flat surface... but do not cut this panel!
- Start with part number 1, cut-out and glue to background.
- Add other cut-out parts to background numerically, being careful to check each part for fit, before applying glue.
- Note: all numbers do not appear on the background Some will be found on the felt parts previously applied.
- Insert cord in drilled wood dowel, knotting ends.
- Glue dowels to completed panel and your work of art is ready to hang.

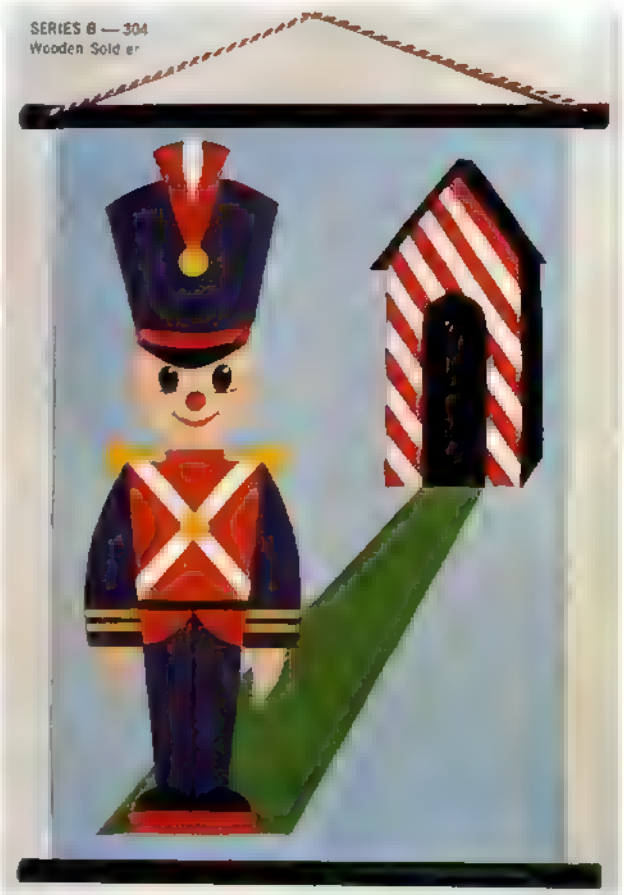
DEALER PACKING INFORMATION

These items available individually in 1 dozen cartons, or in Assortment AB consisting of 3 pieces of each item. Weight 16 pounds per dozen carton.

The RUSHTON COMPANY

1275 ELLSWORTH IND. DR., N.W.
ATLANTA, GEORGIA 30325

Sales Offices: Chicago, New York, Los Angeles



They Talk, Talk, Talk . . Mouths Really Move

New! Animal Yackers

"Crackers" the parrot

(9) $8.97

(10) $8.97

"Larry" the lion

(9) CRACKERS THE TALKING PLUSH PARROT says "Hi, there, I'm Crackers. I'm your pal;" 10 other phrases at random when you pull his ring. Needs no batteries. His beak actually moves while he talks. He's 15½ in. tall, of soft plush with soft vinyl beak. With plastic perch, from which he can be lifted and carried around.
48 T 6419 Ship wt. 3 lbs. 4 oz. **$8.97**

(10) LARRY THE LION with mouth that really moves while he talks! Pull his ring, he says 11 different phrases like "I'm ferocious . . . aren't I?" No batteries needed. He's 13 in. tall, made of soft plush with vinyl mouth. He's a wonderful pet for kids of all ages, from tots to teens.
48 T 6418 Ship. wt. 3 lbs. 4 oz. **$8.97**

Only $3.83

A VALUE

Sister Belle specially priced again this year for Christmas giving

SISTER BELLE, the lovable talking rag doll. Just pull her chatty ring, and she says 11 different phrases like "Sing me a song," and "Let's play house." No batteries needed. She has long yarn hair, wears removable pinafore. About 17 inches tall.
48 T 3672—Ship. wt. 2 lbs. 9 oz. . . . . Only **$3.83**

New Low Price at Wards

$1.87 Was $5.88 last Christmas

Cecil and His Disguises

GIVE CECIL AND HIS DISGUISES at this very special budget price. Soft plush Cecil the Seasick Sea Serpent is 22 in. long. Full nostrils, moving eyes. Body can be shaped into different positions. Disguises include cap, hats, hula skirt, mustache, lion's mane, false teeth.
48 T 6583—Ship. wt. 2 lbs. Only **$1.87**

TV FAVORITES

We all talk

$7.66 $5.87 $5.33

BUGS BUNNY sassy talking rabbit clutches his carrot says "Yipes—I hurt myself." "I love carrots, chomp chomp chomp" and other phrases. No batteries needed. 26½ in. tall, stuffed with cotton, vinyl hands, face. Wired arms and legs can change position.
48 T 6586—Wt. 3 lbs. 4 oz. . . **$7.66**

TALKING BOZO THE CLOWN wears his polka dot clown suit and comical oversize shoes. Pull his chatty ring, and he says many different phrases like "That's a real roofer, tootin' trick." No batteries needed. Has vinyl head, cotton stuffed body, flaming red yarn hair. Abt 18 in. tall.
48 T 6402 Wt. 1 lb. 12 oz. **$5.87**

LOVABLE CASPER, the friendly talking ghost is made of soft white plush. He says 11 different phrases like "I'm a friendly ghost" and "I don't want to scare you" when you pull the Chatty Ring®. No batteries needed. Break-resistant plastic head. 15 in. tall.
48 T 6500 Wt. 2 lbs. 8 oz. **$5.33**

SHRINKIN' VIOLETTE. She talks, her eyelids, mouth actually move!
48 T 4135 X Find out all about her on Pg. 2. Wt. 1 lb. 4 oz. **$6.83**

Pontiac Motor Division • General Motors Corporation

2+2—A fistful of Pontiac!

Inventing the 2+2 was the easiest thing we've done. We started with a Pontiac, which right there put us in a league by ourselves. Then we laid on some of the Pontiac performance options we've been perfecting for years and made them standard equipment. Things like a 338-hp 421. Heavy-duty springs and shocks. Dual exhausts. Even chromed rocker covers and air cleaner. We added bucket seats, full carpeting and custom pinstriping. Then we stuffed in a brand-new all-synchro 3-speed with Hurst floor shift as standard equipment, which means you can run up and down through the gears like a 4-speed. We made up a list of extra equipment that you can choose from (which includes 356- and 376-hp 421's!) and sent our 2+2's out into the world. If you haven't been lucky enough to hear one growl, ask your dealer for the special 2+2/GTO performance catalog. It's almost as much fun as driving one

Wide-Track Tiger—Pontiac 2+2

masquerade

Cortina is the high-performance car that masquerades most of the time as a five-passenger family car. But beneath Cortina's quiet look it is raring to go, and beats other competition-modified cars almost every time: more than 140 firsts in races and rallies in 23 countries to date. Cortina is the winner of the 1964 Auto-Universum "International Car of the Year" award, for "outstanding performance, reliability and versatility in competition around the world." Imported and distributed by Ford Motor Company, it is available in the United States in the GT, the deluxe 2- and 4-door sedan and the station wagon. Every Cortina offers you five-passenger comfort, foam-padded bucket seats, American size nuts and bolts, ample luggage room, up to 32 mpg and floor-mounted synchromesh four-speed gearshift. Automatic transmission is available on most models. The 2-door sedan lists for only $1755.* (Its counterpart, the new four-passenger Anglia deluxe, has many Cortina advantages, and lists for only $1598.*) Meet Cortina, the economy compact that is really a performance car in disguise. Your English Ford Line dealer will gladly unmask a Cortina for you.

*Manufacturer's suggested retail price, East Coast P.O.E. dealers. Destination charges, heater, other optional equipment and state and local taxes and fees, if any, are extra. Whitewall tires shown, $24.95. Overseas delivery available at substantial savings.

English FORD Line

Cortina

A Ford PRODUCT

Poppy Trail Contemporary

Colorful California Dinnerware

All merchandise on this page shipped prepaid for your convenience

Tempo . . . new ovenproof dinnerware that's colorful, casual, carefree as a backyard barbecue!

And so handsome, you'll be proud to use it for company gatherings. Tempo's appeal is readily apparent in the sweeping grace of its sculptured serving pieces. Colors are delectable! Lightly flecked, satin-glazed background comes in your choice of Beige, Sky Blue, Yellow Gold or White . . . all accented with the warmth of walnut. Beautiful, but very practical—Tempo is safe in oven or dishwasher. Warranted one year against breakage in normal use, or it will be replaced free.

Tempo	*White/Walnut*	*Yellow Gold/Walnut*	*Sky Blue/Walnut*	*Beige/Walnut*	*Price*
16-pc. Set (for 4)	70-45-51C	70-89-25C	70-89-90C	70-90-48C	$17.95
45-pc. Set (for 8)	70-45-69C	70-89-33C	70-90-06C	70-90-55C	64.95
7-pc. Table Service	70-45-77C	70-89-58C	70-90-14C	70-90-63C	18.15
Coffee Srvr., 15¼" (8 lbs.)	70-45-93C	70-89-66C	70-90-22C	70-90-71C	10.95

Provincial Fruit. A fruit cluster in red, yellow and green is hand-painted on a white ground . . . wide olive green border. Ovenproof semi-porcelain.
70-91-47C 16-pc. Set (for 4) $19.95
70-91-54C 45-pc. Set (for 8) 69.95
70-91-62C 7-pc. Table Service 20.00
70-91-70C Coffee Srvr., 10½" (5 lbs.) . . 10.95

Red Rooster. A hand-painted rooster in orange, charcoal, yellow and green struts on a textured ground. Holloware, adapted from tin Tole Ware, is "live-coal" red. Ovenproof semi-porcelain.
70-91-88C 16-pc. Set (for 4) $19.95
70-91-96C 45-pc. Set (for 8) 69.95
70-92-20C 7-pc. Table Service 20.00
70-92-38C Coffee Srvr., 11¼" (6 lbs.) . . . 10.95

Woodland Gold. Autumn leaves in muted brown, rust and green spread on a soft yellow background. Hand-decorated, ovenproof semi-porcelain
70-92-95C 16-pc. Set (for 4) $17.95
70-93-11C 45-pc. Set (for 8) 64.95
70-93-37C 7-pc. Table Service 18.45
70-93-45C Coffee Srvr., 10½" (5 lbs.) 9.95

Homestead Provincial. Quaint farm scenes, inspired by American folk art, are hand-painted in spring green and berry red on a textured sand color ground. Oven and detergent proof. Semi-porcelain
70-90-97C 16-pc. Set (for 4) $19.95
70-90-89C 45-pc. Set (for 8) 69.95
70-91-05C 7-pc. Table Service 20.00
70-91-39C Coffee Srvr., 11¼" (5 lbs.) . . . 10.95

Contents of Sets shown on this page

16-pc. Set (for 4). Four each: cups, saucers, dinner plates, fruits. Wt. 13 lbs. *Mailable*

45-pc. Set (for 8). Eight each: cups, saucers, dinner plates, salads, soup-cereals. Platter, serving bowl, sugar/lid, creamer. 43 lbs. *Frt. or Exp.*

7-pc. Table Service. Serving bowl, platter, sugar bowl with lid, creamer, salt and pepper shakers. Shpg. wt. 11 lbs. *Mailable.*

NEW Portable Doll House

$4.49

(A) **Magnificent Portable Doll House . . .** *Completely Assembled.* Unfold the easy-to-carry, rigid 3-ply Fiberboard Suitcase to form three walls and the floor for a beautiful, combination living bedroom apartment! Can be used with any of the popular mannequin dolls (shown, but not included with this Portable Doll House).

Scaled-to-size Fiberboard Furniture of newest fashion is fun, easy to assemble. Furnishings include TV set, bed with bolster, couch and end-table combination, chair and all the smart accessories needed to beautify the home. Hanging lantern-type wall lamps. Colorfully lithographed inside and out—see small view. Opens to about 33x26x14½ in. high. *Mailable*

48 T 2736 M—Ship. wt. 6 lbs. 12 oz. **$4.49**

"Charge It" SEE PAGE 367

Crawl-In Playhouse $3.98

(B) **Giant Crawl-In Playhouse . . .** fun for boys and girls. Playhouse is nearly 4 feet tall, with lots of room inside. Makes a perfect home for small "mothers" and their dolls, or a clubhouse for the "gang." Sets up easily—folds flat for convenient storage. Brightly-colored cottage of sturdy corrugated fiberboard with 3 reinforced 12x14-inch windows; double swinging doors, 18x29 inches; mail slot. Realistically detailed roof, shutters, decorations. About 40x30x45 in. overall.

48 T 2731 MO—*Mailable.* Ship. wt. 8 lbs. 8 oz. . **$3.98**

Crawl-In Service Station $3.98

(C) **Complete Drive-In Service . . .** fun for children from 2 to 9 years of age. Now the young "mechanic" can service young customers' tricycles, fire trucks, cars with "gas, water and air." *Car shown is not included.* Sturdy White Corrugated Fiberboard with 3 reinforced windows, double swinging doors. Realistically printed with simulated gas and air pumps, tires, etc., in bright colors. Rigid, can be used indoors and out. Sets up easily—folds flat in a jiffy for convenient storage. Size about 40x30x45 in. high.

48 T 2732 MO—*Mailable.* Ship. wt. 8 lbs. 8 oz. **$3.98**

Doll House Family $1.59

(D) **5-Member Doll House Family . . .** ready to move into almost any doll house. Family includes: father, mother, sister, brother and baby. Realistically detailed. Flexible plastic bodies—can be made to sit, stand, hold things. Attractively dressed in casual wearing apparel—ready for relaxation and fun! Father about 4½ inches tall; others in proportion.

48 T 2728—Ship. wt. 13 oz. **$1.59**

7 Rooms of Doll Furniture

(E) **"Truckload" of Doll House Furniture.** Over 50 pieces to keep child delightfully entertained. Enough furniture to furnish 5 rooms, patio and bath. Make wonderful doll house "extras." Easy to handle—even a child of two can play with this furniture! It's harmless—no sharp corners or edges. Of molded, flexible plastic that is safety-soft, yet firm and durable. Realistically detailed in modern design, decorator colors. Average size about 3 inches high—just right for busy little hands.

48 T 2706—Ship. wt. 14 oz. . . . Set **$2.49**

SHOP THE EASY WAY!
Just Phone Your Order

 SEE PAGE 374

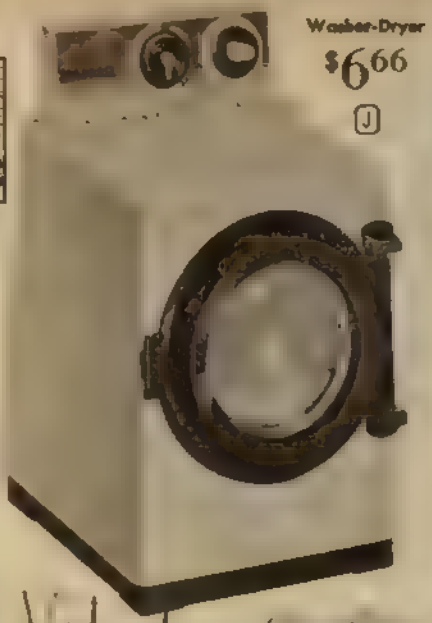
It's CLEAN UP TIME!

Set Timer For 3 Cycles

Magic Suds Form In Window

NEW! Laundra-Magic

(J) **So Realistic!—Plastic Laundra-Magic Washer-Dryer.** Little mommies toss dolly's clothes in the washer, set the automatic timer for 3-cycle washing. Machine whirls, tumbles and creates the illusion of billowing suds. Sealed-in suds build up in the window—no water needed. Operates on 2 "D" batteries (sold below). Abt. 12 in. high. Ship. wt. 3 lbs.
48 T 8642 M—*Mailable*....$6.66

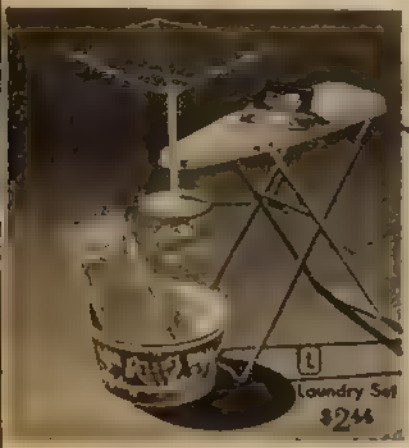


Washer-Dryer
$6.66
(J)

SAVE 16%

(K) Complete 4-Pc. Set
$4.99

Sit down to iron, too



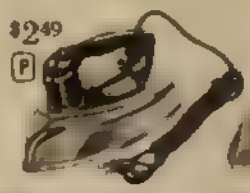
(L) Laundry Set
$2.44

$1.54
(M)

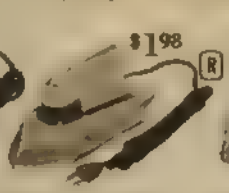
(N) 4-Pc. Set
$3.99

(K) **Deluxe Ironing Set.** Save 96c by buying the complete combination. Complete outfit for little housekeepers who are particular about dolly's clothes, or who like to iron little things of their own. Includes Tufflex pad and silicone cover, electric iron and ironing board. Board adjusts for sitting or standing, folds flat for easy storage. Pink enameled top with steam vents; Turquoise tubular legs with plastic-tipped cross bars. About 27x8x22 in. high. Electric iron is same as (P) below. *Mailable*

48 T 4690 M—4-Piece Set. Ship. wt. 6 lbs. 8 oz.	$4.99
48 T 4768 M—Ironing Board only. Ship. wt. 4 lbs. 8 oz.	2.79
48 T 4660—Pad and Cover only. Ship. wt. 6 oz.	67c



$2.49
(P)



$1.98
(R)

88c
(T)

THIS IS THE WAY WE WASH OUR CLOTHES . . . DRY OUR CLOTHES . . . IRON OUR CLOTHES

(L) **Miniature Laundry Set.** Includes adjustable 20-in. steel ironing board, dryer, clothes pins, metal tub, wash-board and 4-in. play iron.
48 T 4705 M—Ship. wt. 4 lbs. *Mailable*..... $2.44

(M) **Revolving Clothes Dryer . . .** such fun for drying Dolly's clothes. Opens, closes easily. Clothesline, colored plastic clothes pins included.
48 T 4715 M—Abt. 25 in. high. Ship. wt. 1 lb. 2 oz. *Mailable*.....$1.54

(N) **4-Pc. Ironing Set.** Folding board has enamel perforated top, aluminum-finish steel legs; rubber tips. Pad, cover, iron like (R) *Mailable*
48 T 4685M—Set. Wt. 5 lbs. $3.99 48 T 4766M—Board only. Wt. 4½ lbs. .$1.99

(P) **Child's Electric Iron.** Actually heats enough to iron light fabrics. Chrome-plated base, enameled handle. Cord, plug. Abt. 6½ in. long
48 T 4674—UL Listed. For 110–120 v. AC. Wt. 1 lb. 8 oz..... $2.49

(R) **Toy Electric Iron.** "Irons" on low heat (10 watts). Sturdy cast metal base, enameled Turquoise. About 6½ in. long. Cord, plug included.
48 T 4755—UL Listed. For 110–120 v. AC. Ship. wt. 1 lb. 3 oz.....$1.98

(T) **Electric Iron for Tiny Hands.** Low heat (5 watts). Cord. Enameled metal hood, plastic handle. Abt. 5½ in. long. Cord, plug included
48 T 4691—UL Listed. For 110–120 v. AC. Ship. wt. 10 oz.. . . . . 88c

(V) $1.99

(V) **Good Housekeepers Start Young!** A little girl's most exciting adventure is "mastering" mother's home-making skills with her own scaled-to-size equipment. "Susy Goose" set includes carpet sweeper that really works, plastic broom (both with 18-in. handles), yarn duster, plastic dustpan, floor mop—21-in. handle, box of Brillo and sponge.
48 T 8626—Ship. wt. 1 lb. 4 oz. $1.99

THIS IS THE WAY WE CLEAN OUR HOUSE

(W) **Bissell Carpet Sweeper,** just like Mommie's. Picks up crumbs and dust in a jiffy. Genuine bristle brush, vinyl bumper. Bright Pink color. 9x6½ in., handle 28 inches long.
48 T 4692—Ship. wt. 2 lbs. 8 oz. $3.44

(X) **Regina Electrikbroom Set . . .** really sweeps clean . . . gets into tight spots and corners without any trouble. Lightweight, easy to use. Operates on 3 "D" batteries (sold below). Bag empties easily. Set includes dust mop, dust cloth, apron and Brillo. Ship. wt. 2 lbs.
48 T 4694 M—*Mailable*..... $4.22

"D"-Cell Batteries for Washer-Dryer (J), Electrikbroom (X). Wt. 4 oz.
48 T 2339 X.....Each 21c; 4 for 79c

Electrikbroom 5-Piece Set
$4.22
(X)

(W) Bissell Sweeper
$3.44

Charge it! See Pg. 367

SATISFACTION GUARANTEED

Pos'n Tammy and Ted . . bend us in any position

Outfits for Tammy and Ted (dolls sold below)

1 **Tammy's Cutie Coed Ensemble.** Blue corduroy jumper, flame red sweater, tights, shoulder bag. "Transistor" radio, locket shoes
49 N 3767—Shipping weight 6 ounces $2.33

2 **Ted's Shirt and Slack Set.** Go-togethers of plaid 'n' plain
49 N 3922—Shipping weight 3 ounces..... $1.59

3 **Juke Box.** Plays dance tune on wind-up Swiss music box. 8-in. high plastic, like the real thing . . for doll dance parties.
49 N 9374—Shipping weight 2 pounds $4.99

4 **Snow Bunny.** Ski outfit with boots, skis and poles
49 N 3901—Shipping weight 6 ounces..... $3.89

5 **"Fur" 'N Formal.** Sparkling date in brocade, wrap, heels
49 N 3898—Shipping weight 6 ounces $2.99

6 **Cheerleader.** Bulky knit with skirt, cap, socks, shoes
49 N 3894—Shipping weight 6 ounces..... $2.37

7 **Underwear Outfit.** Slip, bra, panties, scuffs, brush set
49 N 3895—Shipping weight 6 ounces $1.74

8 **On the Town.** Fur-trim coat, dress hat, accessories
49 N 3304—Shipping weight 6 ounces $3.37

9 **Pizza Party.** Harlequin top, tights, tray, specs, shoes
49 N 3891 Shipping weight 6 ounces..... $1.97

10 **Beau and Arrow.** Hooded shirt, jeans, bow, arrows, target
49 N 3766—Shipping weight 6 ounces..... $2.17

11 **Fraternity Hop.** Eyelet-skirt dress, stole; accessories.
49 N 3305—Shipping weight 6 ounces $2.47

12 **Puddle Jumper.** Raincoat, scarf, boots, umbrella, bag
49 N 3890—Shipping weight 6 ounces $2.17

13 **Turtleneck sweater and skirt.**
49 N 3306—Shipping weight 3 ounces..... $1.79

14 **Striped blouse with flared skirt.**
49 N 3307—Shipping weight 3 ounces..... $1.79

15 **White blouse and plaid slacks.**
49 N 3308—Shipping weight 3 ounces..... $1.66

16 **Blazer and slack outfit for Ted.** With shirt, tie, shoes.
49 N 3925—Shipping weight 3 ounces. $2.77

Doll not included with any outfit

17 **Walking her Pet.** Vinyl and wool ensemble with wee doggy pal. Shipping weight 6 ounces
49 N 3903 $1.92

Pos'n Tammy Doll
$3.27

New, bendable action limbs allow true-as life poses. In red ballet tutu, leotard. Shampoo, set her rooted hair 8 rollers. 12 inches tall. Plastic
Shpg. wt. 10 oz
49 N 3301 $3.27

Pos'n Brother Ted Doll
$2.99

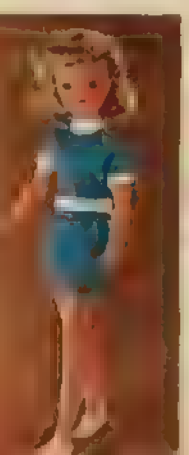
Flexible arms and legs for lively pose-and-play fun. In navy-red knit shirt, navy shorts, and white sneakers Molded hair 13 in tall Plastic
Shpg. wt. 10 oz.
49 N 3302 $2.99

Accessory Package

[illegible] el case, plane ticket, typewriter, phone, date and phone books.
49 N 3320—Shpg. wt. 4 oz. $1.99

Basic Tammy Doll
$1.92

[illegible] choice [illegible]
Shpg. [illegible]
49 N 3761 $1.92



Here's Tressy's modern
Penthouse Apartment

$6.88

Floor plan in-the-round is complete with kitchen, studio-type bedroom with fold-out bed; wardrobe and dressing area, dinette, living room, terrace. All in decorator colors . . . including put-together furnishings, accessories. [illegible] opens 27x39x20 in. high.
79 N 9367C—Shpg. wt. 9 lbs. . . $6.88

Candy Cane
Carrousel holds
4 small dolls
and wardrobes

$4.66

Revolving wardrobe displays fashion dolls up to 12 inches and stores their needs . . . adds a gay note. 12x32 inches high, with 48 hangers. Dolls and clothes not included.
Shpg. wt. 2 lbs.
49 N 9371 . . $4.66

Out of the
newspaper
steps

Brenda
Starr

$3.79

Her beautiful wig can be styled 8 ways. Wears clothing of other 11½ in. dolls. Moving eyes. Jointed plastic with bend-g knees. By Madame Alexander. Stand is included.
Shpg. wt. 10 oz.
49 N 3854. . . $3.79

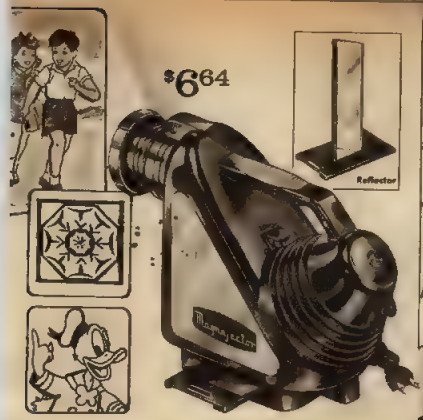
Create hundreds of
ultra-smart hat styles

Hats, hats, hats . . you, as Tressy's exclusive milliner, can make over 300 different designs from the basic crowns and posies, feathers and veils . .

Tressy's
Millinery Shoppe

$2.99

For Tressy and all 11 and 12-in. dolls. Match a chapeau to every gown. Mirror reflects her beauty as she tries on every original added to collection. Hat box, 5 crowns, ribbons, flowers, feather, hatpins, veils, hairpins, hat stands. Stool, built-in cupboard, vanity, shelves. Chipboard. 20x3x15 in. high.
79 N 9316C—Shpg. wt. 3 lbs. $2.99



$6.64

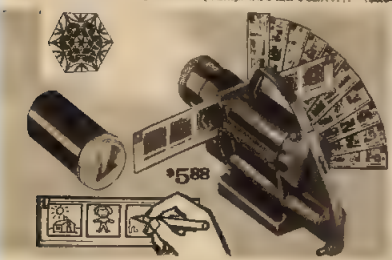
Electric Magnajector
with New Rainbow Designer Set

PROJECTS ANY ILLUSTRATED MATERIAL in color or black and white on wall or smooth surface; enlarges up to 4 feet. With snap-in picture frame, projects cards, snapshots to 3x3¼-in. Create your own designs with Rainbow Designer Color Set, project them with snap-in reflector (small view). New "easy-focus" screw lens. Uses 60-watt bulb not incl. Plug into any household outlet; UL Listed, 110-120 volt AC. About 12x4½x7½ in. high. Instructions.
48 T 2015—*For ages 7 and up.* Ship. wt. 3 lbs. 8 oz. $6.64

GIVE-A-SHOW Projector
Give 16 Different Shows with 112 Color Slides

$3.77 Without batteries

PROJECTS TV FAVORITES—Alvin and the Chipmunks, Mighty Mouse, Huckleberry Hound, Yogi Bear, Dick Tracy, Mr. Magoo, others, up to 5x5 ft. on wall or any smooth surface. Each on 35mm strip of 7 color slides. High-impact plastic projector; adjustable precision lens; snap-on switch. *Uses 3 "D" batteries (not included); order on Page 306.* About 9 in. long.
48 T 2004—Ship. wt. 1 lb. 5 oz. $3.77



$5.88

DELUXE GIVE-A-SHOW . . 168 35mm color slides for 25 shows of TV favorites—Flintstones, Popeye, Mighty Mouse, others. High impact plastic projector; adjustable, precision lens snap-on switch. Projects up to 5x5 feet on any smooth surface. 14 clear slides to draw on and project, wipe off 3 crayons. Kaleidoscope attachment. 4 Kaleido-film strips project exciting, ever-changing color patterns. *Uses 3 "D" batteries (not incl.), order on Page 306.*
48 T 2002—Ship. wt 2 lbs. 12 oz. $5.88

SEE-A-SHOW Low As 84c

DELUXE SET. High-impact plastic viewer (abt. 4¼ in. wide), 105 stereo scenes of 15 exciting color shows of TV favorites in 3-dimension.
48T2075—12 oz. $1.69

BEGINNER SET. Viewer, 5 shows of 35 scenes. Wt. 6 oz.
48 T 2074. . 84c

$7.99

TRU-VUE Electric Theater

EVERYTHING FOR A SHOW . . 20 strips of 140 scenes, story lines of Disney characters. Includes colorful paperboard stage, screen; second screen on back for use as "Outdoor Theater." High impact plastic; adjustable lens; 30-watt projector lamp. Plug into household outlet. Includes individual viewer for "previewing" films.
48 T 2033—About 15 in. high. UL Listed. Ship. wt. 4 lbs. $7.99

Save This Catalog! Toys Available Until Oct. 1, 1965

$6.99

Portable Movie Theater
Real 8mm Film Strips

8MM MOVIE PROJECTOR. Battery powered, hand-operated show 8mm films. Screen inside detachable cover. Easy to thread, focus, rewind. Molded plastic, precision lens; about 6½x7x4 in. Two 8mm film reels, empty take up reel, roll of admission tickets, manager's card. Includes 7-in. barker's record to call in customers. *Uses 2 "D" batteries (not included), order on Page 306.*
48 T 2040—Wt. 2½ lbs. . . .$6.99

EXTRA FILMS. 25 ft. each Western, cartoon, comedy.
48 T 2057 Wt. 8 oz. $2.77

WARDS HAWTHORNE Best Tricycle with Real Motor Sound Unit for Little "Hot Rodders"

$14.77 12 lbs.

(A) Includes Za-Zooom Motor by Marx and motorcycle-type, high-rise handle bars. Sturdy plastic motor looks like one-cylinder motor—idles, revs up, roars like real motor. Operates on two "D" batteries (not included), order below.

Tricycle has extra-big 2-in. tubular steel frame and extra-wide dual rear step deck. Adjustable handle bars. White sidewall tires (1½-in. puncture-proof, semi-pneumatic) chain tread. Vinyl covered saddle is adjustable.

Red vinyl handgrips, knuckle guards. White polyethylene pedals. Sleek Jet Black enamel finish with red and white trim. *Mailable.* Easily assembled. See (*) middle of page.

Catalog No.	Wheel	Leg Reach*	Ship. wt.	Price
48 T 5444MO	12 in.	17 to 20 in.	22 lbs.	$14.77
48 T 5445MO	16 in.	19 to 22 in.	27 lbs.	16.77
48 T 5446MO	20 in.	21 to 24 in.	32 lbs.	18.77

(B) Za-Zooom Motor Unit by Marx. Same as above. Can be mounted on most wheel goods. Order two batteries below.
48 T 5355—Ship. wt. 1 lb. **$2.44**
48T2339X—"D" batteries Ship. wt. ea. 4 oz. Ea. **21c**; 4 for **79c**

- Ball Bearing Front Wheels
- Sturdy 1¼-in. Tubular Steel Frame with 2-in. Head
- Play-safe Polyethylene Fenders
- 1½-in. Semi-pneumatic Tires

(C) **$6.97** Good 10-In.

(D) **$9.87** Better 10-In.

WARDS HAWTHORNE TRICYCLES

Good Quality—Sturdy, Smartly Styled

(C) Built to Withstand Hard Play. Sports all the quality features listed at left. Plus: swept-wing step deck, bright chrome-plated head fittings, hubs.

Enameled saddle and handle bars are adjustable for longest use by fast-growing youngsters. Bright red enamel finish with white trim. Red vinyl hand grips and polyethylene pedals. *Mailable.*

Catalog No.	Wheel	Leg Reach*	Ship. wt.	Price
48 T 5548M	10 in.	15-18 in.	14 lbs.	$6.97
48 T 5550M	12 in.	17-20 in.	16 lbs.	7.97
48 T 5551MO	16 in.	19-23 in.	19 lbs.	9.97

Better Quality—With Added Features

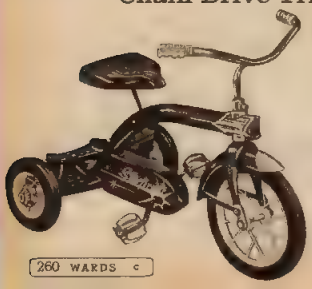
(D) Has Everything for Every Child. Includes all the value features listed at left. Plus: easy-to-mount dual rear step deck, bright chrome-plated handlebars, head fittings and hub caps, chain-tread, puncture-proof tires.

Adjustable padded vinyl-covered saddle. Flamboyant Blue with White trim. *Mailable.*

Catalog No.	Wheel	Leg Reach*	Ship. wt.	Price
48 T 5420M	10 in.	15-18 in.	18 lbs.	$9.87
48 T 5421M	12 in.	17-20 in.	18 lbs.	10.87
48 T 5422MO	16 in.	19-22 in.	22 lbs.	11.87
48 T 5423MO	20 in.	21-24 in.	27 lbs.	13.87

*NOTE: For Leg Reach measure from crotch to ball of foot. Order slightly large for longer use.

Chain Drive Tricycle



$16.95

Built to Last for Years. Full 2-in. steel tubular frame and heavy-gauge steel fork.

Ball bearing front wheels for easiest rolling. Easy to mount dual rear deck. Puncture proof, semi-pneumatic rubber tires.

Bright chrome-plated handlebars have plastic grips. Two coat metallic Red finish with white trim. Handlebars and enameled steel saddle adjust for fast growing youngsters.

12-in front wheel, 17 to 20-in leg reach.* Wt. 30 lbs.

48 T 5431 MO—*Mail* **$16.95**

$3.88

Kiddie Car: safer for little tots. Wide rear axle helps prevent spills. Seat, handle of natural finish, select hardwoods.

Chrome-plated tubing rear axle brace for added strength. About 18½x10¾ in. wide x 16 in. high. Seat 9½ in. from floor. Rubber tires. Ship. wt. 4 lbs. 10 oz.

48 T 5384—*Mailable.* ..Only **$3.88**

$4.66

Trike for Tots. Wide rear axle helps prevent spills. Sturdy 1¼-in. tubular steel frame, 2-in head. Extra-wide swept-wing rear step deck. ½-in. handlebars, Red vinyl grips.

Large steel saddle, Red polyethylene pedals. 8-in. front wheel. Leg reach: 11-12 in. *Mailable.*

48 T 5459 M—Ship. wt. 9 lbs. **$4.66**

STOR-EZE Dinnerware Cases

Keep Dishes, Crystal and Silverware Safe and Clean! Gold Fleur-de-lis pattern on quilted white virgin vinyl cases have all-around zipper. Dust-water proof. Won't crack or peel.

A Set of 4 Dinnerware Cases. Each holds 12 dishes, 12" for dinner plates, 9½" for salad plates, 8" for bread plates, 7" for saucers. All-around zippers for easy access.
16-4036 Wt. 1 lb. retail $4.98 ..... Only $3.30
Set of 44 Plastic Dish Separators. (not shown). White.
16-3922 Wt. ½ lb. retail $1.98 ..... Only $1.28

B Platter Case. Versatile storage. 17½x11x3½".
16-4038 Wt. ½ lb. retail $2.50 ..... Only $1.67

C Cup Case. Stores up to 12 cups between separators. Has rigid sides and bottom. 12" diam., 4½" high.
16-4037 Wt. 1 lb. retail $4.98 ..... Only $3.30

D Silverware Case. 12 vinyl packets, each holds one 6-piece setting. Tarnish retardant. 10½x10½x4".
16-4039 Wt. 1¼ lbs. retail $4.98 ..... Only $3.30

E Crystal Case. Holds 12 pieces in separators. 16x12x7".
16-4083 Wt. 1 lb. retail $4.98 ..... Only $3.30

Prolon Melmac 45-Pc. Sets

- First grade Melmac . . . full 10" dinner plates
- Deep coupe shape, heavy rims under each flat piece
- 16 decorated pieces . . . latest fashion solid colors

Famous Prolon Melmac dinnerware has the translucent luster, delicacy and beauty of fine china. Heavy weight with deep coupe shapes usually found in more expensive dinnerware. Not 9", but full 10" dinnerplates.

Patterns on decorated pieces will not fade or wear off. Dishwasher safe, break-resistant. Guaranteed 2 years against breaking, chipping or crazing under normal use. Choice fo 3 lovely patterns.

"AMERICAN ROSE" . . . everlasting beauty! Large pink roses, gold-flecked brown leaves on white background. Pink cups, pink and white service pieces. Service for 8. 14 lbs.
16-4016 retail $24.95 . 45-pc set **$16.99**

"GOLDEN WHEAT" . . . shades of brown and gold ripening wheat rippling in a summer breeze. Sandalwood cups, sandalwood and white accessory pieces. Service for 8. 14 lbs.
16-4015 retail $24.95 45-pc set **$16.99**

"IVY WALL" . . . rambling green and brown ivy leaves border an illusion wall of lighter brown. Avocado cups, avocado and white accessory pieces. Service for 8. 14 lbs.
16-4017 retail $24.95 45-pc. set **$16.99**

GUARANTEED FOR 2 YEARS against breaking, cracking, chipping or crazing under normal household use.

45-PC. SETS INCLUDE

- 8—10" decorated dinner plates
- 8—decorated salad plates
- 8—matching color cups
- 8—white saucers
- 8—matching color 15-oz. soup-cereal bowls
- 1—14" white platter
- 1—matching color vegetable dish
- 1—white creamer
- 1—white covered sugar

Giant 3-foot Pull Train with ringing bell

All rugged plastic . . one car dumps, other car hauls pipe

$7.77

Any pint-size engineer would love to lead this big train around the block. Big size makes it easy for little hands to handle all its working parts. Metal bell tingles with every turn and bump. Stop on the way to dump a load of "gravel." Release chains and unload 8 pieces of plastic pipe to form a make-believe pipeline. Each car about 12 inches long . . just push apart to uncouple. All of smooth, flexible polyethylene. Colorfully detailed. From West Germany.

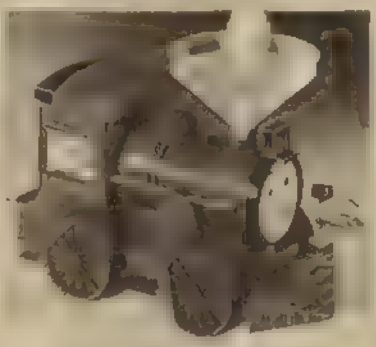
79 U 5239C Shipping weight 4 pounds $7.77

Ideal's Tu Tu the Turtle plays catch with you

$3.49

Big comical tossin' turtle is fun to play with. Just place ball in his mouth and push him backwards . . he "pitches" ball to you and comes forward to play some more. Colorful sturdy plastic. 14 inches long. Two plastic balls included.

49 U 5842 Wt. 2 lbs. 2 oz. $3.49



Watch ball float over Magic-Puff Choo Choo

$2.92 without batteries

Tot tugs on cord, locomotive rolls along and battery-run blower keeps plastic ball suspended in mid-air. Colorful sturdy plastic. 10 inches long. Order 2 "D" batteries below.

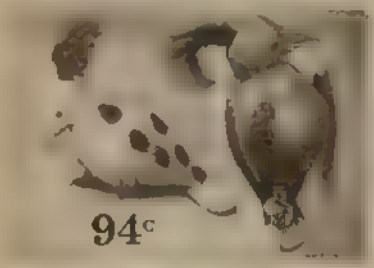
49 U 5291—Shpg. wt. 2 lbs. 1 oz. $2.92

"D" Battery. Shipping wt. each 4 oz.
49 U 4660 . . . . Each 16c, 4 for 60c

Tractor and Trailer haul milk cans $2.89

Hitch up the trailer and take the milk to market. Grab handle on each of the 6 wood milk cans and load them on. Free-rolling tractor actually steers . . just turn steering wheel. Two bucket seats. Hood raises to show detailed molded engine. Trailer also lifts to dump load. Multicolored plastic. 2 feet overall. From West Germany.

49 U 5496—Shipping weight 14 ounces $2.89



Mysterious Yogi Bird

Defies gravity . . climbs walls, doors—even walks on ceilings. Pull ring on string and watch him go. Exotic-colored plastic with suction-cup feet, tingling bell. 6 in. long.

49 U 4401—Shpg. wt. 8 oz. . . . 94c

Oscar, the Drinking Duck

He's in perpetual motion while his shifty eyeballs keep a lookout. One drink of water makes him bob back for more. Plastic with metal counterbalance. 13½ inches tall. Plastic cup, play feed.

49 U 1718—Shpg. wt. 6 oz. $1.18

Giant Dump Truck over 2 feet long $6.89

Delight truckers of the sand box set with this hauler. They can pile in loads of blocks and sand . . dump bed is made extra big. Handles easily, too. Just lift up dump bed—out goes load. Tie a string on front to pull it along. Extra-heavy polyethylene plastic, realistically detailed. Rolls easily. 25x9x10 in. high. From West Germany.

79 U 5450C—Shipping weight 5 pounds $6.89

Puddle-Jumper carries bridge

50-piece Armored Attack Set

Puddle-Jumper spans river over scissors bridge . . cannons shoot plastic shells . . land mine explodes

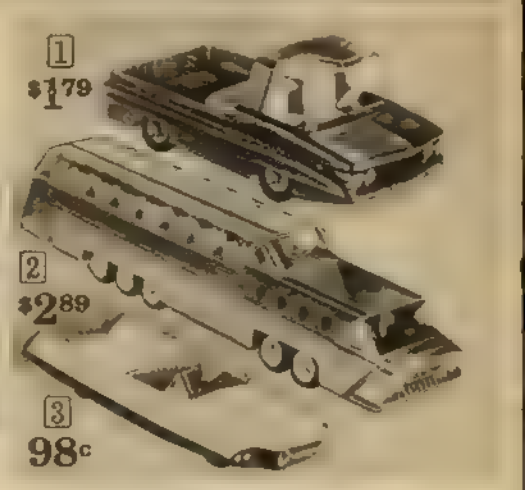
All of long-lasting polyethylene
Includes 37 soldiers in action poses **$5.88**

Here's a force that plays war without one loss—it's break-resistant plastic. Look what you get: 20-inch Goliath tank, 18-inch tank destroyer, and 14-inch Puddle-Jumper—each with cannon that shoots harmless plastic shells (6 included). You also get spring-action land mine that explodes when driven over; supply truck, jeep and 37 soldiers. All pieces in olive drab color.

79 U 5459C—Shipping weight 5 pounds..... Set $5.88

3-piece set
$1.99

$1.99



1 $1.79
2 $2.89
3 98c

Construction Set digs, dumps, hauls

Here is heavy-duty equipment for big construction jobs. *Power shovel* scoops and dumps, has swivel cab and hidden wheels. *Truck* hauls and dumps. *Cement Mixer* drum turns and dumps. All pieces made of shatterproof flexible plastic. 12 to 14 inches long. Shipping weight 3 pounds.
49 U 5405 Set $1.99

9-piece Army Vehicle Set of flexible plastic

Free-rolling land armada set for big push to the next no-rest-ve. 2 tanks with swiveling turret and guns guard a convoy of 2 cargo trucks, 1 armored car, 1 jeep, 2 armored personnel carriers and 1 personnel carrier armed with 8½-inch long cannon. Gun moves up, down and swivels. Vehicles measure about 7 in. long. All come in olive drab color. Extra pieces: 3 soldiers in seated position. Shipping weight 2 pounds 8 ounces.
49 U 5446..... Set $1.99

Fine-quality Imported Vehicles powered by strong friction motors

Carefully crafted of high impact plastic (almost unbreakable). From British Colony of Hong Kong

1 **Custom Cargo Liner.** Diesel-type truck designed with wrap-around windshield. 12 inches long
49 U 4208—Shipping weight 1 lb. 3 oz.....$1.79

2 **Custom Turnpike Liner.** Sleek design features sky-view dome. 10 wheels. About 18 in. long
49 U 4207—Shipping weight 1 lb. 8 oz.....$2.89

3 **T/C 600 Convertible.** Trunk opens. 12 in. long
49 U 4288—Shipping weight 11 ounces .. 98c

Giant Missile-firing Tank

Over 2¼ feet long . . **$3.99**
Turret swivels 360°

Pride of the toy tank corps, this one can win play battles all by itself. Load cannon with plastic missile (4 included). Swivel gun turret 360 degrees until target's sighted. Pull firing pin—zoom! Harmless plastic missiles soar up to 20 feet to score a hit. 17-inch long cannon barrel is aluminum. Rest of tank is tough, durable plastic, colored in army khaki. Rolls on concealed wheels. 14 inches high
79 U 5456L—Shipping weight 6 pounds $3.99

SEE ME ON TV!

Puppetrina the New Big "Action" Doll for little girls 4 to 10 . . . "their fingers make her act and do all the things they want her to"—an instant hit in key test markets! NOW . . . EEGEE gives this proven favorite *expanded* TV coverage . . . BIG TV IMPACT! Watch PUPPETRINA out-perform 'em all in '64!

A PROVEN TV SUCCESS IN '63! HEADED FOR MORE...MORE...MORE TV ACTION IN '64!

Colorful Puppetrina costume outfits available: Artist, Majorette, Cowgirl, Princess. Also a complete variety of dolls for every age and price group—in exciting new packaging

Goldberger Doll Mfg. Co., Inc., 538 Johnson Avenue, Brooklyn 37, N. Y.

EEGEE DOES IT!

At the TOY FAIR—VISIT OUR NEW YORK SHOWROOM—ROOM 402—1107 Broadway, and the New Yorker Hotel—Lower Lobby

SEE ME ON TV!

Puppetrina the New Big "Action" Doll for little girls 4 to 10 . . . "their fingers make her act and do all the things they want her to"—an instant hit in key test markets! NOW . . . EEGEE gives this proven favorite *expanded* TV coverage . . . BIG TV IMPACT! Watch PUPPETRINA out-perform 'em all in '64!

A PROVEN TV SUCCESS IN '63! HEADED FOR MORE...MORE...MORE TV ACTION IN '64!

Colorful Puppetrina costume outfits available: Artist, Majorette, Cowgirl, Princess. Also a complete variety of dolls for every age and price group—in exciting new packaging

Goldberger Doll Mfg. Co., Inc., 538 Johnson Avenue, Brooklyn 37, N. Y.

EEGEE DOES IT!

At the TOY FAIR—VISIT OUR NEW YORK SHOWROOM—ROOM 402—1107 Broadway, and the New Yorker Hotel—Lower Lobby

Lovable Pets AND Playmates

$4.99 (4)

(1) $2.49

(2) $2.99

$3.97 (3)

Puppet Theater

$2.79

Children Can Produce Their Own Shows. Puppet theater sturdily constructed of heavy cardboard with plastic curtain and backdrop. Has convenient extra compartment for storage of puppets. About 26x13¾x54½ in. high. Puppets not included—to order see (5) at right. Easy to assemble. Ship. wt. 5 lbs. 4 oz.
48 T 7225 M—*Matiable.* **$2.79**

SAVE THIS CATALOG!
Toys Available Until October 1, 1964

We're So Nice To Hug

(1) **Fox Terrier on Wheels**—will "run" along at your side as you lead him on plastic leash. Squeaker voice. Lightweight, hollow body with white plush, brown and black markings. Ship. wt. 1 lb. Imported.
48 T 7129 ..... **$2.49**

(2) **"Buff" the Puppy** with a Come-Hug-Me look on his yellow and brown plush face. Cuddly yellow body, brown ears; red felt tongue, black pompon nose; large appealing black eyes. About 16 in. tall.
48 T 6712—Ship. wt. 1 lb. **$2.99**

(3) **Mewsette, the Movie Glamour Kitten**, of pure white plush with shell-pink ears and unforgettable violet felt eyes. She has long black felt eyelashes, with a pink satin bow around her neck, a "diamond" earring in one ear. About 15 in. tall.
48 T 6699—Ship. wt. 9 oz. **$3.97**

(4) **"Spots"—Bold and Brave Leopard**, but yet so tame. Finest quality plush printed with markings of a Congo Leopard. Green eyes, decorated collar. About 18 in.
48 T 6713—Wt. 2 lbs. **$4.99**

Have Fun With Shari Lewis and Her Friends

$2.69 (5)

(5) **Have Fun Acting Out Your Own Puppet Show** with Shari Lewis ® and her lovable group of talented "actors" Lamb Chop, Charlie Horse and Hush Puppy hand puppets. They "talk," bow, wave and nod, do your bidding as 33⅓-rpm record plays Shari's own voice. Official puppets have soft vinyl heads. About 10 in. long. Record included.
48 T 6632—Ship. wt. 1 lb. ..... Complete Only **$2.69**

© 1962, by Vanchor Productions, Inc.

Come to Our Puppet Show

Talking Puppets

(6) **Talking Bugs Bunny Head Puppet**—pull the Chatty Ring and he says many different phrases including "What's up Doc?" Cuddly plush body, vinyl face with painted features. About 15 in. long.
48 T 6716—Ship. wt. 2 lbs. 8 oz. **$4.97**

(7) **Mr. Ed the Talking Horse**—just pull the ring and he talks to you. He has a vinyl head, plush body, yarn mane and movable mouth. About 12½ in. long.
48 T 6715—Ship. wt. 2 lbs. 10 oz. **$4.97**

Marionettes

(8) (9) **Huckleberry Hound and Yogi Bear Marionettes**—your choice of these zany T.V. characters. Push-button controls make them easy to operate, keeps strings from tangling. Vinyl heads, painted features, sturdy plastic control paddles. Each about 12 in. high. Ship. wt. 9 oz. each.
(8) 48 T 6721—Huckleberry Hound **$2.44**
(9) 48 T 6722—Yogi Bear **2.44**

(10)-(12) **Mickey Mouse, Donald Duck and Popeye Marionettes**—with exclusive one-hand control for easy operation. Hands, feet, control of hard plastic. Vinyl heads with painted features, percale and felt costumes. Complete instructions incl. About 13 in. tall. Ship. wt. 9 oz. each.
(10) 48 T 6621—Mickey Mouse **$3.29**
(11) 48 T 6622—Donald Duck **3.29**
(12) 48 T 6718—Popeye **3.29**

(13) **Charlie Clown**, with patented "Airplane" control for ease in animation. Bar separates from main control to operate both the hands and the feet. Head, hands, feet of durable tenite. Molded plastic body, painted face, life-like hair, moving mouth. About 16 in. tall.
48 T 6624—Ship. wt. 1 lb. **$6.64**

Hand Puppets

(14) **"Billygoon" Sleeve Puppets**—goony, funny Bird and Alligator, created by the famous puppeteer Bill Baird. Soft, expressive vinyl heads, long colorful knitted sleeve bodies. About 14 in. long.
48 T 7215—Ship. wt. 6 oz. ...Set of 2, **$1.89**

(15)-(18) **Disneyland Head Puppets**, including Mickey Mouse, Minnie Mouse, Donald Duck and Pluto. Vinyl heads, percale costumes, squeaker voices. Puppets about 10 in. tall. Ship. wt. 5 oz. each.
(15) 48 T 6762—Donald Duck **69c**
(16) 48 T 6763—Pluto **69c**
(17) 48 T 6760—Mickey Mouse **69c**
(18) 48 T 6761—Minnie Mouse **69c**
Save—Buy all 4
48T6764—Set of 4. Wt. 1 lb. 12 oz. Only **$3.33**

For Junior Ventriloquists

(19) **Danny O'Day**, popular T.V. dummy is the perfect gift for your young ventriloquist. He has a movable head and mouth, comes dressed in a smart suit, white shirt, tie and shoes. Head and hands of sturdy vinyl. About 30 in. tall. Ship. wt. 3 lbs. 8 oz.
48 T 6720 M—*Matiable* **$7.44**

(20) **Jerry Mahoney with Two Outfits**—sure to please budding ventriloquists. 32-in. professional dummy, two complete outfits—tuxedo, with white jacket, black pants, bow tie, shoes, and sport outfit, with jacket, pants, shirt, tie, shoes (see small view). One hand operation moves head, finger control moves his mouth. Painted face. Instructions included. *Matiable*
48 T 7001 M—Ship. wt. 3 lbs. 14 oz. **$16.77**

"Charge It" . . . SEE PAGE 367

It's Animal Time

(1) **Big Huggable-Size Plush Bear** fits right into your arms. He's so soft and cuddly, he just loves to be loved. Long fine quality plush, pompon nose, felt tongue, ribbon around his neck. Has moving eyes that actually open and close—soft life-like lashes. About 34 in. tall.
48 T 6708 M—*Mailable*. Ship. wt. 7 lbs. 8 oz. $5.66

MERRY MUSIC MAKERS

(2) **Flip Flop Cat** can be posed in many positions while the music plays. Plush, stuffed with lightweight foam; felt eyes.
48 T 6648—About 15 in. long. Ship. wt. 1 lb. $3.99

(3) **Musical Elephant** with soft stuffed body, rayon plush, rolling eyes. Wind him up and he plays a merry melody. Swiss musical unit. About 12 in. tall.
48 T 7026—Ship. wt. 1 lb. 8 oz. $3.29

(4) **Musical Bear** makes a wonderful bedtime companion. Merry rolling eyes, soft plush body, vinyl snout. Swiss music unit plays a soothing lullaby.
48 T 7394—About 19 in. tall. Ship. wt. 2 lbs. 6 oz. $3.99
48 T 7393—About 12 in. tall. Ship. wt. 1 lb. 8 oz. 2.99
48 T 6667—Black and White Musical Panda (not shown). 12 in. tall. Ship. wt. 1 lb. 8 oz. $2.99

(5) **Musical Turn-A-Tail Lion**—turn his tail to wind the Swiss music box and watch him tumble over and over as the tune plays. Plush, cotton stuffed, with realistic eyes, pompon nose, red felt tongue. Cute whiskers, ribbon around neck.
48 T 6668—About 11 in. Ship. wt. 1 lb. $4.49

(6) **Cuddly Musical Lamb**—he nods his head to and fro as the tune plays. Sweet bouquet on the tip of his nose. Soft white rayon plush, amber eyes.
48 T 6645—About 9 in. tall. Ship. wt. 1 lb. 2 oz. $2.99

(7) **Floppy Dog Plays a Tune** when you wind him up—he looks so sad with rolling eyes, pretend tears rolling down his plush cheeks. Felt tongue, pompon nose. Swiss musical unit.
48 T 6646—About 13½ in. Ship. wt. 1 lb. 8 oz. $2.99

(8) **Roly-Poly Musical Dog** sits under his charming beret, topped with pompon, and streamers down the back. He invites a hugging as he plays his pretty tune.
48 T 6665—About 13 in. tall. Ship. wt. 1 lb. 14 oz. $4.88

GAY NOVELTIES TO PLEASE ALL AGES

(9) **Zany Zoofal of Miniature Animals**—all 12 for only $2.95. Assorted sizes to 4½ in. They make a fun-filled gift for tots or teens. Midget menagerie includes donkey, rabbit, skunk, elephant, 8 other whimsical stuffed creatures.
48 T 7148—Imported. Ship. wt. 8 oz. ..... Set of 12 $2.95

(10)–(12) **Comical Character Pillows**—playtime friends for nursery or dorm. Plush faces, rolling eyes, pompon noses, felt mouths. Cotton filled. About 12-in. diameter.
(10) 48 T 7417—Clown. Ship. wt. 1 lb. 4 oz. $1.88
(11) 48 T 7425—Tiger. Ship. wt. 1 lb. 4 oz. 1.88
(12) 48 T 7416—Panda. Ship. wt. 1 lb. 4 oz. 1.88

FAVORITE BEARS AND FURRY PETS

(13)–(14) **Cuddly Bears with "Voice."** Your choice of Honey Bear or Panda, of softest plush with safe locked-in eyes, nose; tongue. Just squeeze to hear their "voices." About 13½ in. tall. Cotton filled.
(13) 48 T 6709—Honey Bear. Ship. wt. 1 lb. $1.99
(14) 48 T 6710—Panda. Ship. wt. 1 lb. 1.99

(15) **Realistic Standing Bear.** This cuddly bear stands on all four feet, lovable as can be. His coat is soft plush, stuffed with shredded wool. Washable. About 8 in.
48 T 6400—Imported. Ship. wt. 7 oz. $3.98

(16) **Basket of Nestling Kittens**—soft as silk, resting on a satin pillow in gilded reed basket with ribbon. Luxurious rabbit fur, made for stroking. Embroidered noses, cotton stuffed. Miniature feeding bottle included.
48 T 7396—About 5½ in. each. Ship. wt. 1 lb. 14 oz. .. $4.99

(17) **Fireside Cat**—she's such a pretty thing, all curled up, looking comfortable and contented. Soft and smooth rabbit fur, with cotton stuffing, plastic eyes.
48 T 7400—About 13 in. long. Ship. wt. 1 lb. $2.79
48 T 7401—About 18 in. long. Ship. wt. 1 lb. 4 oz. 3.79

(18) **Mother Dog and Puppy**, sitting on a pretty pillow. Real Spanish lambskin, with plush trim, vinyl noses, and black eyes. The mother is 12 in. long, the puppy 5½ in. A lovable twosome to delight any child.
48 T 6707—Ship. wt. 1 lb. 10 oz. $4.66

(19) **Cocker Spaniel** looks so natural with his Spanish lambswool fur. Red satin bow, and amber eyes that look up at you appealingly.
48 T 7402—About 9½ in. Ship. wt. 1 lb. $2.88

Save This Catalog! Toys Available Until October 1, 1964.

(20) $4.77

(21) $2.99

Comfy Sit-Ons

LARGE, LOVABLE ANIMALS MAKE WONDERFUL SEATS FOR LITTLE ONES

(22) $3.49

(23) $4.99

(24) $9.44

(20) **He's Really a Shaggy Dog**—with extra-long rayon plush, so soft to touch. He has black button eyes, a pompon nose, and red felt tongue. About 23 in. long.
48 T 7013 M—Ship. wt. 7 lbs. *Mail*. $4.77

(21) **Jumbo Sleeping Dog**—his body makes a wonderful "sit-upon" for tots. Soft plush head offers an inviting headrest. Squeaker in his tail, flannelette body stuffed with cotton, red felt tongue. About 23 in. long. *Mailable*.
48 T 7410 M—Ship. wt. 5 lbs. $2.99

(22) **Dapper Dog Hassock**—made of rayon plush, with plastic eyes, red felt tongue, pompon nose, pompon buttons. About 18 in. long.
48 T 7014—Ship. wt. 8 lbs. $3.49

(23) **Ride-on Bear**. All plush bear on swivel casters. Gold-color nose and ear linings; black and white rolling eyes; red felt tongue. Felt eye patches, pompon nose. Abt. 19 in. long. Plastic leash for child to hold on.
48 T 6672—Ship. wt. 8 lbs. $4.99

(24) **For Your Youngest Cowboy**, a sturdy horse on wheels. He has handle for steering, 4 rubber tires, plated hubcaps. Plush body with fringe mane, plastic straps, bridle and saddle. Firmly stuffed body, supports up to 200 lbs. About 22 in. tall. *Mailable*.
48 T 7268 M—Ship. wt. 8 lbs. $9.44

Charge It! See Pg. 347

Facts About Road Racing

On the next six pages, you will be seeing the results of the efforts Wards has made in the past year to bring you the finest selections of the many different types of road racing sets available today. You'll have a look at each of the most popular size scales . . and some added attractions like the Cox gas-powered models. If you're interested in model road racing (and we're sure you are) there'll be a set exactly right for you, or for the lucky boy who'll be getting it as a gift. Beginning with the smallest scale . .

HO (1/87) GAUGE. The primary feature of this gauge is its size. Small and compact, it is possible to have a really imposing layout in a rather limited space, something that is often difficult to do with one of the larger scales. The cars are well proportioned, approximately 2½ inches long, well detailed, exceptionally fast (up to 600 scale mph), and a lot of fun to race.

SUPER O (1/48) GAUGE. A new concept in model racing, but already has its share of racing fans. Cars, parts and accessories are readily available. As you move up in size, you need more room in which to work, but a basement or den is still big enough. Both cars and motors move up in size yet the sets are small enough to pack a lot of realism and scale mileage into a given space. Cars about 4 in. long

1/32 SCALE. Here is the most popular large size, and it's easy to see why. These sets offer everything a racing fan wants . . speed, detail, variety and compactness. Cars about 4½-6 inches long. More parts, accessories and cars are being made for 1/32 than for any other. You'll get lots of "gimmicks" with your Gilbert "See-Saw", loads of racing fun with the unique "Slot-Lok" on the Varney; and Day and Night racing, car kits, and a Talk of the Town Value with the Strombecker sets.

1/20 SCALE. This is the largest size we offer, and the big size makes for more complete detailing, hence more realistic cars. The gas-powered road race is something new, and can be run outdoors as well as in basements or "rec" rooms. Cars about 9-in. long.

ACCESSORIES. You name it, chances are we've got it . . for HO, O, 1/32, 1/24, 1/20 . . chester slicks, decals, competition rear-ends, hubcaps, "grass"-coated boards on which to build and expand your set, even a special road race storage case

YOUNG BEGINNERS. The Craigstan and Minisport sets are a good way to get the feel of road racing . . just see where your enthusiasm will take you!

Now you have the complete story . . the whys and the wherefores on model road racing. One set will be just the one for you, and each has a large enough following so you won't be off by yourself. Which way will you go?

NEW A.C. Gilbert See-Saw Jump $17.99

(1) Right Off The Dragstrips come Gilbert's Souped-up 1940 Fords . . bursting at the seams with power to roar around the 220-in. track. It takes skill to make these cars negotiate the New See-Saw Jump . . if your approach is right, you'll soar over the jump and land in your lane. Or, use it as a regular See-Saw with no jumping. Pike Master power pack

The Flip-flop Chicane lets you cause you opponent's car to change lanes as you car's wheels automatically throw flip-flop switch. Individual accelerator controls. Set includes: 2 cars, curved and straight track, 14-pc. ramp set, Flip-flop Chicane, See-saw jump, fencing, controls, power-pack, customizing decal kit.

48 T 8063—Ship. wt. 10 lbs. $17.99

A.C. Gilbert's Over 'n Under Figure 8 with Indy Racers

43-Piece Set $12.88 At Wards

(2) 'Round 'n 'Round . . Over 'n Under—2 in depently controlled Indy racers give you plenty of thrills, spills and chances to test your skills . . so it's up to YOU to win. Cars are powered by D.C. motors, with you and your opponent at the controls, each with its own speedometer. Set includes: 2 cars, straight and curved track, fencing, ramp set, controls, AC power pack.

48 T 8062 Abt. 180-in. of track. Wt. 7 lbs $12.88

$5.49 (3)

$3.49 (4)

$5.49 (5)

$5.49 (6)

(3) 48 T 8067—XXE Car. 5½ in. long. Wt. 8 oz. . . . . Kit $5.49
(4) 48 T 8059—Lap Counter. Counts to 10. Wt. 1 lb. Each 3.49
(5) 48 T 8085—Select-a-lane Track Set*. Wt. 12 oz. Set 5.49
(6) 48 T 8086—Fly-Over Chicane*. Wt. 1 lb. 2 oz. Each 5.49
48 T 8086—7-in. Straight Track. Ship. wt. 3 oz. . . Each 39c
48 T 8057—7-in. Curved Track. Ship. wt. 3 oz. Each 39c
48 T 8087—15-in. Fence Set. White. Ship. wt. 4 oz. . Set 89c
48 T 8070—Ramp Set Make hills. Ship. wt. 8 oz. . . . Set $2.89
48 T 8083—See-saw Jump. Ship. wt. 3 oz. . . . . Each 2.89
48 T 8084—Flip-flop Track Set* Ship. wt. 12 oz. . Set 3.49
48 T 8088—"Offy" Indy Race Car. Wt. 8 oz. . . . Kit 4.95
48 T 8089—1940 Ford Rod. Ship. wt 6 oz. . . Kit 4.79
48 T 8094—Speed Control. Ship. wt. 3 oz. . . . . Each 1.99
48 T 8095—3 Pick-up Shoes. Ship. wt. 1 oz Set 54c
48 T 8100—3 Center Pick-ups. Ship. wt. 4 oz. . Set 50c
*48 T 8085, 48 T 8086, 48 T 8084 will not work on Road Races 48 T 8062 and 48 T 8088.

(7) $6.97

Tri-Oval Road Race

(7) Gilbert Tri-Oval Road Race. Sets up in seconds. Two authentic 5-in. Indianapolis racers, each controlled with rheostat speed controls. See Pg. 3 for complete details. Ship. wt. 5 lbs.

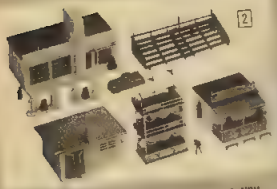
48 T 8098 X—32-Pc. Set... . . . $6.97

DOUBLE the speedway action!
DOUBLE the racing thrills!

Not 2, but **4** hot stock cars are out for the cup here!

WATCH THEM ROAR BY!
OVER 15 FT. OF 4-LANE TRACK!

MODEL AURORA MOTORING



2

Set gives trackside realism to any race you stage. Colorful pieces are HO-gauge, plastic; include everything from tires to grandstand.

3

Finely detailed action cars, 2¼ in. long; even have rubber tires

4

1 Complete Set **28.88**

You're in complete charge! Four rheostat controls let you adjust speed, brake quickly, even shift to reverse.

1 **AURORA 4-LANE SET.** Four souped up competition-style racers zip into the first turn, fighting for the lead. You're out in front! Ease up—deadly bend ahead. You made it! Now into the straightaway—open her up and show the others your dust! Powered by Stirling Moss Thunder Jet-500 motors, these 2¼-in. long, metal/plastic cars hit speeds up to 800 scale miles per hour! 36 x 36 in. course is deceptive—nonpin turns come up fast the straightaway and backstretch call for cool, skilled handling. Over 15 ft. of plastic track—12 curved, 12 straight pieces. Uses one 18-volt powerpack, 110-120 volts, AC. UL listed
X 923-5011 A—Shipping weight 8 lbs.....28.88

Aurora 9-in. Long Straight Track.
X 923-4972 A—Wt. 3 oz.....59c

Aurora 6-in. Radius Curved Track.
X 923-4980 A—Wt. 3 oz.....59c

Aurora 9-in. Long Criss-cross Roadway
X 923-4998 A—Wt. 7 oz.....1.49

Aurora 9-in. Long Lap Counter.
X 923-5003 A—Wt. 4 oz.....1.19

2 **HO RACING ACCESSORIES** Plastic sections, realistically detailed. Set incl. a 3 x 4 in. wide pitstop with pneumatic jack, tires, gas drums, fire extinguisher, signs, 3 x 4-in. high judges' stand with TV cameras, platform furniture, pennants, 2¼-in. high grandstand, 3¼ in. high gas station, and a 3 x 4-in. wide first-aid station.
X 923-5078 A—Shpg. wt. 1 lb. 2 oz.....3.67

3 **JAGUAR XKE** 1/32 scale. Plastic and metal.
X 923-5052 A—Shpg. wt. 2 oz.....2.29

4 **CORVETTE "STING RAY."** Same construction as [3]
X 923-5045 A—Shpg. wt. 2 oz.....2.29

New stock-car racer set

5 **ATLAS OVER-AND-UNDER SET.** It's strictly a two-car race. Both get away lightning fast. The course is a tough e—one misjudgment and you'll go into a deadly spin. Danger ahead at the narrow chicane—you just missed sideswiping #2 car—only one car can pass at a time! It's spine-tingling fun all the way. Track makes layout about 2½ x 8 ft. long. 6 curved and 6 straight sections plus chicane. Two rheostat controls let you adjust speed, brake quickly. UL-listed powerpack—110-120 volts, AC. See [6] below
X 924-1431 A—Wt. 5 lbs.....9.99

Design your own raceway

6 **ATLAS N-LARGER SET.** Big assortment of roadway sections and accessories to make over 12 exciting layouts from set [5] above. Can be added to Penneys set (opp. page) with combining section. Ten 9-in. straight tracks, two chicane sections, four 6-in. straight tracks, two change-a-lane sections, six 9-in. curved tracks, one road and road crossing, 4-pc. roadway pier set, and guard-rail fence set
X 924-1423 A—5 lbs.....11.88

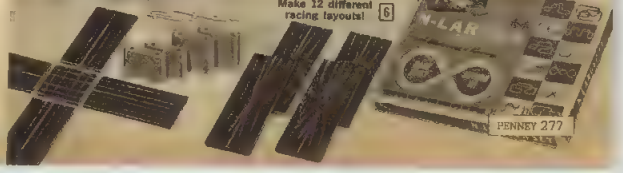
Save this catalog—use it to order toys now and anytime till Sept. 20, 1965

Over-and-under excitement!

Over 6 ft. of tortuous track plus 2 high-speed racers!

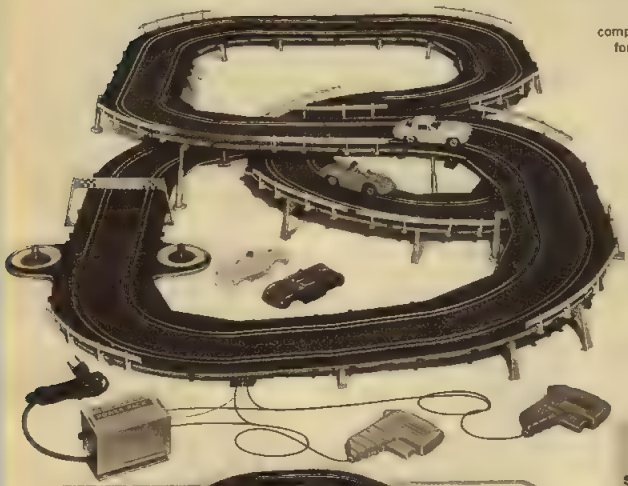
5 9.99

Make 12 different racing layouts! 6



Sky-high thrills with **new triple-level racing set**

CARS WHIZZ UP, OVER, UNDER—ZOOM AROUND BANKED CURVES!



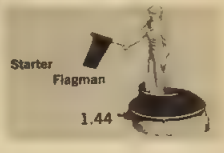
complete set for only **23.66**

TRIPLE-LEVEL ROAD RACE SET By Eldon. A blur of action as cars roar up, down, and around this fascinating maze-like roadway! Set includes: 4 interchangeable, 1/32-scale plastic sports car bodies—authentically detailed Ferrari, Lotus, Sting Ray, and Porsche, with hand-painted drivers 2 interchangeable chassis with dual-speed rear axles, carbon brush electric motors, clear windshields, rubber racing tires

Power Pack transformer (110-120 volts, 60 cycle, UL listed); 2 rheostat switches with speedometers Automatic 50-lap counter near start-finish station with colorful flags

Over 20 feet of plastic track! All sections pre-assembled, pre-wired: 12 straight, 24 curved, 2 short-straight, 1 power track 5 adjustable level supports, 16 bridge supports, 12 fence sections. Card decals and labels. Complete instructions.

X 924-1894 A—11 lbs. 5 oz..23.66



STARTER FLAGMAN for the authentic touch! Automatic timing device turns current on, starts cars at exactly the same time. Adjustable arm speed. Sturdy, bright blue plastic

X 923-5623 A—Shipping weight 3 oz..... 1.44

Extra track sections

TRACK SECTIONS. Not shown. Pre-assembled, pre-wired. Asphalt-black plastic. For Eldon sets

X 923-5581 A—Straight 5¾ in Wt. 4 oz.....39c
X 923-5599 A—Curved 7 in. Wt. 5 oz.....59c
X 923-5615 A—Chicane. Shpg wt. 5 oz.....1.44

GRAND PRIX ROAD RACE

21.88

make cars switch lanes, block opponents, zip into escape route!

INTERNATIONAL GRAND PRIX ROAD RACE SET. By Eldon. Control speed of cars even while they're racing on the same track! Take a curve too fast and you'll "spin out" into escape lane! (Use escape route for exiting Le Mans Start, too.) 4 interchangeable 1/32-scale plastic bodies—Lotus, Sting Ray, Ferrari, Porsche—with working headlights. race in the dark for the last word in "zoo" thrills! 2 interchangeable chassis with dual-speed rear axles, metalized wheels, pre-wired carbon brush electric motors.

Selectronic Power Pack (110-120 volts, 60 cycle, AC, UL listed) plus 2 rheostat switches with speedometers. 2 change-lane switch tracks with push-button controls. 16 curved, 11 straight, 2 short-straight, 1 power track, escape-route sections—over 17 ft. of plastic track in all. Banked-curve and bridge supports; track fence sections. Automatic 50-lap counter. Flags, poles, decals, complete instruction manual.

X 924-1902 A—10 lbs. 2 oz..21.88

World-famous racers with friction-powered motors

WORLD-FAMOUS RACERS. "Stable" of 6 Grand Prix cars includes Vanwall, Ferguson, Lola Climax, Porsche, Cooper, and Cooper Formula I—all top money winners! Meticulously detailed high-impact plastic, brilliant colors. Hi-power friction motors rubber wheels. Each car about 6 x 2 in.

X 923-8783 A—Shipping weight 1 lb. 8 oz....1.99

Save this Catalog—order toys anytime—available until September 20, 1965. No money down when you buy with Credit Command—see page 283.

HEADLIGHTS FOR NIGHT DRIVING

New! Only from Penneys

ELDON

SEBRING SPECIAL ROAD RACE SET

No money down **15.88**

Giant set with 2 pre-assembled, pre-wired, interchangeable metal chassis

- Four interchangeable sports car bodies
- 14 feet of high speed racing track

PENNEYS SEBRING SPECIAL ROAD RACE SET, BY ELDON You race full out down the straight, matching your skill and speed against your opponent. You face the tricky "one-only" chicane, and then into the first of six curves, past the automatic 50-lap counter. On into the night you go, headlights blazing down the track. Your speedometer indicates 150 scale miles per hour as you whiz to the finish and the winner's flag!

You have the race car of your choice—Ferrari, Lotus, Porsche, or Corvette Sting Ray—one of four interchangeable plastic sports car bodies. All car bodies fit two interchangeable chassis. Dual-speed rear axles—you adjust gear ratios for desired speed and acceleration. 2 patro. grip speed-control rheostat switches. Entire circuit has 14 ft. of plastic track—12 curved, 11 straight and 2 short straight pieces, 2 chicane sections, 8 bridge supports, 10 curve supports, 10 fence sections for the hazardous curves. Decal set. Powerpack operates on 110-120 volts, AC. UL listed.

X 924-0813 A—Shipping weight 8 lbs. 15.88

SAVE THIS CATALOG! Order toys now and anytime until September 20, 1965

Blaze down the elevated track.
Watch it—here comes the first curve!
Slide in and out of the second curve and
give it the gun down the lightning-fast straightaway!

HO-scale road set . . .

DESIGNED EXCLUSIVELY FOR PENNEYS

Endorsed by world-famous racing driver, Stirling Moss—
winner of 16 Grand Prix events, the Mille Miglia,
and many more

MODEL AURORA

"Drag" starting section

START

Both cars are off at the same instant!

Lap counter

Numbers turn in track

Banked curves

Jaguar XKE

Corvette

Complete set . . . only

15.88

PENNEYS ROAD RACE SET Thrills, spills, and excitement. It's Corvette versus Jaguar XKE as you test your driving skill lap after gruelling lap. Fast, high performance motors—variable speed control for each car—with throttle, forward, reverse and brake controls. Track sections included in set are eight 9 in. curve, five 9 in. straight, one 9 in. terminal, two banked curves for thrill a-minute fun as racers keep up high speeds in hairpin turns. lap counter section, "drag" starting section for "jack rabbit" starts, 4 trestles and rail-post set complete the layout. Power pack operates on 110/120 volts AC. No down payment—see page 283

X 923-9492 A—Shipping weight 7 lbs. 8 oz. 15.88

Combining Section Lets you add item (5) (opposite page)

X 924-1464 A—Shipping weight 4 oz. 67c

Track a-plenty to build this overpass road circuit

Total length of track abt. 9 ft. No batteries. Each car controlled separately. Set it up and it's ready.

Save 50% . . Now Only $6.97

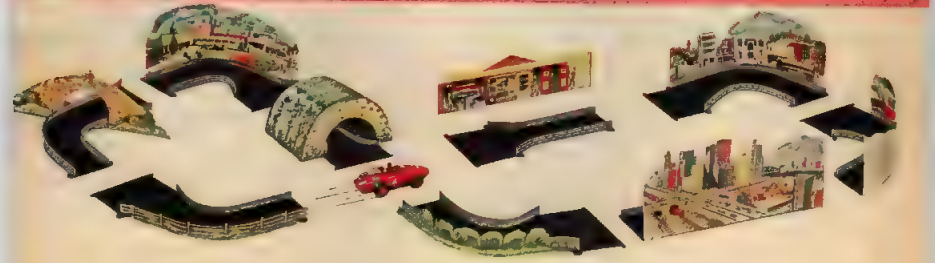
Was $13.95 in our Fall Catalog

EXCITING MINIATURE RACING . . A WARD SPECIAL

EXPERIENCE THE EXCITEMENT IN YOUR BOY'S FACE THIS CHRISTMAS when he opens this Gilbert Road Race . . *and what a value at half the regular price.* Sets up in seconds and it's ready to go. Line up the cars, press down accelerator controls and they're off, roaring down the lushest, the plastic track at breakneck speed! Every lap brings all the speed away thrills, spills, skids and stars of the Daytona Beach track. You'll find yourself leaning wide on the turns, leaning to avoid sideswipes and grip, pull harder as you open it up on the straight ways at full speed. Two championship in scaled racers are ready to roar around the track.

BOTH INDIANAPOLIS RACERS are individually controlled and powered by Mabuchi motors. You even get spoiler, decals and plastic car parts for "Customizing" the bodies. Set has UL listed Pike Master power pack. Its fully electronically powered with precise speed controls. You don't need to buy batteries. 15 sections of roadway including pre-wired terminal section. Plastic fence sections enable use total curves, or straight track. Total length of track space about 9 ft. or other square. Get your *Trik-Trak Free Power Road Race Today At Ward's Low Price.* Other Road Races and Accessories Pgs. 296 to 301.

48 W 8098—32-Pc. Set. Ship. wt. 5 lbs. . . . . At Wards Only $6.97



Everybody Wants "TRIK-Trak" . . *As Low as* $3.99

- *No Transformer*
- *Easy To Set Up*
- *Room to Room Layouts*

Track Lays Out In As Many Different Patterns As You Like

ROOM TO ROOM, WALL TO WALL ENJOYMENT of real cross-country rallies. As the name says, the trick is in the track. No connecting track pieces or transformers needed. Set up the 9 unique track pieces to form many track patterns. A battery operated car (incl.) follows the route you set. Run the track under the furniture or from room to room for variety. Each track has realistic background scenes. (Order "C" cell battery on Page 306) Order extra cars below for more fun

48 T 2988 M—19-Pc. Set. Ship. wt. 3 lbs. **$4.99**
48 T 2984 M—22-Pc. Set like above but 12-pcs. of track. Ship. wt. 3 lbs. 8 oz. **$5.99**
48 T 2967 M—16-Pc. Set like above but 8 pieces of track. Ship. wt. 2 lbs. **$3.99**
48 T 2979—Extra Car. Ship. wt. 8 oz. . Ea. **1.99**

"Charge It"
See Page 359

LOOK WHAT'S NEW!

RAGGEDY ANN

and... **RAGGEDY ANDY**

- The Most Beloved of All Children's Characters
- For half a century children have loved the famous stories about Raggedy Ann, the irresistible doll with the shoe button eyes, the painted nose and the wonderful smiling mouth
- More than 8,000,000 children attest to the timeless attraction of these favorite, adorable characters

Comprehensive campaign is under way to license and merchandise these lovable characters.

Join This Outstanding Group of Manufacturers:

Knickerbocker Toy Co., Milton Bradley Co., Wonder Books, Inc., Nelson-Doubleday Saalfield Publishing Co., Bobbs-Merrill Co., Inc., Decca Records, Collegeville Flag Co., McCall Corporation.

For Licensing Information:

FRANK T. MINCOLLA ASSOCIATES, 515 Madison Ave. — 40th Floor
New York, N. Y. 10022 — PLaza 9-7757 or 9-7755

Rights Controlled by The Bobbs-Merrill Co., Inc.

ELLIPTIPOOL®

A Brand New Game . . .

. . . On A Brand New Table!

GOTHAM'S NEW **ELLIPTIPOOL** TABLE IS AMAZING BECAUSE:

IT'S ROUND? NO
IT'S OVAL? ALMOST
IT'S ELLIPTICAL!

. . . and **ELLIPTIPOOL** *can be played only on Gotham's patented elliptical pool table!*

ELLIPTIPOOL PRESENTS AN ENTIRELY NEW CONCEPT OF POOL ON AN ELLIPTICAL TABLE THAT FEATURES:

1. ONLY ONE POCKET
2. ONLY NINE BALLS AND CUE BALL
3. A GEOMETRIC RELATIONSHIP BETWEEN THE POCKET AND THE ELLIPTICAL THAT MAKES FOR UNUSUAL ANGLE AND BANK SHOTS

Consumer tested by College students during 1962-63, Gotham's new game of **ELLIPTIPOOL** won immediate acceptance.

Professionally crafted with the fine materials used in all Gotham regulation pool tables, the **ELLIPTIPOOL** table has overall dimensions of 52" x 57". It is manufactured under U. S. Patent 3,029,078.

SEE THE WORLD'S FIRST ELLIPTICAL POOL TABLE AND PLAY ON IT AT THE NEW YORKER — GOTHAM ROOM 1004

You can be the "hustler" in your market area with

ELLIPTIPOOL

Gotham

Recreational Equipment Division

EDUCATIONAL EQUIPMENT CO., INC.

New Rochelle, N. Y. • Marked Tree, Arkansas • Drummondville, Quebec

Books to increase your knowledge

Famous landmark set

"All about" set

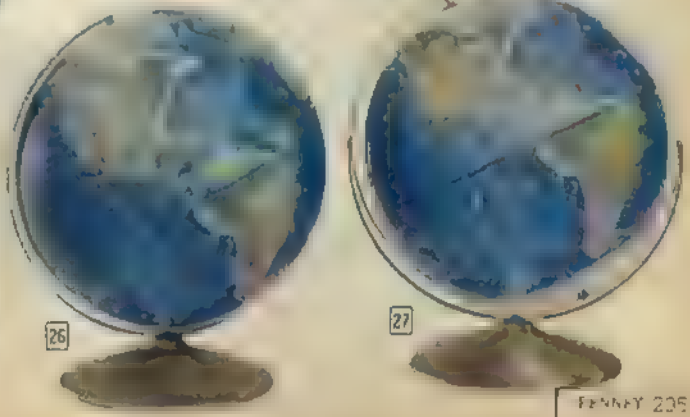
Famous landmark set

"All about" set

Popular non-fiction books for all ages

Books about horses for all ages

Rand McNally globes



Thrilling mysteries for boys and girls

JAGUAR . . . an authentic model in the grand manner

Only **7.99**

Dazzling big-scale XKE—21¾ in. long—⅛ actual car size! Doors open and close! Windows crank open . . . steering works!

Detailed rear suspension

Triple-carb., 6-cyl. engine

JAGUAR XKE SPORTS CAR KIT. Superbly detailed model of the 150 mph, aerodynamically designed original. Operating doors, windows, steering, front suspension with coil springs. Hood opens to show 3.8-liter engine with ignition wiring. Brightly chromed wire-spoke wheels. Flexible whitewalls. Bucket seats, detailed interior. 267 parts in all.
X 924 1001 A—Shipping weight 5 lbs. 7.99

1932 Ford "Big Deuce"

Only **10.99**

MONOGRAM "BIG DEUCE" STREET SHOW ROADSTER KIT. Most popular hot rod of all time—now in 1½ in. scale 20½ in. long. Operating doors, trunk lid, windshield, steering, head and tail lights, uses 2 "AA" batteries—not included. Sports a big 1960 Pontiac engine loaded with brightly chromed customized equipment, oil pan, undercarriage, transmission. And 6 each of spark plugs, chrome-plated carburetors, air cleaners, manifolds and exhausts. Le Mans mag wheels, realistic whitewalls. Full custom interior parts and much more!
X 924 1027 A—Shipping weight 7 lbs. 6 oz. . . . 10.99

HUBLEY 1930 PACKARD KIT. Authentic detail in a real classic car. It actually steers. Custom cabriolet body by Dietrich, chassis, running gear, steering mechanism of die-cast metal.

Hood removes to show engine detail. Heavy rubber tires with plastic wire wheels. 2 side-mount spares with mirrors. 76 parts altogether—in metal, plastic, metal-coated plastic. Measures 9¼ in. long.
X 924-0979 A—Wt. 2 lbs. . . 3.69

3.69

1930 Packard

CHEVROLET PHAETON KIT. Build real stock car with die-cast metal body, frame and motor. Working steering mechanism, gears, turn wheels.

Hood removes to show engine detail. Interior includes seats, seat backs, floor, dashboard, steering wheel, accessories and seats. Real rubber whitewalls, wire spoke wheels (2 extra side-mounts). 69 parts in all, some of plastic and metal-coated plastic. 9¼ in. long.
X 924-0987 A—1 lb. 10 oz. . 2.59

2.59

1932 Chevrolet

Big "T" Street-Show Pickup

Only **7.99**

BIG "T" MODEL KIT. Big in size—16¾ in. long, 5 in. high, 3 in. wide in real size—has true custom details. Built around a 1924 Ford "T" roadster bucket and Model "A" pickup bed. Some of the many parts included are: Chevy 283 V-8 block, Edelbrock manifold, 3 Strombeg carburetors, rack-and-pinion steering, custom exhaust system, '37 Buick transmission, 15-in. wheels, Racemaster drag slicks on rear. You get various front ends. Interiors include one with "TV," "radio," and "telephone." 203 precision parts in all. 97 of them have bright chrome plating.
X 924-1019 A—Shipping weight 5 lbs. 7.99

1930 MODEL "A" FORD KIT. Jazzy roadster of die-cast metal, plastic and metal-coated plastic. Build with top up or down. Real steering mechanism. 7½" long.

Hood lifts off to display detailed metal engine, rumble seat opens. Equipped interior. Rubber whitewall tires with spoke wheels, side-mount spare. Assembles easily with screwdriver.
X 924-0995 A—1 lb. 5 oz. 2.19

2.19

Model "A" Roadster

MONOGRAM 1934 DUESENBERG KIT. The mighty "Duesie" is now yours. Supercharged torpedo phaeton with custom coachwork by Weyman is in ½ in. scale, 9¼ in. long. Tan body, black top, simulated upholstery.

Total of 156 parts, many chrome-plated. Fully detailed 320 HP straight 8 engine, spoke wheels, headlights, luggage rack, windshields, removable hood and top, interior parts.
X 924-0961 A—1 lb. 2 oz. . 2.19

2.19

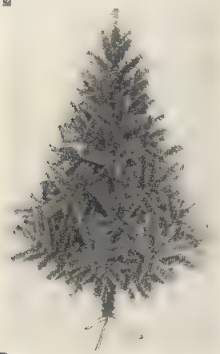
1934 Duesenberg

SAVE THIS CATALOG—order toys now—and any time until September 20, 1965.

Christmas Decoration Section

VINYL CHRISTMAS TREES

SNOW-TIPPED BALSAM



GREEN VINYL BALSAM TREES with SNOW TIPS

2 Sizes...Each with Stand

Green branch trees with snow frosting on tips . . . won't come off or shed. Made of finest heavy-gauge, multi-ply vinyl. Flameproof, shockproof, weather-proof. Completely assembled, with all branches permanently attached to true trunk. Decorate with any light set. Metal stand included.

7 Ft. High . 322 Branches
T191-1384ST ....Each **24.00**

4 Ft. High ..134 Branches
T191-1248ST.....Each **12.60**

WHITE BALSAM

FLAMEPROOF WHITE VINYL

Two Sizes...Each with Stand

Beautiful white Balsam Christmas trees completely assembled. All branches permanently attached to tree trunk. Made of heavy-gauge multi-ply plastic vinyl. Decorate with any type light set. Fire-proof, shockproof, weather-proof. Metal stands included.

48 In. High.. 134 Branches
T191-1248W .....Each **12.60**

42 In. High...75 Branches
T191-742W .....Each **6.60**

SCOTCH PINE

Looks Like a Live Green Tree!

100% Flameproof Poly Needles...2 Sizes

BRANCHES ARE 3¾ IN. in DIAM

Outstandingly beautiful tree is especially luxuriant. Deep, rich green flexible poly needles are firmly held in twisted heavy gauge wire. Sturdy wooden trunks are covered with tufts of pine to add to fullness of tree. Decorated with real pine cones. Easy to assemble with pre-shaped branches. Easy to take down and store. May be decorated with any lights.

7 Ft. High . 104 Branch Points
T7907.....Each **27.60**

4 Ft. High .48 Branch Points
T7906.....Each **15.80**

GREEN BALSAM

GREEN VINYL BALSAM

3 Sizes...Each with Stand

DeLuxe balsam trees made of heavy gauge flameproof green vinyl. Completely assembled. Beautiful full branches, permanently attached. Shockproof, weather-proof, flameproof. Decorate with any light set. Metal stands included.

6½ Ft. High...247 Branches
T191-1278G .....Each **16.80**

48 In. High...134 Branches
T191-1248G .....Each **12.60**

42 In. High.. 75 Branches
T191-742G .....Each **6.60**

"EVERGLEAM" ALUMINUM TREES

FAMOUS SILVER FOUNTAIN TREES

Choice of 4 Sizes...Each with Stand

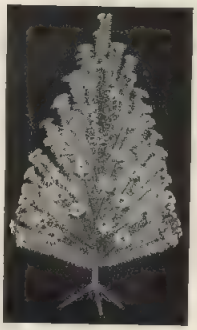
Super-hard, extra-bright aluminum branches are fastened firmly on rods. Attractive fountain pompon at end of each branch. Foil, covered pointed hard wood trunk. Each tree has steel tripod stand with non-skid legs. Shipped KD in ctn. with branches protected in sleeves.

3 FT. HIGH TREES...31 Branches
Branches are 12 in. long. 23 in. diam. at widest point
T119-4613 Ship. wt. 2½ lbs.
Each **4.80**

4 FT. HIGH TREES...55 Branches
Each branch 15 in. long 31 in. diam. at widest point.
T119-4614—Ship. wt. 5 lbs.
Each **8.60**

6 FT. HIGH TREES...91 Branches
Each branch 23 in. long. 43 in. diam. at widest point
T119-4616—Ship. wt. 10 lbs.
Each **16.00**

DELUXE
7 FT. HIGH TREES...139 Branches
Each branch 28 in. long. 55 in. diam. at widest point
T119-4627—Ship. wt. 12 lbs.
Each **30.00**



CHRISTMAS TREE STANDS

ECONOMY TREE STANDS

17 in. diam. leg spread. Neck ring holds tree trunk up to 3¼ in. diam. Sturdy metal stand has beaded and channeled green legs, red neck ring and 8 in. cone-shaped pan with 3-prong spike in bottom to anchor tree firmly.
T91-12—1 doz. N.B...Doz. **13.68**

MODERN DESIGN TREE HOLDERS

24 in. diam. leg spread. Red metal reservoir cup with thumb screws holds tree trunks up to 4½ in. diam. Heavy gauge steel support ring is chrome plated. White enameled legs. Won't tip. Each in carton.
N28-30 . .... Each **3.60**

EXTRA LARGE TREE HOLDER

27 in. diam. leg spread. Lustrous chrome retaining ring holds tree trunks up to 5 in. diam. Sturdy steel with white enameled finish with gold flecks. Extra large pan holds one gallon of water. Heavy spike on bottom for securing to tree.
N28-52WG .....Each **4.80**

FOLDING TREE HOLDERS

26 in. diam. leg spread. **4 in. diam.** cup holds tree trunks up to 3½ in. diam. Sturdy steel. Large water reservoir cup is white and gold; bright plated stand. Folds compactly without disassembling.
N28-14.....Each **6.00**

REVOLVING TREE STANDS

MUSICAL and NON-MUSICAL ARTIFICIAL TREE STANDS

Sturdy white enameled gold flecked metal bases with bright 2 in. diam. chrome cups. Stands are designed specifically for use with artificial trees. Tree rotates at one RPM. With UL approved cord and plug. Each in box.

(A) NON-MUSICAL STANDS
9½ in. diam. base. Revolving stand designed for artificial trees. Handsome steel base has white enameled, gold-flecked finish. Chrome finished tree holder revolves to display tree.
N28-47R.....Each **8.40**

(B) MUSICAL TREE STANDS
13½ in. diam. base. Attractive stand has outlet plug that rotates with cup and furnishes power to multiple light strings and stationary outlet at the side. Plays "Jingle Bells" at the flick of a switch.
NJB-DJRM.....Each **16.80**

N.B.: Indicates Standard Packing Units, "Not Broken."

"RAND McNALLY" WORLD GLOBES

Featuring the "WORLD PORTRAIT" Undersea Relief Globes

An unprecedented first in globe advance. Shows in dramatic full color, and names all important undersea relief features for the first time and locates major ocean currents. Gives a new picture of the face of the land in 3-D raised relief and "natural" earth colors of forest greens, desert browns, tundra grays and ice whites. Supplies completely accurate and up-to-date information on all countries and thousands of cities, towns and other geographical features. Affords a beautiful decorative conversation piece and provides a valuable source of world knowledge for home and school.

THE BALBOA

12 in. Diam., 15 in. High...$9.95 Retail

Beautiful "World Portrait" globe ball is mounted in a brass finished semi-meridian and on a stand handsomely styled in spun gold finish. A special value model, designed and priced for the budget-minded. Includes a full color globe guide. Ship. wt. 7 lbs.

T523.....Each **12.00**

THE SCIENTIST

12 in. Diam., 16 in. High...$14.95 Retail

Elegant raised relief globe with clean simple lines and outstanding globe coloring is mounted on a heavy rich highly polished brass plated base. Complemented perfectly by its beautiful numbered die-cast semi-meridian. It is a welcome addition to the home, office or library. Ship. wt. 5½ lbs.

T776.....Each **18.00**

THE OCEANOGRAPHER

12 in. Diam., 16 in. High...$12.95 Retail

Dramatic "portrait" globe has exclusive double-action mounting. Enables you to see any part of the world quickly and easy. Full numbered meridian and base are of spun gold brass plate. Reveals the ocean floor in full natural color, clearly delineates and names many underwater physical features; shows the flow of major ocean currents. Ship. wt. 5½ lbs.

T777.....Each **15.60**

THE AQUA-SPHERE

12 in. Diam., 16 in. High...$16.95 Retail

The unique advantage of this double-ring Satellite mounting is that it allows full usage of all its outstanding features. It measures air distances, tracks earth satellites, compares time zones, brings every place on earth into easy view. Its full clearly numbered meridian and handsome base are of brushed brass plate. Ship. wt. 5½ lbs.

T778.....Each **20.40**

SMOOTH SURFACE WORLD GLOBES

THE VOYAGER

10 in. Diam....14 in. High

$7.95 Retail

This distinctive and beautiful 10 in. globe has an attractive brass finished numbered semi-meridian and base. Features more place names than any comparable globe, steamship routes and historical and geographical notes. Combines rugged construction, modern styling and precision design. Globe guide included. Ship. wt. 4 lbs.

T790.....Each **9.60**

GOLDEN GLOBES

12 in. Diam....17 in. High

$9.95 Retail

This popular plastic globe in brilliant color features a graceful tapered satin brass finished base and instrument-like semi-meridian. Shows comparably more place names than any other globe, air distances and times, steamship routes and historical and geographical notes. Sturdily constructed, handsomely styled and precision designed. Ship. wt. 5½ lbs.

T791.....Each **12.00**

ILLUMINATED GLOBES

$26.95 Retail

Same as above. Complete with 40 watt bulb, cord and plug. Ship. wt. 10 lbs.

T525.....Each **32.40**

THE ATLAS

12 in. Diam....16 in. High

With 180 Page Atlas...$17.95 Retail

This beautiful 12 in. diam. globe with brass finish semi-meridian is mounted on a base of richly finished mahogany and maple into which has been fitted the new Rand McNally WORLD MASTER Atlas containing 180 pages. Includes 142 pages of attractive and legible maps and 37 pages of comprehensive index and charts. The new Globe Guide is also included.

T524.....Each **21.60**

ILLUMINATED ATLAS

With 180 Page Atlas...$24.95 Retail

Same as above. Complete with 40 watt bulb, cord and plug. Ship. wt. 13 lbs.

T526.....Each **42.00**

FLOOR STAND GLOBES by Rand McNally

Plain and Illuminated

"THE COSMOPOLITAN"

Gracefully Designed Wood Stand

in Choice of Four Finishes

- Mahogany Finish
- Fruitwood Finish
- Oiled Walnut Finish
- Blond Finish

16 INCH DIAM. GLOBE 33 IN. OVERALL HEIGHT

This outstanding floor model is created by the famed designer of fine furniture, Edw. J. Wormley. The hand mounted globe spins in a full meridian of satin finish brass. It is precise, accurate and completely up-to-date. The stand, designed in 4 asstd. wood finishes, is beautifully handcrafted. Illuminated globes are complete with 40 watt bulb, cord and plug. Globe and base packed in separate ctns. Ship. wt. 29 lbs.

Shipped F.O.B. Illinois Factory
Allow 2 Weeks for Shipment

PLAIN GLOBES...$150.00 Retail

P7073—Mahogany Finish
P7074—Blond Finish
P7075—Fruitwood Finish
P7076—Oiled Walnut Finish
Each **180.00**

ILLUMINATED GLOBES...$165.00 Retail

P7083 Mahogany Finish
P7084 Blond Finish
P7085—Fruitwood Finish
P7080 Oiled Walnut Finish
Each **198.00**

UN GLOBES

9 in. Diam.

$2.00 Retail

(Not Rand McNally)

Colorfully lithographed metal ball swivels on base with flags of the United Nations. White plastic, unbreakable graduated meridian. In window box.

T215-192—½ doz. N.E. 15 lbs.
Doz. **28.80**

PRICES on Above Globes Are Subject to REGULAR TERMS . . . (2% Cash Discount)

$4.44 without batteries

Battery-powered Landing Craft

Flip the switch and this model of an army LST rolls to the battle. It stops, doors open and tank automatically rolls down ramp. Push buttons to launch 4 plastic rockets and 2 depth charges. Red and green lights blink, radar and 8 gun mounts turn. Camouflage-colored metal. 16x6 inches high. From Japan. Order 2 "D" batteries on facing page.

49 N 5699—Shipping weight 2 lbs... $4.44

$5.89 without batteries

Cabin rocks as Tug "sails"

Lights on deck shine, fog horn sounds. Moves on free-rolling wheels. Metal. 14x6½ in. high. From Japan. Order 3 "D" batteries on facing page.

49 N 4236—Wt. 2 lbs. 4 oz. .$5.89

EXPANDING

"PHANTOM RAIDER"

by IDEAL

Converts from freighter to fighting ship . . shift control lever . . hidden deck opens revealing 4 missiles, 2 "ash cans," 4 rockets—all ready for action

$8.88 without batteries

Just cruising along the floor, it looks like an ordinary freighter rolling with the waves. Suddenly it's attacked . . alarm horn and clanging bell sound and ship expands. The hidden deck section comes alive as 3 hatch covers open automatically to reveal 4 missiles, 2 depth charges and 4 rockets (operate manually). Radar antennas turn—also steer ship. Shift lever for forward, reverse, stop, attack and close. Order 2 "D" batteries below

79 N 5872C—Shipping weight 4 lbs. $8.88

"D" Battery. Shipping weight each 4 ounces.
79 N 4660 ..... 2 for 32c, 4 for 60c

"Duck" runs on land, water $3.97

without batteries

Amphibious "duck" moves on wheels, also floats on water. 10x4 in. high. 2 landing craft float, fit on trailer. Craft 6 in. long, 15 soldiers, 2 in. high. All plastic. From Hong Kong. Order 2 "D" batteries on facing page.

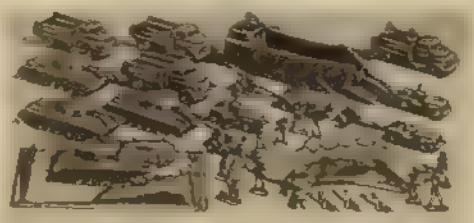
49 N 5666—Shipping weight 3 lbs.....$3.97

Anzio Invader

$5.92

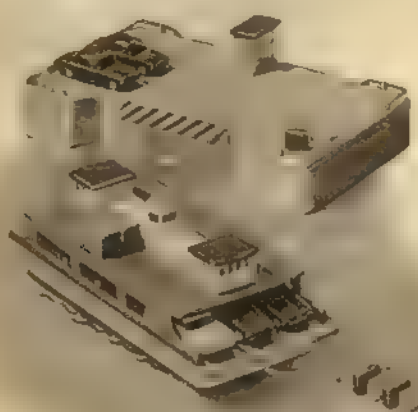
Big 25-inch long landing craft rolls "ashore." Two 20-mm guns and helicopter defend as shell firing tank destroyer goes down lowered landing ramp. 14 soldiers, 4 shells. All plastic.

79 N 5536C—Shpg. wt. 5 lbs. $5.92



Army Set. Four 5-inch tanks, 20 GIs, 4 jeeps, 4 trucks, 4 cannon, LST, trenches. All plastic.

49 N 5550—Shpg. wt. 1 lb. 4 oz....Set $1.94



Mystify your friends

Ferry "steams" back and forth . . gates drop automatically as it docks

$9.99 without batteries

"Drive" cars up dock ramp and into boat. Press switch on smoke stack . . ferry makes trip along guide wire to other dock. With 16 metal cars, each 4 inches long. Metal docks are each 17x9 inches wide; metal boat is about 16x7 in. wide. Order 2 "D" batteries on facing page. From Japan.

49 N 4213—Shpg. wt. 7 lbs. 12 oz. $9.99

Vehicle Set $2.89

Metal jeep 6 in. long, ambulance, truck, tank, sedan, helicopter, cannon, 4 shells. Japan.

49 N 4290—Shpg. wt. 1 lb. 5 oz... Set $2.89

$7.99 without batteries

FIREBALL EXPRESS
by Marx

Drop fireballs in the fire-box . . catch 'em as they pop out stack

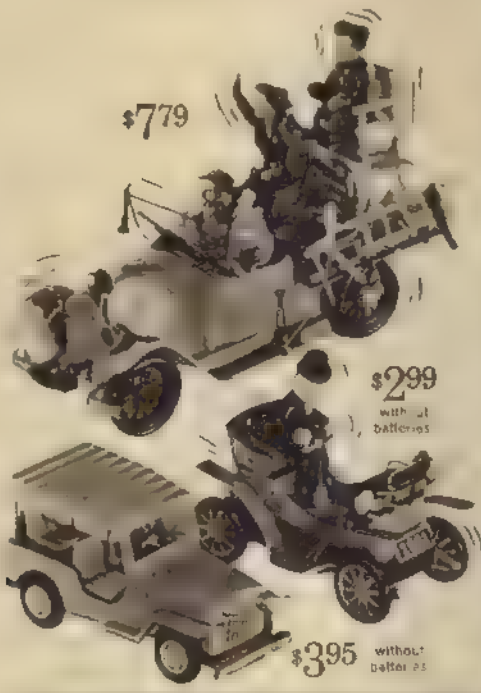
Delight your little engineer with this battery-operated old-fashioned locomotive. He keeps 16-inch plastic loco chugging with 12 red fireballs. Order 2 "D" batteries on facing page.
49 N 5863 Shpg. wt. 5 lbs. $7.99

$1.97 without batteries

Mystery Locomotive

Forward..sideways..reverse—you never know where it goes next

Watch smoke puff out smoke-stack hear whistle blow . . see head light glow. When 10-in. loco hits object it changes direction. Steel. From Japan. Order 2 "D" batteries on facing page. Shpg. wt. 1 lb.
49 N 4239 . . . . . $1.97



$7.79

Beverly Hillbillies

Wind 'er up and this old 2-ft. rattletrap wheezes and snorts. It's piled high with junk and removable figures of Jed, Jethro, Elly May and Granny. Plastic.
Shpg. wt. 5 lbs.
79 N 5771C $7.79

$2.99 without batteries

Shaking Oldtimer

Watch it bump along then stop. 10-inch car starts to shake . . driver almost falls off. Working headlights. Detailed metal. From Japan. Order 2 "D" batteries, facing page. Shpg. wt. 1 lb. 8 oz.
49 N 4242 . . . . $2.99

Surrey Jeep

When it hits an object, 10 inch metal jeep changes direction. Driver's hands actually steer. Real fringe, rubber tires. Order 2 "D" batteries on facing page.
49N5803—Wt. 2 lbs $3.95

$3.95 without batteries

Just like driving a car..wipers swish, signals blink, horn honks

FIREBIRD "99"
by Remco

$5.99 without batteries

Turn the ignition key and you're off. Spin steering wheel . . watch speedometer move. Adjust mirror, check gauges, turn knobs on dash. Open glove compartment and check your roadmap. Plastic, 13 in. long. Order 2 "D" batteries on facing page.
49 N 5738—Shipping weight 3 lbs. $5.99

Pinto Family 3-piece set $2.89

Realistically molded of styrene to authentic scale. Beautiful black and white spotting. Stallion and mare about 7 in. long, 6 in. high. Colt is 5 in. long by 4½ in. high.
49 N 6035—Wt. 1 lb. $2.89

HAND PAINTED HORSES

Rearing Mustang and "Tennessee Walker" $2.59 each

Horses have carved from wood look. Mustang, 10 in. high, "Walker," 10 in. long. Plastic.
49 N 6067—Mustang. Shpg. wt. 12 oz. $2.59
49 N 6066—"Walker." Shpg. wt. 12 oz. 2.59

Dashing Polo Pony and Saddlebred horse $1.98 each

Both horses molded from plastic. Nicely detailed wood-cut effect. Each 9 in. long.
49 N 6064—Polo Pony. Wt. 12 oz. . . $1.98
49 N 6065—Saddlebred. Wt. 12 oz. . . 1.98

Step on pedal . . steer car over moving road

SKILL DRIVE
by Emenee

$14.99

Your hands do the driving, *your* foot controls speed, *your* eyes watch lap counter, "crash" alarm and motor light to make sure you're on track. Complete 20 laps in 1 minute for best score. Plastic, 36 in. long. 79 N 5768L—Shipping weight 15 lbs. . . $14.99

packed with play value

- *Just like Capt. Mercury's Supercar on TV!*
- *Watch it zoom along 8 different courses!*

A REMCO "AUTOMATIC PILOT" SUPERCAR WITH MAGIC CAMS. An amazing toy version of the same Supercar that carries Capt. Mike Mercury on daring TV adventures. Supercar speeds along like magic on eight pre-determined courses—it does loop-the-loops, zig-zags, stop-and-goes, Virginia reels, dipsy doodles, figure 8's, and circles. Just place the magic cam into supercar and it automatically takes the course you select. Also can be played with on the straight-a-way. It's fun to astound friends with your magic control over Supercar. Durable plastic construction. Operates on one "D" battery—not included.* Measures 10¾ in. long.
X 923 4089 A—Shipping weight 3 lbs. 3.99

B SWEETIE SPANIEL. She's the tops for lovable antics—captures the hearts of young and old. In her most beguiling way, Sweetie walks forward and barks—wags her tail—even sits back and begs—all by remote control. Sweetie is made of cuddly, soft rayon plush—so nice to hold. Dressed in cute ribbons. Measures over 9 in. long. Plastic battery case uses two "D" batteries—not included.*
X 923-8288 A—Wt. 1 lb. 8 oz. 2.99

C RETRACTABLE FORD HARD TOP. Looks and performs like a real "T Bird." This authentic replica of the famous Ford Thunderbird goes forward and reverses—automatically steers left and right. Trunk lifts up and hard-top automatically slides into trunk. Remote control operation requires two "D" batteries (not included*). Sturdy all-metal construction. Measures 9½ in. long. Imported from Japan.
X 923-4428 A—Wt. 2 lbs. . 2.99

D BATTERY-OPERATED PLAY DRILL SET. Step aside, Dad—Junior's taking over with his own drill set that looks just like yours. Now he can buff and polish toy cars, mix malted milks, drive screws and bolts (in play work bench only), grind flint axe as grinder throws off harmless sparks, and write secret messages with trip hammer. Set includes drill, work bench, trip hammer, gyro-top, buffer, grinder and axe, screwdriver, socket wrench, mixer. All plastic with metal working parts—designed for little hands. Uses two "D" cell flashlight batteries—not included.*
X 923-4410 A—Shipping weight 2 lbs. 14 oz. 3.33

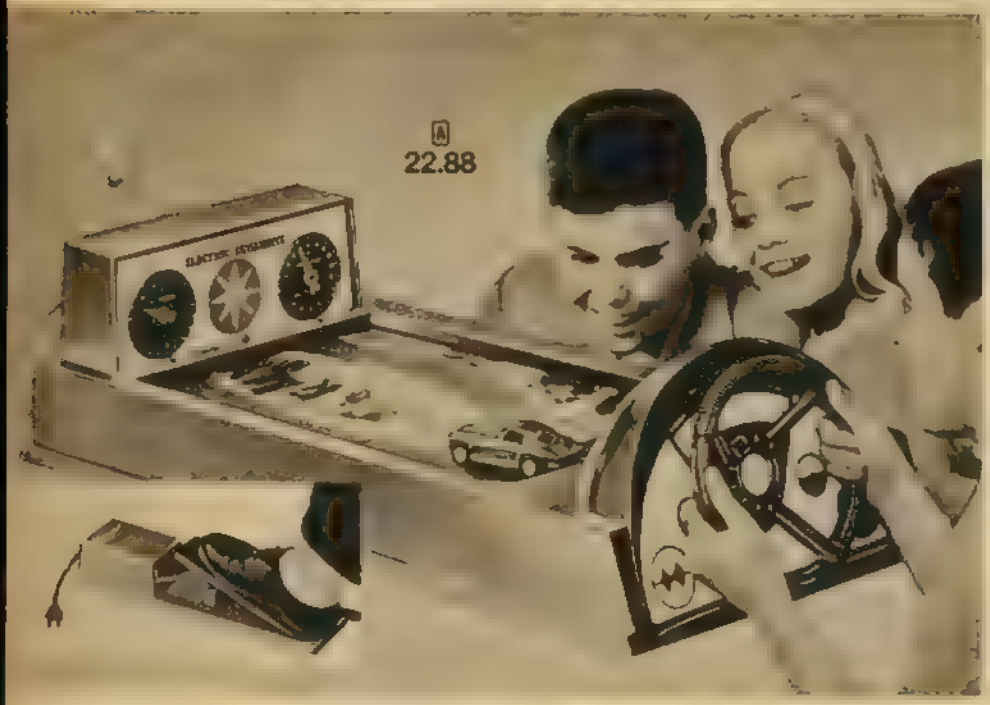
E REMCO "WHIRLYBIRD" HELICOPTER. Imagine being part of the Air Force Rescue Corps. Giant rescue "chopper" can lift a small army out of the "danger zone" with the aid of its motor driven chain hoist. Even sounds like a real whirlybird as it taxies smoothly along ground while its blades whirl—rotors measure over 17 in. in diameter. With "army" of 25 men, tank, jeep, artillery piece, truck—all high-impact plastic in realistic olive-drab military color. Motor operates on two "D" batteries—not included.* Helicopter measures over 38½ in. long. Order it today!
X 923-4436 A—Shpg. wt. 4 lbs. 8 oz. 7.44

G REAL FLYING 'COPTER. Takes off, lands vertically—flies forward, backwards. Does precision rescue operations—stunt maneuvers. Powered by two "D" batteries (not incl.*)—controlled by push button and thumb-control knob. High-impact plastic. With two figures, pickup hook. 9 x 8 x 3½ in.
X 923-4048 A—Shpg. wt. 14 oz. 2.44

H "SUPER FLASH" AIRPLANE. Push the button—it flies—even does a series of stunts. Colorful high-impact plastic plane with tough 14-in. laminated wings, and jiffy replaceable plastic propeller. Operates on two "D" batteries—not incl.* 12¼ x 14 x 3 in.
X 923-1820 A—Shpg. wt. 13 oz. 1.99

* Order batteries, bottom page 118.

Vivid Realism tests skill, challenges imagination



A ELECTRIC SKILL-DRIVE SPEEDWAY. By Emenee. Thrilling action! Breathtaking speed! Exciting competition! The entire family can join in the fun. You're racing against time, and you've got to be alert to be a winner. Your hands are on a real steering wheel, your foot on the real life accelerator pedal. You watch the lap-counter—you check the timer dial—you keep an eye on the indicator light to make sure you're on the track. You're in control all the time—you steer the car, speed it up, slow it down. Sturdy styrene plastic. 110-120 volts AC. UL and CSA listed. Blue/red. Measures 36 x 16½ x 8½ in. No down payment—see page 79. Not mailable—pay shpg. on delivery.
X 923-4345 A—Shpg. wt. 13 lbs. 22.88

Gaylord the Friendly Basset Hound

does practically anything a real dog can do . . . he walks, climbs, barks!

B GAYLORD THE PUP. By Ideal. You control his movements by a gentle tug of his leash. Goes forward, backward, stops, barks. Hidden magnet enables Gaylord to catch a bone in his mouth. Motor powered by 4 "D" batteries (not incl.). Plastic. Brown/white. 23 in. long, 7 in. high. Semi-mailable—see page 81 for details.
X 923-4360 A—Wt. 6 lbs. 10.88

Dandy the Lion

King size...over 2 ft. long! 17" high...thrilling action! He roars, rears, prowls!

C DANDY LION. Here's the animal every child will want to tame. Dandy responds to his master's whip. Turn on the motor . . . Dandy stalks toward you! Then lift his chin with the whip and he goes backward. Hit him again and he rears back and roars. Children love his realistic action. Of rigid plastic and metal. Tawny color with red tongue, green eyes, white teeth (whip incl.). Uses 3 "D" batteries (not incl.). Semi-mailable—see pg. 81.
X 923-4329 A—Wt. 8 lbs. 12.99

D BIG SHOT CANNON BY MARX. Roll into action with "Big Shot"—the battery-powered, missile-firing cannon truck. Truck has 4-in. diameter balloon wheels, carries a mounted missile-firing cannon and has complete push button fire controls. Cannon electrically traverses, elevates and fires . . . all at the touch of a button. "Big Shot" fires both caps and 4-in. soft rubber-tipped missiles. (3 missiles incl.) Has a radar antenna atop the truck, plus heavy-steel back bumper, elevation gauge, a steel firing mechanism and barrel. Measures 23½ x 11½ x 8½ in. Operates on 2 "D" batteries (not incl.)
X 923-4378 A—Shpg. wt. 5 lbs. 9.77

E MIGHTY MATILDA—THE NUCLEAR AIRCRAFT CARRIER BY REMCO. Battery-powered rugged plastic flat-top with revolving radar antenna, moves along on hidden wheels. Operating panel gives complete control. Press alarm button, a bell rings. Remote-control electronic power switches move big elevators up-and-down, lifting aircraft to the flight deck. Place planes on the catapult, press catapult button—off they soars. Enemy aircraft approaching—rocket batteries let go with surface-to-air missiles. When planes come in for landing, arresting gear catches them. If arresting gear is missed, plane hits crash barrier. Measures a big 35 in. long. Operates on 4 "D" batteries (not incl.). Not a water toy.
X 923-4394 A Shpg. wt. 5 lbs.. Set 7.88

G TU TU TURTLE BY IDEAL. The great, big, loveable, comical turtle who doesn't care to be pushed around . . . and shows it. Put a ball into his funny mouth, give him a good push backwards, suddenly, the ball pops right back at you; then TuTu moves forward to play some more. Made of sturdy styrene plastic. Includes two lightweight plastic balls. Green/yellow/red. Measures 18 in. long.
X 923-4097 A—Wt. 2 lbs. 12 oz. 2.88

H BIG CAESAR GALLEY SHIP. By Remco. carries Roman Gladiator Legions. Includes two armies of gladiators, a castle fortress, ancient war weapons. The galleon itself is fully motorized. Flick a switch, galley moves into action—16 oars start to row. Each thrust of oars pulls the giant ship forward with realistic swagging motion. Now every child can imitate the dramatic Roman battle he's seen on TV and in the movies. Operates on 4 "D" batteries. (Batteries not included.) Not a water toy. 29 in. long.
X 923-4402 A—Wt. 5 lbs. 8 oz. . Set 8.88

J BIG BRUISER WRECKER TRUCK. By Marx. In durable plastic. Many accessories—including flashing red roof light, siren, safety guard tail-gate and towing crash-plate, operating steering wheel, windshield wipers and horn, tools and chest, jack, super balloon-type tires with bright silver-colored enamel rims, plus a separate 15-in. damaged truck with new replacement parts. Uses 4 "D" batteries (not incl.). Rear wheel drive, forward and reverse, and clutch change to electric winch, with 15-lb. pulling power. Measures a full 25 in. long.
X 923-4386 A—Shpg. wt. 6 lbs. Set 9.77

K DICK TRACY MOTORIZED COPMOBILE. By Ideal. Ready to send any child off on the thrilling pursuit of lawbreakers. This sturdy styrene plastic police car looks just like the real thing—sleek, low and 24-in. long. The special control-stick makes the crime-busting Copmobile do exactly what you want it to. The trick is in the radio antennas which are really Copmobile controls. Make the Copmobile go forward, stop, then reverse—all by the touch of a rear antenna. Turns left, right, or takes a tight corner—with a touch of the forward antenna. Simulated radio hand mike sounds almost like a loudspeaker. A twist of the wrist and the mike becomes a police siren, loud and clear. Motor takes 2 "D" batteries (not included). Measures 24 in. long.
X 923-4352 A—Wt. 5 lbs.. .... 9.99

"C" FLASHLIGHT BATTERIES
X 952-1014 A—2 oz. .. Pk./2 29c
"D" FLASHLIGHT BATTERIES.
X 952-0974 A—2 oz. Pk./2 29c

Remington Fleetwing

Does more jobs than most other portable typewriters

The fabulous "Fleetwing" . . . so complete, so much more convenient and versatile than other portables! Compares to modern office machines that are far more expensive. It's the portable with 11 in. carriage that takes paper sideways, or types big envelopes, wide graphs and charts. Has instant indent and column set—one key sets machine to type columns of figures or specialized indents. Line ruling feature makes perfect vertical or horizontal lines with paper in machine. End of page indicator shows when you're at the bottom of a page. Visible margins, set directly from front of machine. Scientifically designed finger-speed keys. Erasure shield over roller, removable top cover, 88-character keyboard, adjustable paper side guides, large-size roller, simplified ribbon changer, variable line spacer. Super-strength frame. Streamlined carrying case. Includes Remington's Color-Key Typing Course. Wt. 23 lbs. *Freight or Express.*

Color	Pica Type	Elite Type	Price
Pearl Gray	79-63-26C	79-63-34C	$104.95
Sapphire Blue	79-53-77C	79-53-85C	104.95
Jade Green	79-54-01C	79-54-19C	104 95

Remington MONARCH . . . with big-machine features

Dependability is the word for the "Monarch". This beautifully engineered portable produces sharp, crisp print-work; has a swift, featherlight action and solid construction. A single tab-key instantly sets or clears columns and indents. Touch regulator adjusts to your individual "feel". Variable line spacer, adjustable paper edge guide, calibrated scale on paper bail to help center headings. Simplified margin settings, erasure table, card and writing line scale, 2-color ribbon and stencil control. Removable top cover makes ribbon changing easy; carriage-centering device locks machine for safe carrying. Gray finish. Comes with Remington's Color-Key Touch Typing Course . . . you begin touch-typing within an hour! With carrying case.

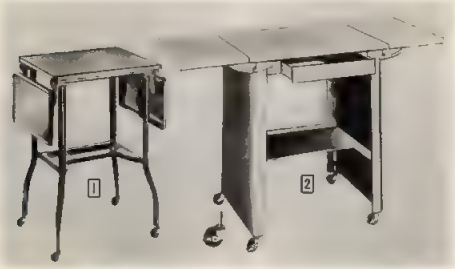
79-83-97C Pica Type. Shpg. wt. 16 lbs. *Frt. or Exp.* **$89.95**
79-84-05C Elite Type. Shpg. wt. 16 lbs. *Frt. or Exp.* **89.95**

Remington HOLIDAY—top performance at a low price!

All-new styling . . . all-new rugged construction . . . all-new fast, responsive performance . . . the Holiday is ideal for travel, home or school use. New Cycolac case (same material used in crash helmets) is lightweight—and so tough it protects typewriter against jolts and jars even with the cover off! For all its low price and easy-to-carry compact size, the Holiday is packed with big-machine features: 84-character keyboard, line lock and bell, card and writing line scale, paper table scale for easy margin setting, visible margin stops and margin release key, line space selector, more. Has wide 9½ in. paper capacity. Pica type. Lovely blue built-in carrying case with white cover. Complete with free Color Key Touch Typing Course. A most useful and appreciated gift for your favorite student!

79-83-55C Pica Type. Shpg. wt. 12 lbs. **$55 95**

Federal Excise Tax is included in all typewriter prices on this page



"Scotch" Tapes

regular tape and new write-on-it Magic Tape

1 **STEEL TYPEWRITER STAND.** Rigidly-braced, heavy-gauge steel stand supports up to 300 lbs. 18x14 in. top extends to 34x14 in. with drop leaves. 26 in. high. Gray finish. *Shipped express.*
79-34-97C Shpg. wt 15 lbs. **$5.95**

2 **DELUXE CABINET STAND.** Makes a sturdy desk too. Has drawer, shelf, self-locking drop leaves. 2-in rubber wheels, 2 with brakes. 20x16 in. top extends to 38x16 in. 26¾ in. high. Gray finish.
79-30-75C Shpg. wt. 24 lbs. *Express* **$9.95**

3 **STREAMLINED SWINGLINE STAPLER.** Staples, pins, tacks. Uses standard staples, has split-second loading. Release latch for tacking. Gray
79-38-36B Shipping weight 1 lb. 8 oz. **$3.99**
79-38-44B Box of 5000 Staples for above. 6 oz. . . . . **.49**

4 **"SCOTCH" TAPES AND METAL DISPENSER;** holds ½" and ¾" tape.
79-34-30B Dispenser Shpg. wt. 2 lbs. 8 oz. **$1.69**
79-34-06B Scotch Cellophane Tape, ½" wide, 1296" long. Roll 1 oz. . **.59**
79-40-32B New Scotch/Magic Tape, ¾" wide, 1296" long. Roll 2 oz. . . **.99**

DETERMINED PRODUCTIONS INC.

BOX 2150, SAN FRANCISCO, CALIFORNIA, 94126 (SU 1-5891)

HOPE TO SEE YOU AT THE AMERICAN TOY FAIR BEGINNING MARCH 9TH...WE WILL BE IN EXHIBIT ROOM 502, HOTEL NEW YORKER, WHERE YOU'LL SEE THE HOTTEST LINE IN YEARS. WE'RE FEATURING PEANUTS CHARACTER DOLLS (SNOOPY, CHARLIE BROWN, LUCY, LINUS AND SCHROEDER); JOAN WALSH ANGLUND DOLLS (FRIEND, LOVE AND COWBOY); WINNIE-THE-POOH PUPPETS. IN OUR BEST SELLING BOOK DEPARTMENT YOU'LL FIND PEANUTS PROJECTS, PEANUTS DATE BOOK 1965, GIANT CLASSIC COLORING BOOKS, LISA, YOUR PAPERDOLL PLAYMATE, MY FIRST ABC AND MY FIRST 1-2-3 LINEN BOOKS AND, BY ALL MEANS, THOSE TWO DELIGHTFUL BOOKS BY CHARLES M. SCHULZ ...HAPPINESS IS A WARM PUPPY AND SECURITY IS A THUMB AND A BLANKET!

AMAZING SCIENCE KITS

CREST

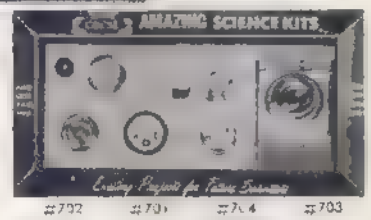
Set-Up a Self-Selling Science Section

SCIENTIFIC 16 PAGE MANUAL INCLUDED

at Volume Building Price of **$1.00** ea.

4 EXCITING PROJECTS THAT REALLY WORK!

IN COLORFUL WINDOW-FRAME PACKAGES



#702 #701 #704 #703

CRANE & GEARS — MOTOR KIT — BELL KIT — HORN KIT

Write for Complete Colorful Crest Folder

3 TURRET MICROSCOPE SET with 6 SLIDES $3.98

No. 804 Includes: All-metal microscope W 100 x 200 x 300 magnification. Slides case W/6 prepared slides, instruction manual. Plastic overwrap.

SEE OUR COMPLETE LINE OF MICROSCOPE SLIDES SETS 69¢ AND $1.00 LIST

VISIT OUR SHOWROOMS

314 FIFTH AVE., at 32nd ST., 5th Floor

and BOOTH 1243 at INTERNATIONAL TOY FAIR N. Y. HILTON HOTEL

Crest Products Co. Dept. PL

184 PENNSYLVANIA AVENUE NEWARK, N. J. 07114

IF YOU WANT QUALITY THAT SELLS

...BE SURE TO SEE THE 1964 LINE FROM

REMPEL THE TOYMAKER

"Craftsmanship" in sculpturing, molding, and finishing has always been the mark of a Rempel toy . . . so obviously present that customers instantly recognize the value when they see it.

Riding Horses
10 models to select from

Lovable Squeeze Toys including famous TV characters

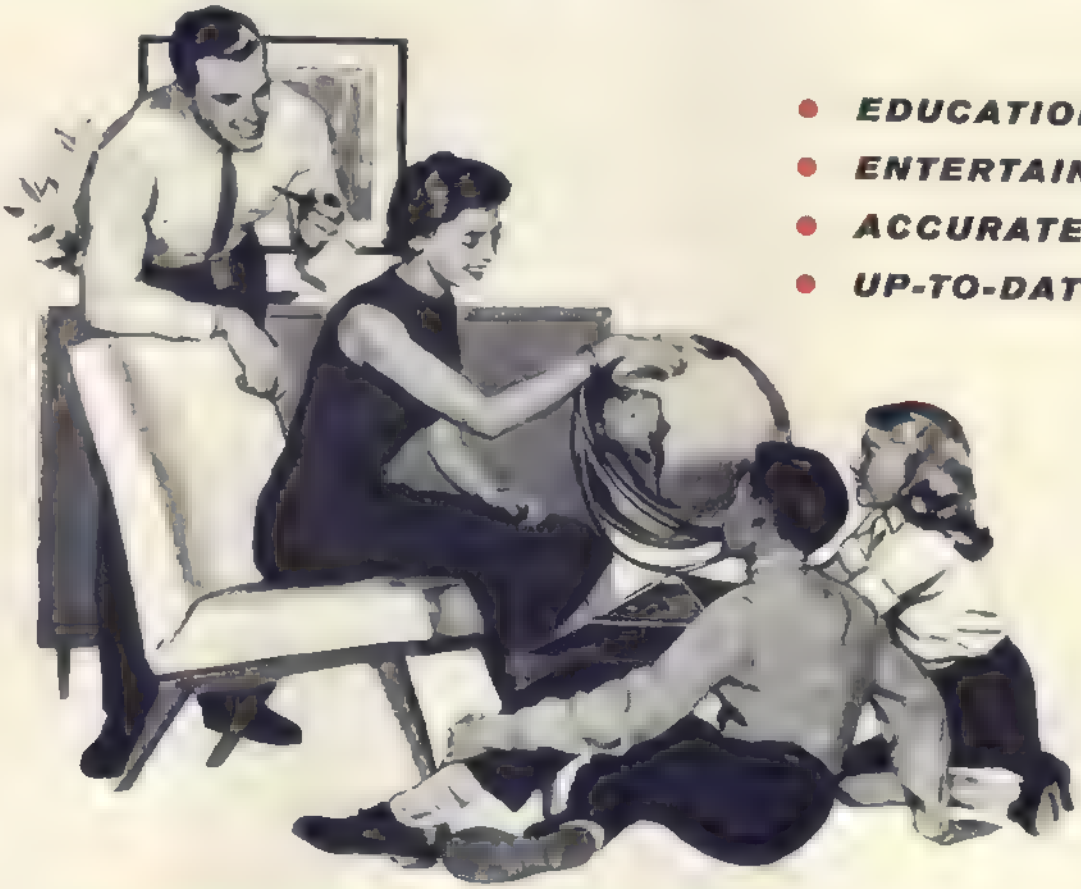
Now the pleasure of sight — sound — and play with book, record, sheet music and toy

WRITE FOR FREE CATALOG & PRICES

REMPEL MANUFACTURING INC.
BOX 555—100 TUBB AVENUE
WEST POINT, MISSISSIPPI

Replogle

GLOBES HAVE FAMILY APPEAL



- *EDUCATIONAL*
- *ENTERTAINING*
- *ACCURATE*
- *UP-TO-DATE*

the line you can count on . . .

for sales and profits!

NATIONAL SALES REPRESENTATIVES

WEINBERG-ROSENBLUM
200 FIFTH AVE., RM. 405
NEW YORK 10

WM. E. COLLIN & CO.
656 S. LOS ANGELES STREET
LOS ANGELES 14

SEE US AT THE TOY FAIR
HEAR OUR EXCLUSIVE TALKING GLOBES

ROOM 405 200 FIFTH AVENUE

REPLOGLE GLOBES INC.
1901 N. NARRAGANSETT, CHICAGO 39, ILL.

World's Leading Globe Makers

HERE'S HOT PROFIT NEWS FROM BAUSCH & LOMB...

NEW MICROSCOPE SETS AND MICROSCOPES

FEATURING

- SENSATIONAL NEW HIGH IMAGE QUALITY MICROSCOPES
- APPROVAL AND ADVANCE VOLUME SALES TO SCHOOLS
- DRAMATIC, FUNCTIONAL STYLING
- SELF-SELLING DISPLAY PACKAGING

R1900 SET—Complete micro-science lab in a styrene and urethane case. Strikingly modern.

SWANS DOWN BAKE SETS
ARGO

Two popular bake sets to the assortment. Each set contains 9 mixes along with all required bowls and utensils. Full instructions are carried on each box.

No.	Retail
6053	$3.00

SWANS DOWN BAKE ASSORTMENT
ARGO

3 popular bake sets with plenty of mixes and all the necessary utensils for the young cook. 7 mixes in each of the 3 different sets. All in window display boxes.

No.	Retail
6052	$2.00

BRITE HUE COOKWARE
CHEIN

Lithographed metal cookware set in bright colors. Includes mixing bowl, tea kettle, fry pan, 2 saucepans with lids, 2 casseroles and clock. Smooth, comfortable handles.

No.	Retail
1147	$3.00

CORNFLOWER SET
BANNER

18 piece set of plastic toy replicas of famous Corning Ware. Contains percolator, teapot with cover and warmer, covered sauce pans and skillet, in two sizes, with handles and cradles. In window display box.

No.	Retail
6514	$4.00

No. 6513 – A smaller set than above. Contains 14 pieces.

No.	Retail
6513	$3.00

TAMMY TEA SET
IDEAL

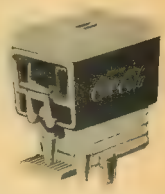
Complete service for two. Designed in pert shades of red and white, the set contains 2 cake plates, 2 cups and saucers, 2 knives, 2 forks, 2 spoons plus a teapot, creamer and sugar bowl.

No.	Retail
4612-8	$2.00

No. 4613-6 – Tammy Tea Set for three.

No.	Retail
4613-6	$3.00

COCA-COLA DISPENSER
ANDY GARD



Designed for actual dispensing by mounting bottle in spout. Really works. Complete with glasses. Size: 10¼ x 12¾ inches.

No.	Retail
1500	$3.00

HOLIDAY PARTY WARE SET
OHIO ART

Beautiful 35 piece plastic and metal Holiday set with large 13½ x 18½ inch metal tray. 4 each polystyrene goblets, sherbets, plates, cup and saucers. Includes creamer, sugar bowl, knives, forks and spoons. In display box.

No.	Retail
426	$4.00

COUNTRY KITCHEN TEA SET
OHIO ART

Metal lithographed tea set in attractive package designed like Hutch Cabinet. 14 pieces; 4 each of cups, saucers, dinner plates, creamer and large 8 x 10 inch tray.

No.	Retail
421	$2.00

SNO CONE
HASBRO

Three tasty treats: Sno Cone—made of shaved ice topped with flavored syrup; Sno Ball—put shaved ice into snow ball dispenser, plug into soda pop bottle, then sip a frosty drink; Sno Pop—place shaved ice into mold, decorate with candy topping, then freeze. Size 11 x 17 x 5½ inches.

No.	Retail
5230	$5.00

TOY CHEST
CASS

Knotty Pine panel chest with varnish finish. Cleats for extra strength on lid and front. Gold stud decorations. Rope handles and hinged cover. Size, 30 x 15¼ x 14¾ inches.

No.	Retail
30/28	$13.50

MUSICAL ROCKER
CASS

Maple finished, hardwood rocker with turned arms, shaped headrest with spindle back, shaped seat, leg stretchers. Imported musical movement attached. 20 inch runners. Height 26 in, width 15¼ in.

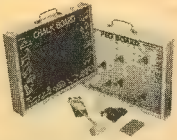
No.	Retail
40MS	$9.00

TAK-A-PEG DESKETTE
TRANSOGRAM

Three-in-one combination; sturdy desk blackboard and peg board. Top swings up to reveal punched board with 188 holes, pegs and hammer. Overall size assembled is 25 x 19 x 21½ inches high. Pkd. K.D.

No.	Retail
2958	$6.00

PEG CHEST
HASBRO



Peg board and chalk board combination. Complete with hammer, pegs, chalk and eraser.

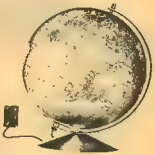
No.	Retail
8010	$1.00

STARLIGHT GLOBE
REPLOGLE

Accurate, up-to-date, large reference globe in beautiful colors. Washable 10 inch globe map shows 1,000's and 1,000's of names. Metal base has silver finish. Includes 32 page book "The Story of the Globe".

No.	Retail
PS6051	$8.00

TALKING GLOBE
REPLOGLE



Lightweight "Dura-Globe" ball is of exceptionally strong, hard plastic. Beautiful 10-color map is greatly detailed, thousands of place names become more brilliantly legible when globe is illuminated. Satin-gold finish on modern style base and numbered meridian. Snap-on switch on cord. Ht. 16 in., wt. 5½ lbs.

No.	Retail
IL6003	$20.00

TALKING GLOBE
REPLOGLE

12-inch TALKING GLOBE with numbered half-meridian, smooth surfaced globe ball. Washable 10-color map shows all names in exceptionally readable type. Satin-gold finish on base and meridian. "Story of MR. WORLD" record included.

No.	Retail
PB6009	$10.00

DESK GLOBE
REPLOGLE

10 inch globe with full-view mounting. 10-color map shows each country clearly and thousands of important place names in easily read type. Metal base.

No.	Retail
PB5051	$6.00

Aurora Super O-Gauge Road Race

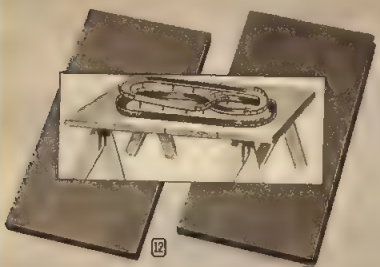
¼-INCH SCALE—LARGER THAN HO

11 A NEW IDEA IN MODEL MOTORING comes directly to you from Wards, just in time for Christmas. Aurora's new "Super O" gauge is a step above HO, yet smaller than 1/32 scale. It's a great set to start with for the figure 8 over-and-under layout will test your skill. You get a souped-up version of the lightning fast, ultra-dependable Aurora "500" Thunderjet engine, one of the established favorites of the model road racing set. It's precision engineered to give miles of trouble-free racing and hours of fun for everyone.

You get two of the hottest things on four wheels . a 400-HP '49 Merc rod and a '57 400-HP Chevy stocker; both of them are ready to roar around the bit 75x30-in track at high speeds. And they're so accurately scaled . . it's just like being there at trackside. Each car abt. 4¾ in. long. Realistic spinouts, fishtailing and crashes . . plenty of thrills and excitement here! The squeeze track tests your timing and your driving skill . . the individual racing controls put you at the wheel of your car . . head and head with your opponent.

Complete set contains: Chevy Stocker, Merc Rod, over 15 feet of straight and curved track, 2 racing controls, 1 pair 9-in. squeeze track, trestles, rails, power-pack, all. Ship. wt. 8 lbs.

48 T 8120 M—Super O-Gauge Road Race Set **$21.95**
48 T 8123—6-in. Straight Track. Wt. 5 oz. Pair **89c**
48 T 8124—9-in. Straight Track. Wt. 7 oz.. Pair **99c**
48 T 8125—15-in. Radius Curve. Wt 8 oz.. Pair **1.19**
48 T 8121—'57 T-Bird Ship. wt 2 oz.. . . . **2.98**
48 T 8122—'27 Model T Rod Ship. wt. 2 oz. **2.98**



12

Road Race or Train Boards $5.49 Pair

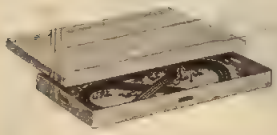
12 AUTO AND TRAIN BOARDS 2 boards, each 2x4 ft., 2 in deep. Lightweight yet very rugged. Clamp firmly together in seconds, take apart with a snap for storage. Track locking nails and clamps included. Fully grass-coated, these boards will add authenticity to your auto racing or model train layout. For 27 in high sawhorses, see Pg. 291. Ship. wt. 5 lbs. 8 oz.
48 T 8074 MO—Pair **$5.49**

13

Battery Operated

13 CRAGSTAN ROAD RACE features many qualities of more expensive sets at a budget price. Battery operated with push button controls for each car. Easily assembled or taken down. Two cross-over track sections provide excitement and test your driving skills.

Snap together straight and curved track with fencing as shown for curves; graduated supports for overpass plus 2 racers. Uses 4 "D" Cell batteries, not included, order on Pg. 306. About 223x8⅝ in.
48 T 8071—Ship. wt. 2 lbs. 9 oz.. . . . **$4.99**



Road Race Storage Box

YOUR ROAD RACE DESERVES A SAFE STORAGE PLACE. Sturdy wood grain corrugated fiberboard box with cover. Slides under beds, or other out of the way places. Keeps set dust free. 4 handles. 58x32 in., 5 in. deep. Get one for all your models.
48T8075M—Wt. 5 lbs. 8 oz. **$3.69**

Minisport . . Turn the crank and watch 'em go $3.99

MINISPORT . . THE HAND OPERATED ROAD RACE Two hand-cranks with friction motors attach to spring in track, spring drives cars around track. Speed of cars depend on how fast you turn the cranks. You can race either two or four cars at the same time.

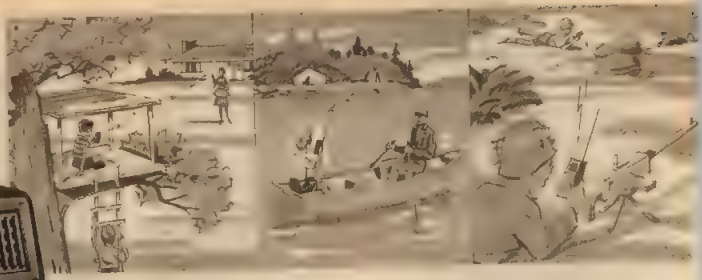
Set includes four cars. About 18½x9¼-in. base. A novel race for the younger road race enthusiast. From W. Germany.
48 T 2894—Ship. wt. 1 lb. 13 oz.. . . . . **$3.99**

SAVE THIS CATALOG!
Toys available until Oct. 1, 1965

A Talk of the Town VALUE

$9.95

Without battery



2-Way Transistorized Walkie-Talkie

HOLD 2-WAY CONVERSATIONS WITH YOUR FRIENDS up to ¼ mile away. Transistorized, wireless walkie-talkie is fun to use yet highly practical. Provides 2-way radio communication around home . . from yard to kitchen, around summer cottage . . . from boat to shore. Two walkie-talkies will keep backyard "commandos" busy for countless hours. Anyone can operate—no license required, no examination, no age limit. So easy to use—just turn it on and press button to talk, release to listen.

High-impact, molded black plastic case has gold colored letters, includes antenna. Lightweight, small enough to fit into the palm of your hand. Operates on crystal controlled citizen's band. Each unit uses one 9-v. battery (not incl.), order on Page 306. Takes two units to carry on conversation. Buy 2 now and save.

48 T 2249—Ship. wt. ea. 14 oz. .....Each $9.95; 2 for $18.88

Save This Catalog. Toys Available Until October 1, 1965

Electronic 2-Phone Switchboard Set

FUNCTIONS LIKE PROFESSIONAL SET

2-Phone Set

$5.99

Without batteries

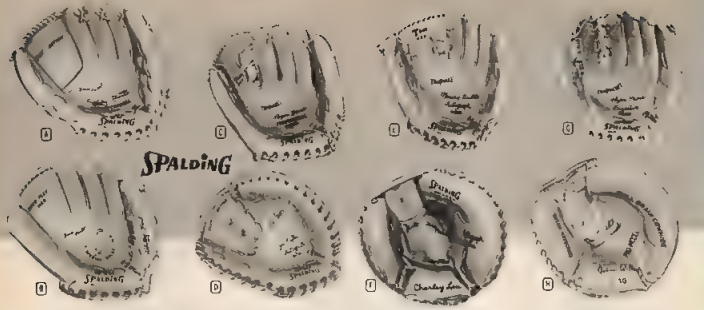
Extra phone, wire and hanger adds play value to unit.

Converse Clearly 100 Feet Away

YOUR OWN TELEPHONE SYSTEM lets you be the operator. "Real look" switchboard is perfect for play—educational, too. Can be used in home for communication between rooms. Black high-impact plastic switchboard with colorful red and yellow trim has 4 plug-ins, 4 bell-ringing switches, outlet for third phone, alphabet code wheel, dial, message pad. Set includes 2 intercom phones plus 25 ft. of wire and wall hangers. Needs 2 "D" batteries for switchboard, one "C" battery for each phone. Batteries not included, order Page 306

48 T 2232—SWITCHBOARD and Two Phones, Set $5.99
Ship wt 3 lbs

48T2244 EXTRA PHONE. Wt 1 lb. Each 2.29



TOP QUALITY BASEBALL GLOVES

A ROCKY COLAVITO PROFESSIONAL GLOVE—SPALDING. Large preformed pocket. Rugged, back-laced double-fold leather webs. "X" laced fingers. Flexible U-shaped heel design. Thumb loops for extra squeeze action control. Regular
42-231XA1770 . $26.50

B WHITEY FORD SIGNATURE GLOVE—SPALDING. Full-size 5-finger glove with flexible notched Super-Flex web, narrow L-shaped heel and flat leather binding. Welded streamlined fingers. Fully adjustable leather-laced wrist straps. Regular
42-241XA800 ..... $12.45

C ROGER MARIS PROFESSIONAL GLOVE—SPALDING. Snug, narrow, L-shaped heel design. Flat leather TraPocket binding. Extra-strength "X" laced fingers. T-bar (ninth finger). Comfortable full leather linings. Adjustable wrist straps.
42-137XA1663 ..... $24.95
42-138XA1663 "Lefty" $24.95

D JOE PEPITONE AUTOGRAPH MITT—SPALDING. Super-Snare mitt with highly maneuverable, double-fold Split-Action Web, spiral leather wrapped at top. Control Action back with individual finger compartments. Leather lining. Regular
42-443XA1330 ... $19.95

E MAURY WILLS AUTOGRAPH FIELDER'S GLOVE—SPALDING. New T Bar Web design with spiral wrapping at top rim. Lock-laced pre-formed pocket with E-Z Flex palm hinge. Single fingertip laces, leather binding. Adjustable wrist strap
42-155XA897 $13.45

F CHARLEY LAU AUTOGRAPH CATCHER'S MITT—SPALDING. Single hinge model featuring double fold webs. Key-hole slotted for fast squeezing action. Rolled over top trim. Deep Form pocket with Twin-Flex palm hinges. Regular
42-727XA1330 $19.95

G ROGER MARIS SIGNATURE GLOVE—SPALDING. Securely cross-laced sixth finger trap. Lock-laced preformed pocket with E-Z Flex palm hinge. Single fingertip laces. Full leather lining. Adjustable leather laced wrist strap. Regular
42-125XA800 $12.45

H CATCHER'S MITT. Full grain cowhide catcher's mitt with nylon stitching. Rawhide lacing and rolled leather welting. Laced reinforced crotch. Double hinged. Laced thumb and small finger stall. New sponge palm. Regular
C10WK340 ..... $9.90

Bats and Balls at Bargain Prices

J BASEBALL BAT—WILSON. Finest selected Northern White ash. Turned to specifications of Major League players. Available in natural Power-Fused and new Flame-Fused finish
A1300WG325 ..... $4.90
A1326WG180 Little League Baseball Bat $2.75
A9420WG195 Softball Bat $3.00

K OFFICIAL LITTLE LEAGUE BASEBALL—WILSON. Cushioned cork center of action. Balanced and anchored blue-grey and white wool yarn winding. Tanned horsehide cover.
A1074WG165 ..... $2.50

L OFFICIAL LEAGUE BASEBALL—WILSON. Official size and weight. Perfectly balanced, lively cushioned cork center. White alum-tanned horsehide cover for long lasting play.
A1030WG200 ..... $3.00

M OFFICIAL 12" SOFTBALL—WILSON. Instant response and rugged durability. Kapok core, cotton winding, hand stitching. Top grade white, washable leather cover
A9104WG200 ..... $3.00

N PASSMASTER RUBBER BASKETBALL—WILSON. Moderately priced ball for youngsters. Official size and weight. Orange color. Pebble-grained cover for such gripping
B1247WG397 ..... $6.00

O RUBBER BASKETBALL—WILSON. All weather, all-court "TN" cover. Wilson craftsmanship allows conformance to official size and weight standards. Gyro-wound for exact roundness. Full, molded butyl rubber bladder. Pebble-grain finish. Orange.
B1414WG883 $13.45

P JERRY LUCAS ALL-AMERICAN OFFICIAL BASKETBALL—SPALDING. Outstanding new moderately-priced Permalite covered basketball with tough Ny-Weave inner construction. Fine butyl rubber valve bladder. Official size and weight. Orange cover
41-252XA560 ..... $8.45

VISIT OUR SHOWROOMS FOR LARGER SELECTIONS

RONSON

Quality Windproof Lighters

The odorless Butane fuel lighter that lasts for months on 1 fueling. With the flame that adjusts for all smokers.

MEN'S POCKET LIGHTERS

(A) RONSON VARAFLAME "LITE-GUARD." Fully automatic lighter in a stylish silhouette. Large fuel capacity with easy refill and swivel base. Fuels on Butane—the no-drip, no-mess fuel. Smooth satin finish with regal engraving area makes this lighter a personal treasure piece. Shipping weight ½ lb.
H-25054C1099 ..... **$14.95**

(B) RONSON VARAFLAME "WINDLITE." The popular, truly windproof lighter that is fueled with Butane. Sure-fire, months of lights on one fueling. Fingertip flame control. Chrome finish. Wt. ½ lb.
H-25033C747 ..... **$9.95**

(C) RONSON VARAFLAME "PREMIER." Sleekly low, slim and modern. Uses the modern Butane fuel, too, for months of lights on one fueling. Satin chromed finish; bright engraved design. ¼ lb.
H-25057C1299 ..... **$17.50**

(D) RONSON VARAFLAME "PREMIER." Another in the line of jewelry styled lighters that uses odorless Butane fuel. Unique streak design in chrome finish. Adjustable flame. Ship. wt. ¼ lb.
H-25028C1099 ..... **$14.95**

LADIES' POCKET LIGHTERS

(E) RONSON VARAFLAME "STARFIRE." New tiny size; long-lasting Butane capacity. Bright gold tone "stars" on rich black.
H-25049C1299 ..... **$17.50**

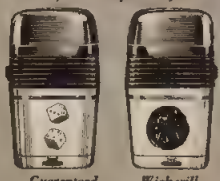
(F) RONSON VARAFLAME "LADYLITE." Precious as a jewel and lipstick size. Silvertone engraved design. Uses no-mess Butane fuel that lasts through endless lights. Adjustable flame. Wt. ¼ lb.
H-25055C1299 ..... **$17.50**

(G) "LITE-TIME." Same purse-sized lipstick-type case as above, but with 17 jewel Swiss watch with incabloc construction. Gold. Shipping weight ¼ lb. Subject to 10% F.E.T.
H-25046C1299 ..... **$49.95***

VU-LIGHTERS

The amazing lighter with the crystal reservoir—lets you see fuel supply at a glance!

Choose from 3 Popular Styles



Guaranteed Workmanship, Materials

Wick will Never Wear Out

SCRIPTO POCKET "VU-LIGHTERS"

The outstanding new concept in lighters. Fast becoming a favorite across the country! New crystal reservoir holds a big supply of fuel, and lets you see the amount of fuel at a glance. All styles have the wonder wick that never wears out and a windguard to assure you of lights any time, anywhere. Complete with an extra flint. All are guaranteed by Scripto to be free of defects in workmanship and materials and will be repaired or replaced when returned to them postpaid. 3 styles.

Sportsman. With real fishfly
H-25038C250 ..... **$3.95**

Snake Eyes. With real floating dice
H-25018C250 ..... **$3.95**

Traveler. Real St. Christopher medal
H-25045C250 ..... **$3.95**

RONSON TABLE MODEL LIGHTERS

(H) RONSON "SUNRISE" TABLE LIGHTER. New beauty and convenience—fill once with Butane for over a year of lights. Fuel won't evaporate. Has adjustable flame. Lovely white porcelain, hand-painted with gold and silver. 7¾" tall. Shipping weight 2 lbs.
H-25050C1499 ..... **$20.00**

(J) RONSON "NORSEMAN" TABLE LIGHTER. Rich-grained walnut with stainless steel base and top. Holds a full year's supply of Butane fuel. With adjustable flame. 5 in. tall. Wt. 1 lb.
H-25052C1499 ..... **$20.00**

(K) RONSON VARAFLAME "LURALITE." The lighter you can depend on, for the Butane fuel won't evaporate. Lights over 1 year per fueling. Adjustable flame. Gold-tone mosaic case.
H-25047C1499 ..... **$20.00**

(L) RONSON "DANE" TABLE LIGHTER. Scandinavian by design. Scotch by nature. Fills once on Butane, then gives sure-lights for over one year! Sweeping style in lustrous 2-tone effect satin and bright finish silverplate. Subject to 10% F.E.T.
H-25048C1499 ..... **$20.00**

MINNICH, MOORE PROMOTIONS ARE ANNOUNCED BY OAK RUBBER

The Oak Rubber Company, Ravenna, Ohio, has announced the recent promotion of two of its employees. Each has over 15 years of service, and both are second generation employees.

Wilbur (Bud) Minnich is now in charge

Wilbur Minnich

of production scheduling of the six product lines manufactured at Oak. He was formerly the foreman of the packing department. In his association with Oak, he carries on the family name, as his father was foreman of Oak's shipping department

James C. Moore, Jr.

for 30 years.

James C. Moore, Jr., has been appointed latex engineer at Oak. In this capacity he will call on industrial users of custom-dipped latex parts, execute preliminary design, and adapt Oak's wide range of production techniques to each customer's needs. He was formerly in charge of the ink formulation department. Mr. Moore is the son of J. Clifford Moore, general foreman of the latex department at Oak.

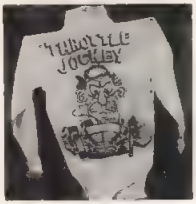
DOWST ANNOUNCES ACQUISITION OF MODEL ROAD & RACEWAYS FIRM

Myron B. Shure, vice-president-marketing for the Dowst Mfg. Company, Chicago, has announced the company's purchase of the assets of Model Road & Raceways, Skokie, Ill., a leading supplier of slot racing accessories.

According to Mr. Shure, the new acquisition will complement Dowst's Strombecker division which manufactures complete model road racing sets and accessories. He said that the specialized racing products, which include such items as variable speed hand controls and the Pli-Slot Track, will be sold under the name, "Model Road and Raceways by Strombecker." Donald Weber, a 14-year veteran in the hobby industry, has been appointed manufacturing superintendent for the new division.

ROTH MONSTER T-SHIRTS AVAILABLE FROM BALDWIN

Colorful T-shirts and sweat shirts decorated with "monster" cartoons from the pen of Ed "Big Daddy" Roth, famous custom car creator and artist of southern California, are now available to the toy and hobby retail trade through Baldwin



Specialty Company, 10511 Atlantic Blvd., South Gate, Calif., who are handling this distribution nationally.

The shirts, available in three sizes, come in a multitude of fantastic "Weirdo" designs, printed in black with fluorescent background. Roth Studios advertises them as washable and colorfast. T-shirts retail for $1.98, and sweat shirts for $3.98.

A series of decals, black and white in "monster" design, a 98¢ retailer from Roth Studios, is also being distributed by Baldwin Specialty.

LOMART PERFECTED DEVICES ACQUIRES ROMAR FILTER CORP.

Lomart Perfected Devices, Inc., 980 Alabama Avenue, Brooklyn, N. Y., a leading manufacturer of portable swimming pool filtration equipment, has acquired the assets and product line of the Romar Filter Corporation, Milwaukee.

Martin Hoffinger, president of Lomart, stated: "It is anticipated that the acquisition of Romar will add substantially to our profits in the coming years."

NUTMEG TOY, WHOLESALE FIRM, BUYS PROVIDENCE, R. I., BUSINESS

Nutmeg Toy House, a wholesale toy firm with offices in Old Mystic, Conn., and Worcester, Mass., has bought the Little Rhode Toy House, a service merchandising business of Economy Paper & Novelty Company, Providence, R. I.

Operation of Little Rhode will be continued under the Nutmeg Toy House name.

BACK IN JANUARY 1935

The Goo-Goo duck, famous on Joe Penner's radio program and appearing in his first movie, was made as a novelty and was said to be taking the country by storm.

VETERAN SALESMAN BONNEY RETIRES AFTER LONG CAREER

Herbert L. Bonney, variety chain sales representative of the J. Halpern Company, Pittsburgh, well-known makers of Halloween costumes and holster sets, retired

Herbert L. Bonney

after a long and successful career in the toy industry on December 31.

Commenting upon his retirement, Harry Mirsky, national sales manager of the firm, stated: "Mr. Bonney had enjoyed the confidence of all who worked with him during his active years. His contributions to our industry have been many, as acknowledged by the hundreds of friends and associates who have held him in the highest esteem."

BENTKOVER BECOMES REP FOR NOVELTY DOLLS, HUG-ABLE, CARDINAL

Mannie Bentkover announces that he has established himself as a sales representative and that the first week in January 1964 will see him representing the following manufacturers: Novelty Dolls, Inc., Hug-Able Toys, Inc., and Cardinal Industries, Inc.

Mannie Bentkover

Mr. Bentkover will travel certain states of the Midwest and is also planning to service accounts in the Metropolitan New York area.

Associated with the toy business since 1945, Mr. Bentkover has been traveling the Midwest territory for the past eight years, during which time he was a member of the sales staff of several well-known manufacturers.

Transistorized Electronic Guitar

Fine tone of 30-inch, 6 string guitar is enhanced by 4-transistor amplifier. Amplifier also works with phonographs, other instruments. Order 9-v battery.
79U582CM—Wt 5lbs. $14.95

9-volt Battery.
79U6417M—Wt 4oz 45c

31-inch Guitar with 6 Strings

Metal, gear action tuning keys resist slipping. Handsome wood effect finish on sturdy plastic. Complete with shoulder cord, felt pick, instructions, 101 songs.
Shpg. wt. 5 lbs.
79 U 585C $6.96

$3.49

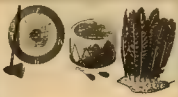
Endorsed by Roy Rogers. Helps your child gain an interest in music.
30-inch wood guitar is finished in ivory color with rich maple-toned shading. Handsomely decorated in black and white. Six sturdy wire and nylon strings, plastic pegs and shoulder cord. Complete with easy-to-follow instructions for tuning and playing.
Shipping weight 3 lbs.
79 U 583C.....$3.49

Beginner Trap Drum Set

Mother-of pearl lithographed finish on drum bodies. Reinforced cloth drumming surfaces. Easy to assemble . . needs only four screws (incl.). Bass drum 21-inch diameter; Tom-Tom 9-inch diameter; small Tom-Tom, 6¼-inch diameter. Also, wooden block with 2 cow bells and 2 cymbals, each with different tone, and two 10-inch drum sticks.
79 U 573L—Shipping weight 10 pounds....$5.96

Snare Drum $1.76

Real snares give resonant sound. Fine-weave cloth drum head 13⅛ inch diameter. Two 10-inch drum sticks. Carrying strap.
49 U 578—Shpg. wt. 2 lbs...$1.76



Tom-Tom Set $2.65

Multicolored wood fiber tom-tom 8 in diam. Painted tomahawk has soft, molded rubber blade, shield 2 mallets. With handsome chief headdress.
49 U 598—Wt. 1 lb. 13 oz. .$2.65

1 **Emenee "Golden Trumpet."** Four tuned brass reeds give rich tones, control full scale. With mute, 2 mouth pieces, song book, music rack. Plastic. 13 in. long.
49 U 538—Shipping weight 1 lb. 8 oz. $2.92

2 **Emenee "Silver Flute."** Silver-colored finish on break-resistant plastic. Tuned reeds; full octave. Just follow numbers in music book. 18 inches long.
49 U 569—Shipping weight 1 lb. $2.86

3 **Color Key Clarinet.** Eight carefully tuned notes give a complete scale. Booklet has 8 full pages of color keyed songs to play. Plastic. About 15 in. long.
49 U 587—Shipping weight 12 oz..... ...$1.64

Trio of Horns

89c each — All 3 for only **$2.44**

Trumpet, clarinet and saxophone. Molded from strong hi-impact plastic. Each has four tuned reeds that control full scale, produce mellow tones. Instructions included.

4 **Clarinet.** 11 inches long
49 U 560 Shipping wt. 6 oz. . 89c

5 **Trumpet.** 11 inches long
49 U 584—Shipping wt. 6 oz. 89c

6 **Saxophone.** 8 inches long
49 U 572—Shipping wt. 6 oz. 89c

Set of all 3 horns
49 U 563 Wt. 2 lbs. 8 oz. Set $2.44

Mastro Snare Drum Outfit

$11.95

Receive excellent tonal quality and deep resonance with this good-looking outfit. Handsome copper toned and ivory-color finish. 14x 6½ inches deep.
Sturdy plastic body. Weather-proof mylar-plastic head regulates for tuning. Steel tripod stand is adjustable.
Drum sticks and easy-to-follow instruction booklet included. Shipping weight 7 lbs.
79 U 579C. $11.95

Bongo Set $3.87

Handmade drums of fine wood with 5 and 5½-in. goatskin heads. Lacquered 2 tone finish. Curved sides for firm knee grip. Colorful maracas incl.
49 U 524—Wt. 2 lbs. 4 oz. $3.87

Roy Rogers Harmonica. Brass reeds with 20-note range. Metal cover, 4 inches long. Instructions.
49 U 622—Shipping weight 4 oz..... .94c

94c

Pick up receiver . . dial lights up
Dial number . . other phone rings

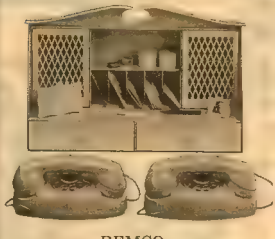
REMCO Empress Phone Set

$6.88 without batteries

A dream come true for any little girl. She can talk for hours with her pals on these authentic-looking phones with 8½-inch receivers. High-impact plastic. Light can be turned off with switch to save batteries. With 25-ft. connecting wire. Batteries not included (order 4 "D" batteries below).

49 U 6387—Pink Set
49 U 6374—Blue Set
Shipping weight 3 pounds.....Set $6.88

"D" Battery. Shipping weight each 4 ounces.
49 U 4660 ....Each 16c; 4 for 60c



REMCO Empress Desk and Phone Set

$10.44 without batteries

She'll love this pink plastic desk and matching phone set. About 18x6x12 in. high. Phones described at left. Plastic ruler, letter opener, calendar clips incl. Batteries not incl. (order 4 below).

79U2176C—Shipping weight 8 lbs.. ..Set $10.44
79U4660—"D" Battery. Wt. 4 oz. Ea. 16c; 4 for 60c

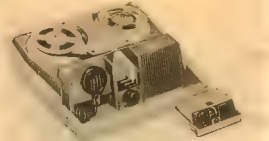
Send your own voice over 30 feet

As you dial, other phone rings . . push button, light comes on

$6.66 without batteries

Talk between offices, rooms. Use indoors or out. Gives unusually loud, distinct voice transmission. 8-inch receivers. Plastic bases are 4 inches high. With 30-foot-long connecting wire. Batteries not included (order 4 "D" batteries 49U4660 above).

49 U 6383—Black Set
49 U 6386—Red Set
49 U 6358—Blue Set
Shipping weight 2 lbs. 9 oz.....Set $6.66



Transistorized Tape Recorder

$19.88 without batteries

Records, rewinds, plays back, erases automatically. 2 reels, 150-ft. magnetic tape. 8x9x3-in. plastic case. Order one 9-volt and 2 "D" batteries below.

49 U 2153M—Tape Recorder. Wt. 3 lbs..$19.88
49 U 2162—150-ft. Tape. Wt. 6 oz..... .79c
49 U 6417M—9-volt Battery. Wt. 4 oz..... .45c
49 U 4660—"D" Battery. Wt. 4 oz. 16c. 4 for 60c

Double Transistor Speaker Radio

$6.66 without battery

Listen privately by earphone . . or switch to speaker. Brings in local stations with amazing fidelity and tonal quality. Built-in antenna, station selector and volume control. Durable plastic case fits in your hand, 4½ inches long. From Japan. Order 9-volt battery 49U6417M above.

49 U 2301M—Shipping wt. 11 oz. $6.66

Mickey Mouse Radio

$5.99

This famous fellow talks and sings to you, brings you all the news . . because he's a 2-transistor radio. Station selector is on one ear, volume control on other. His mouth is the speaker. Also has plug-in earphone, telescoping antenna, 9-volt battery. Black plastic case 5 inches high. From Japan.

49 U 1957—Wt. 1 lb.....$5.99

THE BIG EAR

Hear people talking a full block away

$13.99 without battery

Track jets . . listen for storms. Uses same principle as missile tracking antennas. Aim the big reflector disk . . concentrates sound waves and feeds them into transistor receiver.

Sturdy wood tripod adjusts. Has balanced aiming handle, earphone set with 3-foot cord. 42 inches high overall. Partly assembled. Order one 9-volt battery. Shpg wt. 5 lbs.

79 U 2164CM.....$13.99

9-volt Transistor Radio Battery.
79 U 6417M—Shpg. wt. 4 oz.. 45c

SCM SMITH-CORONA

PORTABLE TYPEWRITERS

- FULL OFFICE-SIZE KEYBOARD
- AUTOMATIC TABULATION
- TOUCH SELECTOR
- PAGE GAGE
- QUICK-SET MARGINS

plus many other big office typewriter features

the STERLING

A THE SMITH-CORONA "STERLING" PORTABLE combines big office-typewriter features and performance with a portable's convenience and economy. "Sterling" boasts automatic ribbon reverse; lateral paper guide; self aligning paper feed, floating shift. Synchronized line space lever gives single, double, and triple spacing. Rimless, non-glare keys shaped to cup fingertips. High-speed key set tabulation, sets and clears tab stops instantly right from the keyboard. Removable platen for easy cleaning. Available in gray, green or blue . . . pica or elite type. Shpg. wt. 21 lbs.

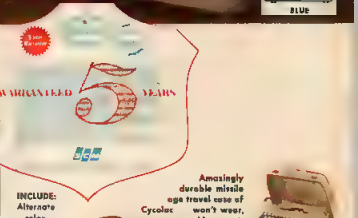
5AXCM8237 ..... $110.62

ALL-METAL TRIMLINE CARRYING CASE with "Sterling" or "Galaxie"

the Galaxie

B THE WORLD'S FASTEST. Built like an office typewriter—priced like a portable. Deluxe Office Typewriter features: 88-character keyboard, automatic tabulator for indenting paragraphs and listing figures, Personal Touch Selector, the exclusive Page Gage, and Quick-set margins. Erasure table makes corrections a cinch. New mar-proof finish, handsome new colors. Available in blue, green, or gray . . . pica or elite type. Shpg. wt.: 22 lbs.

6TCM9997 ..... $142.06



INCLUDE: Alternate color choice to avoid delay.

Amazingly durable missile age travel case of Cycolac . . . won't wear, chip or rust.

the Corsair

C MOST COMPLETE LOW-PRICED PORTABLE. The Smith-Corona "Corsair"—Light Weight Traveler. The precision-crafted Corsair features an 84-character office keyboard, exclusive Page Gage, pre-set tabulator, and Quick-set margins. Has touch selector and half spacing for error control. Available in tan or blue . . . pica or elite type. Shpg. wt. 12 lbs.

5YCM5997 ..... $79.35

This is PICA
This is ELITE

SMITH-CORONA ELECTRIC ADDING MACHINES

Lists 11 Columns
$999,999,999.99 Adds to 12 Columns

D FOR THE LARGER OFFICE—Model 1112. Automatic credit balance, subtracts larger number from a smaller, gives minus figure in red. *Multiplies . . .* "Step-Over" key shifts automatically for fast, bar-type multiplication. Also has Repeat Counter, Non-Add Key Non-Print Key, and Correction key. Cover, instruction book. Shpg. wt.: 23½ lbs.

1112CM20520 ..... $264.50

E THE ADDOMATIC 66—fully electric, unmatched low price an Electric Adding Machine you can afford! Adds-Subtracts-Multiplies *Electrically.* U.L. approved. Prints subtracted items with minus sign, subtotal with "S" and total with "T" for easy identification. Enters and adds to $9,999.99. Correction key, extra long cord, Mar-proof rubber base. Portable, weighs 12 lbs. Cover and instruction book. Shpg. wt.: 17½ lbs.

66CM10140 ..... $129.50

F THE ADDOMATIC 78—same as above but has a larger capacity, lists $99,999.99 adds $999,999.99.

78CM11720 ..... $159.50

For E and F

SCM SMITH-CORONA

PORTABLE TYPEWRITERS

- FULL OFFICE-SIZE KEYBOARD • AUTOMATIC TABULATION
- TOUCH SELECTOR • PAGE GAGE • QUICK-SET MARGINS

plus many other big office typewriter features

the STERLING

A THE SMITH-CORONA "STERLING" PORTABLE combines big office-typewriter features and performance with a portable's convenience and economy. "Sterling" boasts automatic ribbon reverse; lateral paper guide, self aligning paper feed; floating shift. Synchronized line space lever gives single, double, and triple spacing. Rimless, non-glare keys shaped to cup fingertips. High-speed key set tabulation, sets and clears tab stops instantly right from the keyboard. Removable platen for easy cleaning. Available in gray, green or blue . . . pica or elite type. Shpg wt. 21 lbs

H-28172B8125—Pica, Gray	$110.62
H-28173B8125—Elite, Gray	$110.62
H-28174B8125—Pica, Blue	$110.62
H-28175B8125—Elite, Blue	$110.62
H-28176B8125—Pica, Green	$110.62
H-28177B8125—Elite, Green	$110.62

ALL-METAL TRIMLINE CARRYING CASE with "Sterling" or "Galaxie".

WARRANTED 5 YEARS

SPECIAL OFFER $3.95
A new 10-Day Touch Typing Course with purchase of any Smith-Corona Portable Typewriter Educator Approved, five 7" Columbia Records, easel type instruction book Makes learning to type easy.

the Galaxie

B THE WORLD'S FASTEST Built Like an office typewriter priced like a portable Deluxe Office Typewriter features: 88-character keyboard, automatic tabulator for indenting paragraphs and listing figures, Personal Touch Selector, the exclusive Page Gage, and Quick-set margins. Erasure table makes corrections a cinch. New mar-proof finish, handsome new colors. Available in blue, green, or gray . . . pica or elite type. Shpg wt., 22 lbs.

H-28140810198—Pica, Blue	$149.27	H-28137B10198—Elite, Gray	$149.27
H-28141810198 Elite, Blue	$149.27	H-28142B10198—Pica, Green	$149.27
H-28136810198—Pica, Gray	$149.27	H-28143B10198—Elite, Green	$149 27

INCLUDE: Alternate color choice to avoid delay.

Amazingly durable missile age travel case of Cycolac . won't wear, chip or rust

the Corsair

C MOST COMPLETE LOW-PRICED PORTABLE. The Smith-Corona "Corsair" Light Weight Traveler The precision-crafted Corsair features an 84-character office keyboard, exclusive Page Gage, pre-set tabulator, and Quick-set margins. Has touch selector, and half spacing for error control Available in tan or blue . . . pica or elite type Shpg. wt. 12 lbs.

H-28170B6500—Pica, Tan	$94.75	H-28107B6500—Pica, Blue	$94.75
H-28171B6500—Elite, Tan	$94.75	H-28108B6500—Elite, Blue	$94.75

This is PICA
This is ELITE

SMITH-CORONA ELECTRIC ADDING MACHINES

Lists 11 Columns
$999,999,999 99 Adds to 12 Columns

D FOR THE LARGER OFFICE—Model 1112. Automatic credit balance, subtracts larger number from a smaller, gives minus figure in red. *Multiplies* . . . "Step-Over" key shifts automatically for fast, bar-type multiplication. Also has Repeat Counter, Non Add Key, Non-Print Key, and Correction key Cover, instruction book Shpg. wt.; 23½ lbs.

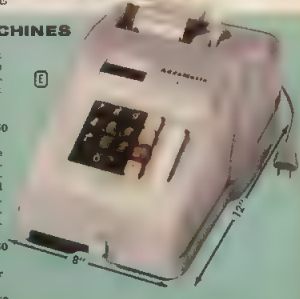
H-28159B19826 . . . . . $264 50

E THE ADDOMATIC 66—fully electric, unmatched low price . an Electric Adding Machine you can afford! Adds-Subtracts-Multiplies *Electrically*. U.L. approved, Prints subtracted items with minus sign, subtotal with "S" and total with "T" for easy identification. Enters and adds to $9,999 99. Correction key, extra long cord, Mar-proof rubber base. Portable, weighs 12 lbs. Cover and instruction book Shpg. wt.; 17½ lbs.

H-28180AX9821 . . . . . $129 50

F THE ADDOMATIC 78—same as above but has a larger capacity, lists $99,999.99 adds $999,999.99.

H-28181AX11950. $159.50



ROYAL®

PORTABLE TYPEWRITERS
First in quality -
First in performance

Safari

With more exclusive automatic features, the Safari is the easiest portable on earth to use. And because it's a Royal, you know it combines a light and lively typing touch with a ruggedness of construction that promises peak performance, year after year after year.

Pewter Grey, Pica Type **Value**
H-28072B9995 ..... **$117.00**
Pewter Grey, Elite Type
H-28073B9995 ..... **$117.00**
Pottery Blue, Pica Type
H-28076B9995..... **$117.00**
Pottery Blue, Elite Type
H-28077B9995 ..... **$117.00**
Antique Gold, Pica Type
H-28083B9995 ..... **$117.00**
Antique Gold, Elite Type
H-28084B9995..... **$117.00**

In 12 ways the most able portable money can buy! *Paper goes in straight without coaxing — thanks to the Royal Roll 'n' Ready paper feed. ***Find the center of the paper** at a glance with Magic® Meter. ***Set margins easy as wishing** with Magic® Margin. ***Do columns of numbers or words** or paragraph indentations by pressing Magic® Column Set. ***Set the touch light or heavy** — to suit personal preference — with Touch Control®. ***Change ribbons in 10 seconds.** With Twin-Pak® ribbon cartridge your fingers never touch the ribbon itself. ☐ **Full-size office keyboard** — 88 characters. ☐ **Finger-tip control panel** — all controls out front. ☐ **A big eraser table** for mending your errors. ☐ Type between lines (360°, H_2O) and get back where you started with the Line Finder. ☐ **Clearly better results** — the type bar speeds up as it hits the paper to achieve an etched look. ☐ **Rugged, all-metal structural design** with a steel frame and rib cage to protect working parts. ☐ Choice of Standard Pica or Standard Elite type. ☐ Shipping weight 22 lbs.

INCLUDES DELUXE, HIGH FASHION CARRYING CASE WITH SLANT AWAY HANDLE.

*Exclusive Royal features

This is Standard Elite type This is Standard Pica type

Prices include Federal Excise Tax

NEW royalite® '64

THE FINEST PORTABLE IN ITS PRICE RANGE

☐ 2-color ribbon with stencil cutter ☐ Choice of colors ☐ Quick-set margins ☐ Famous Royal typing touch ☐ Full-size standard 84-character keyboard ☐ Rugged Royal all-metal construction ☐ Choice of type styles ☐ Plus all features for normal typing needs

SAND

SUNBEAM

INCLUDES HANDSOME, GRAINED-VINYL CARRYING CASE. SHIPPING WEIGHT 12 LBS.

This is ELITE SHARP type
This is PICA SHARP type

H-2820084995—Pica, Sunbeam **$53.56**
H-2820184995—Elite, Sunbeam **$53.56**
H-2820284995—Pica, Sand · **$53.56**
H-2820384995—Elite, Sand . **$53.56**

Every year more Royal typewriters are bought in America than any other brand

Saalfield
STARS
BRIGHTEN YOUR PROFIT PICTURE
WITH
"AUTHORIZED"
BOOKS
and ACTIVITY
ITEMS
VISIT
SAALFIELD'S
DISPLAYS
at the
TOY FAIR
Room 445 200 Fifth Avenue
Room 948 Hotel New Yorker
THE
Great NAME
in
CHILDREN'S BOOKS
SAALFIELD
SAALFIELD SQUARE · AKRON, OHIO 44301

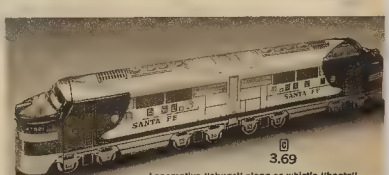
enjoy exciting-action *Authentic Scale Models*

They're super-size—and actually fire missiles! Have the Atomic Tank and "Big-Jo" Cannon on your side in "battle"!

A GIANT ATOMIC TANK. Looks like the real thing! Rugged full-action atomic tank is perfect for action-minded boys. It's so big—over 38 in. long, 14 in. high, and 15 in. wide. Missile-firing cannon has 20-in. long aluminum barrel—is turret-mounted with full 360° swing. To fire, drop missile in chamber—pull back spring lever—then release. With 4 missiles. All polypropylene plastic.
X 923-4246 A—Shipping weight 3 lbs.*.....3.44

B GIANT-SIZE "BIG-JO" CANNON. Authentic replica of U.S. Army cannon that backed up American troops in World War II. Easy to load. Has trigger-controlled firing. Shoots 4 completely harmless soft-plastic shells (incl.). Moves easily over any "terrain" on big 8-in. wheels. Measures 32 in. long, 15 in. high. Sturdy olive-drab and silver-color polyethylene plastic.
X 923-4212 A—Shipping weight 3 lbs.....3.44

C MYSTERY TOOTIN' CHUGGING LOCOMOTIVE. All aboard! Train now leaving for a world of fun! Listen to this red and white Diesel locomotive "chug-chug" along as cheerful whistle "hoots" to clear the track ahead. Measures over 25 in. long. Made of tough, durable lithographed metal. Operates on two standard "D" cell flashlight batteries (not included—to order batteries see bottom of page 118).
X 923-4238 A—Shipping weight 2 lbs. 8 oz.....3.69



Locomotive "chugs" along as whistle "hoots"

Carries its own powerful fighting force

D IDEAL U.S.A.F. GLOBEMASTER TRANSPORT. Realistically-detailed replica of Air Force's famous transport plane. 22-in. long olive-drab Globemaster is made of rugged styrene plastic. Features movable ramp, down which roll a command jeep, a modern rocket launcher that fires 2 rubber-tipped rockets, a mobile howitzer that can actually fire its harmless plastic shells, a floodlight truck with movable searchlight, a radar scanner that really swivels, and a full complement of 10 toy soldiers—all made of tough polyethylene plastic.
X 923-4253 A—Shipping weight 4 lbs.*.....Set 4.99

Dump truck measures over 30 in. long

E ELDON GIANT DUMP TRUCK. A real giant in size and detail! Over 30 in. long! New lock-nut assembly of wheels prevents loosening. 3-position hand-crank for loading and unloading. Trailer unhitches. Visible motor in cab. Whitewall tires with colored hubs. Made of sturdy polyethylene plastic—takes plenty of hard use.
X 923-4220 A—Shipping weight 4 lbs.....4.99

*Semi-mailable—see page 81 for complete information.

Buy all your toys with Credit Command—see page 79.

Unbreakable Spinnakers Racing Sloops are made of high-impact styrene with mahogany hulls. Each of the three sloops has a different colored sail—green, orange, yellow. Eldon Industries, Inc., W. El Segundo, Hawthorne, Calif.

Lazy Fireside Cat is made of domestic rabbit fur with satin bow, lined felt ears, embroidered nose and mouth. Cotton stuffed toy has simulated whiskers, comes in two sizes for $4 95 and $6 95 La Mar Toy, 432 12th st., Brooklyn, N.Y

"Sight, Sound and Play" bring entertainment and education to youngsters via songs, a book and toy animals. Book has illustrations, music, coloring page, stories, poems. Rempel Mfg., Inc., 100 Tubb ave., West Point, Miss.

Picture puzzles depicting "The U.S. Army in Action" come in two series. One has six subjects with 750 pieces, $1. Other series has eight subjects with 600 pieces; 69¢. Descriptions included. Jaymar Specialty Co., New York.

Dam Things for political year are Republican Elephant and Democratic Donkey. Hair and scalp are actual sections of sheepskin imported from Iceland. Sole U. S. Licensee in U. S. is Scandia House Enterprises, Coral Gables, Fla.

Child's World of Wonder Toy Globe uses elephants, kangaroos, camels, other animals to identify countries lithographed on colorful metal sphere. On sturdy carrying ring, globe is 12" tall with 96" circumference. Ohio Art Co., Bryan, Ohio.

Giant Qualatex Clown stands 3' when inflated. With perforated cardboard feet, clown always lands on feet when tossed in air. Comes poly-wrapped at 29¢ suggested list price. Pioneer Rubber Co., 496 Tiffin rd., Willard, Ohio.

Young girls will get springtime fun from jack sets and jump ropes by Jak-Pak. Metal jacks come with 1¼" ball, jump ropes are vinyl in red, yellow or green with white handles; 10¢ and 20¢ respectively Jak-Pak, Box 374, Milwaukee.

"Baby Buttons" is 11" tall, comes in a compact display designed for all types of counters. The chubby tot has a wardrobe of six outfits. Manufactured by P & M Doll Co., Inc., 200 Fifth ave., New York 10.

Don't be a Schmo! Don't miss the novelty hit of the Show! Room 911, Hotel New Yorker

Just a

'SCHMO'

from Head to Toe

Plus 6 More New Items!

By the creators of TALKING TEETH, SUPER-SPECS, HYPO-PHONY etc.

H. FISHLOVE & CO.

Manufacturers of Novelties that Amuse Since 1914

712-20 N. FRANKLIN ST., CHICAGO, ILL. 60610

©1964 H.F. & Co.

For over 40 years serving leading toy buyers with

ALL THE BEST IN

POPULAR-PRICED DOLLS

AND STUFFED ANIMALS

NEW PLAYMATES

At The Toy Fair

VISIT OUR SHOWROOM

Room 461

200 5th AVE., N. Y. 10

H. E. CHIET — HERB CHIET — E. GLOWA
GEORGE CASHETTA — BOB COLE
NORMAN SCHWARTZ
SID AMES ASSOCIATES
Minnesota, Wisconsin, N. & S. Dakota
S. E. S. ASSOCIATES
West Coast

AN Allied QUALITY DOLL

ALLIED DOLL and TOY CORP.

PICTURE BOOK TOYS, DIVISION

4116 First Avenue, Brooklyn 32, N. Y.

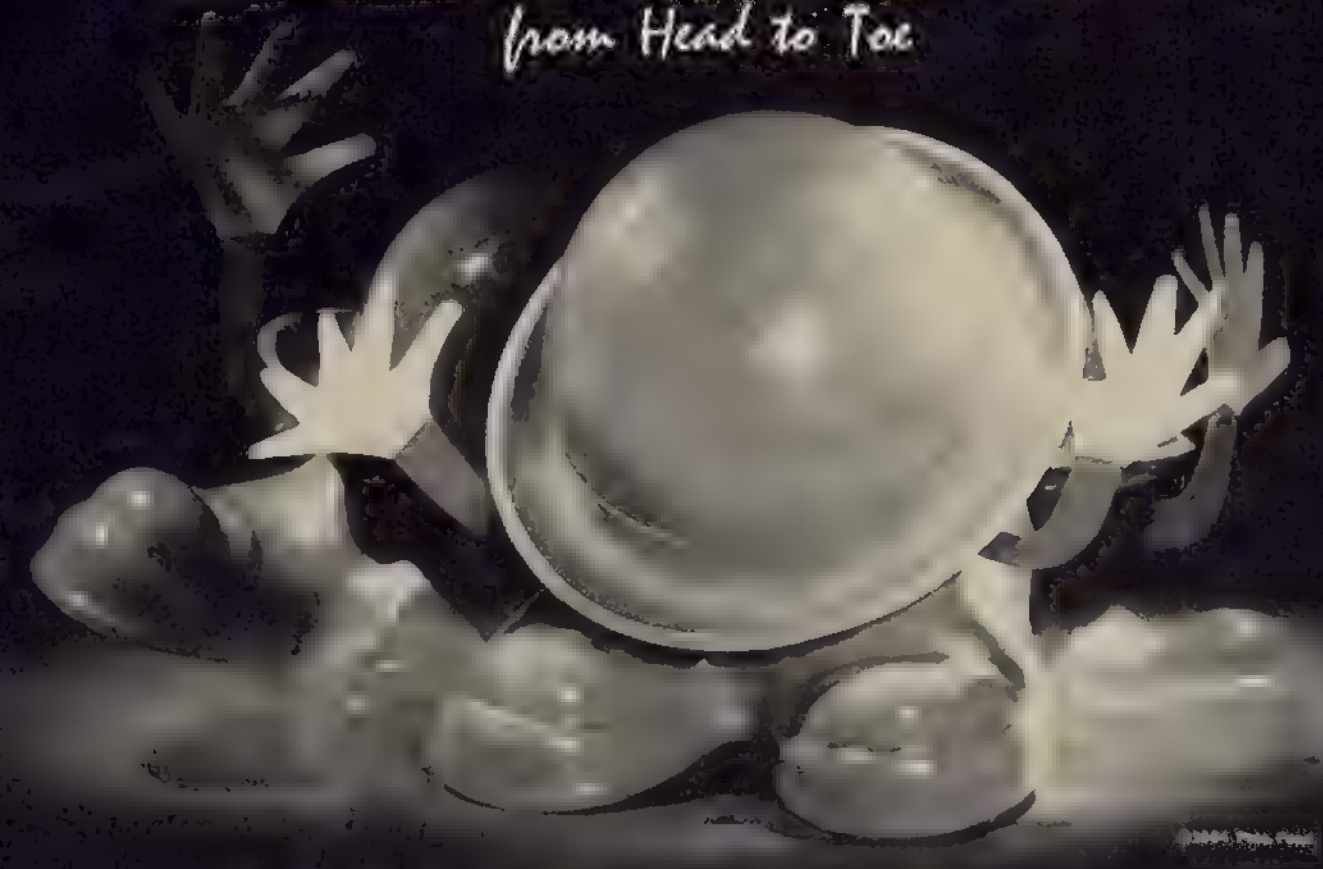
New York Office: Room 461, 200 Fifth Ave., New York 10, N. Y.

Don't be a Schmo! Don't miss the novelty hit of the Show! Room 911, Hotel New Yorker

Just a

'SCHMO'

from Head to Toe



Plus 6 More New Items!

By the creators of TALKING TEETH, SUPER-SPECS, HYPO-PHONY etc.

H. FISHLOVE & CO.

Manufacturers of Novelties that Amuse Since 1914

712-20 N. FRANKLIN ST., CHICAGO, ILL. 60610

There's never been an HO Road Race like it . .

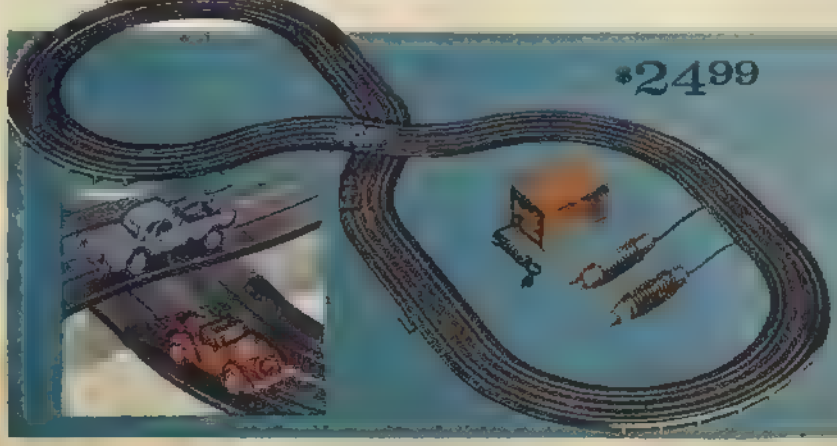
SEARS PIKE'S PEAK HILL CLIMB by Lionel

No Money Down on Sears Easy Terms

- Four people race and play at the same time and each controls his own car at all times
- Full 22 feet of HO running track in an area no bigger than a table top (3x5½-ft layout)
- Scenic mountain course included . . plus wiring for exciting tag team or conventional racing

$19.99

The first racing set of its kind. Relay racing with 2 tag teams, where the action is continuous and the thrills come fast and furious. Your teammate waits at starting line until you "pass" the flag to him. Then he roars off to challenge the peaks and dangerous curves as you wait your turn again at the line. Lap counters automatically record racing progress of each team. Includes 4 electronically controlled cars . . plastic and metal, about 2½ in. long. Each has separate grip-type control to operate car. Also 2 changeover lanes, guard rails, flags, power pack. Scientifically designed track attaches to mountain braces. Instructions. UL approved for 110–120-v, 60-c, AC.
49 N 9544 —Shipping weight 10 pounds..... $19.99



$24.99

New O Gauge Road Race by Aurora

- Size is 1/48 scale . . bigger than HO but smaller than 1/32 scale models sized right in between
- 15 feet of running track make 2½x6-foot layout

Not only is the size new, but also the real customized hot rods that race on the track. Wild and sporty cars with a souped-up version of the famous Aurora Thunderjet 500 motor under the hood. Action is lightning fast.

Plastic and metal cars about 4 inches long. Separate push-button speed controls. Track has 2 squeeze sections (to bump your opponent), trestle posts and power pack. Instructions included. UL listed (110–120-volt, 60-cycle AC).
49 N 9598—Shipping weight 7 pounds . . . $24.99

Never before..

model racers with front wheels that follow track, while bodies swing out on turns like real cars. These racers hold track better... take hairpin curves at higher speeds... give you the most realistic performance of any cars we've ever sold.

STICK-SHIFT CONTROL

Exclusive Sears speed controls let you shift through 4 gears like the pros . . you down-shift for turns and obstacles

ALLSTATE Speedway Road Race made by MARX

$24.95

- Over 21 feet of track (4½x8-foot layout)
- Famous Le Mans Grand Prix starting track
- Headlights that work for exciting night racing
- Standard 1/32 scale cars and raceway

The starting flag drops. You slam into first gear and you're off. Shift into second to get around the tree in the obstacle island and over the narrow bridge... then speed-shift into third gear for the big curve. Keep power coming on as your car ashtails through, wheels spinning wildly. Slip into fourth gear for the straightaway. Now. Down-shift to second for bumps and "S" curve fighting all the way to stay on the road and still keep ahead.

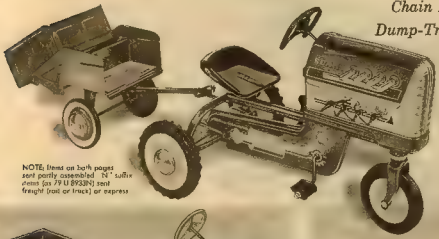
The competition's keen between Maserati and Ferrari race cars. Both have chrome-color spoke hub caps and Allstate Guardsman tires. Set includes a narrow chicane track, lap counter, hill track, wiggle obstacle track with tree and Le Mans start section. Red, green and black and white checkered flags. Plastic and metal cars about 6 in. long. 16 fence pieces, trestle supports, 2 stick-shift controller. Powerful 18-volt power pack UL approved for 110-120-volt 60-cycle AC.

79 N 9519C · Shipping weight 10 lbs **$24.95**

No Money Down on Sears Easy Terms

Looks and sounds like a big Tractor

Chain Drive Tractor hitches to one-seater Dump-Trac that dumps load by lever action



NOTE: Items on both pages sent partly assembled. "N" suffix items (as 79 U 8933N) sent freight (rail or truck) or express

Tractor only **$18.88** With Dump-Trac **$23.88**

Tractor. Shift gear to hear "motor sound" from chain drive. Full ball bearings. 37x25 inches high, 22-inch wheelbase. Steel chassis with plastic exhausts, "plugs," adjustable seat, step plate, hitch. 8-inch front, 10-inch rear semi-pneumatic tires. Red, white.
79 U 8934L—Shipping weight 34 pounds. . . $18.88

Dump-Trac. Steel seat, dump box. 33x15½ in. wide.
79 U 8917C—Shipping weight 16 pounds . . $7.88

Tractor, Dump-Trac. *Save $2.88. Separately $26.76.*
79 U 8943L2—Shipping weight 50 pounds . $23.88

Chain Drive Tractor, Trailer

Tractor only **$13.97** With Trailer **$17.31**

Tractor. Ball-bearing drive and 10-inch rear wheels. 37x26 inches high, 17½-inch wheelbase. Steel. Adjustable seat, trailer hitch. Semi-pneumatic tires. Red, white trim.
79 U 8933N—Shipping weight 26 pounds. $13.97

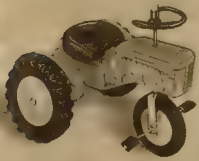
Trailer. Hauls rider or groceries. Steel, 32x15 in. wide.
79 U 8923C—Shipping weight 10 pounds. $5.27

Tractor and Trailer. *Save $1.93. Separately $19.24.*
79 U 8944N2—Shipping weight 36 pounds. $17.31

New sensation!
Chain Drive
SPIN-A-ROO
tilts up to spin or rides level like a 3-wheeler

$18.97

Twice the fun. Go forward or backward on 3 wheels . . or turn in circle, lean back and it spins like a rearing pony. Low center of gravity, so it won't spill. Adjustable seat with high back and jet-type steering wheel. Sturdy steel, 51x21x24 inches high. Red, white. Ball-bearing wheels, 6-inch front, 10-inch rear, semi-pneumatic tires; 5-inch swivel.
79 U 8915N—Shpg. wt. 45 lbs. $18.97



Big Wheel Tractor has horn

$11.77

Tot rides steady over 12-inch plastic rear wheels, 8½-inch rubber-tire front wheel. 26½-inch plastic body, steel front fork, ball bearings. Orange, blue, aluminum color.
79 U 8935L Shipping weight 14 pounds . $11.77

All-steel Pedal Drive Tractor

$9.88

Full 37x17½x26 inches high. 10-inch ball-bearing rear wheels. Seat adjusts. Has hitch, semi-pneumatic tires. Red.
79 U 8945L—Shipping weight 22 pounds. $9.88

Two can ride on this Pedal-drive Motorcycle

$15.88

Pal sits at rear as child patrols sidewalk. Training wheels remove to make it a 2-wheeler. Plastic body with chrome-plated steel handlebars, 12-inch wheels, semi-pneumatic tires. Red, aluminum color. 36x24 in. high.
79U8607L—Shpg. wt. 14 lbs. $15.88

Delivery Cycle hauls a pal, toys or groceries

$13.87 12-inch

Has ball-bearing pedal wheel, plastic windshield, red-and-white steel body, semi-pneumatic tires can't puncture.
79 U 8612L—12-inch front wheel. Shipping weight 26 lbs. . . . $13.87
79 U 8613L—16-inch front wheel. Shipping weight 30 lbs. $14.97

Horse and Sulky pedals like a bike

$9.97

Tyke is off to the races. He guides horse with steel hoop on saddle. Plastic horse and seat, steel frame. 5 and 7-inch rubber-tire wheels. Leg length adjusts 12 to 16 in. 34x19 in. high.
79U8619C—Shpg. wt. 11 lbs. $9.97

ONLY AT SEARS

Flying Arrow Sleds

Full-sweep safety runners eliminate sharp ends found on most low-priced sleds . . an extra safety feature you get when you buy from Sears

Whoosh! The hills retreat behind the smooth, gentle speed of a Sears sled. Swoop right or left with just a slight pressure on steering bar. Large, hardwood tops finished with weather-defying varnish. All steel parts enameled bright red. High-carbon steel runners; grooved for fast getaways. A size for every child, listed below. Tow rope not included.

	Catalog Number	Length	Steel Knees	Shpg wt	Price
1	79 U 8338L	66 in	8	15 lbs.	$9.44
	79 U 8337L	60 in	8	13 lbs.	8.77
2	79 U 8336L	56 in	6	12 lbs.	6.88
2	79 U 8335L	47 in	4	10 lbs.	5.76
3	79 L 8334C	42 in	4	9 lbs.	4.88
3	79 U 8333C	38 in.	4	8 lbs.	3.87

1 60-inch $8^{77}

2 56-inch $6^{88}

3 38-inch $3^{87}

NOTE: *Items with suffix "N" (as in 79U8330N) shipped by freight (rail or truck) or express*

4 60-inch $11^{97}

5 56-inch $10^{88}

6 40-inch $9^{44}

Our Best Sleds with the famous

Flying Wedge Steering Bar

Needs just the lightest touch for quick, positive turns. Works with precision because mechanism is all steel. Steering bar and front gleams with chrome plating. Blue vinyl hand grips.

Chrome-plated tubular-steel side rails add extra sturdiness where it's needed most. Strong hardwood top is varnished to defy weather. The special-alloy steel runners are bright red (note their closed-end styling—no sharp edges project to cause injury or tear clothes).

	Catalog Number	Length	Steel Knees	Shpg. wt.	Price
(4)	79 U 8343L	66 in.	8	15 lbs.	$12.88
(4)	79 U 8342L	60 in.	8	14 lbs.	11.97
(5)	79 U 8341L	56 in.	6	12 lbs.	10.88
(6)	79 U 8340L	48 in.	4	10 lbs.	9.44

$2^{99}

37-inch Economy Sled

Varnished hardwood top, shaped steering bar, 4 steel knees. Grooved high-carbon steel runners curled at rear, no sharp edges. Steel parts enameled red

79 U 8332L Shpg. wt. 8 lbs..... $2.99

$4^{87}

Steel Toboggan-Sled

Strong steel body; grooved bottom, steel tube side hand-rails. Plastic capped rail ends Hardwood dash covers all exposed forward edges. 16x34 in. long. Seats two. Fused red finish

79 U 8302C—Shpg. wt. 8 lbs..... $4.87

Snow or Water Slide

Was $29.99

$19^{99}

9½-ft galvanized-steel slide 14 in. wide for sleds to 48-in. Use as pool slide in summer. 41-in. high platform, steel frame Yellow, green Wt. 75 lbs

79U8330N—Now $19.99

97c **Adjustable Polyethylene Tow Rope.** Adjusts up to 9 feet. Attach it to any sled (see view at top of page)

49 U 8329—Shipping weight 4 ounces..... 97c

Park 18 cars in this 4-level Garage

Battery-powered elevator lifts cars to all floors of garage.

Winding auto ramp rolls them back down to street level.

Tank truck fills a real pump.

There's even a take-apart car.

$9.97

Your rolling stock is a fleet of new model cars — a car that comes apart for overhaul (with engine block, lift-up hood) — a tank truck that holds water — and one car with a filler up gas tank. Equipment ranges from working grease rack to dummy air pump. Attendants, customers, cars, signs, reinforced plastic. Steel garage is 2 feet high, measures 3x16 in. Unassembled. Order 1 "D" Battery.

79 N 6004L Shipping weight 12 lbs. $9.97

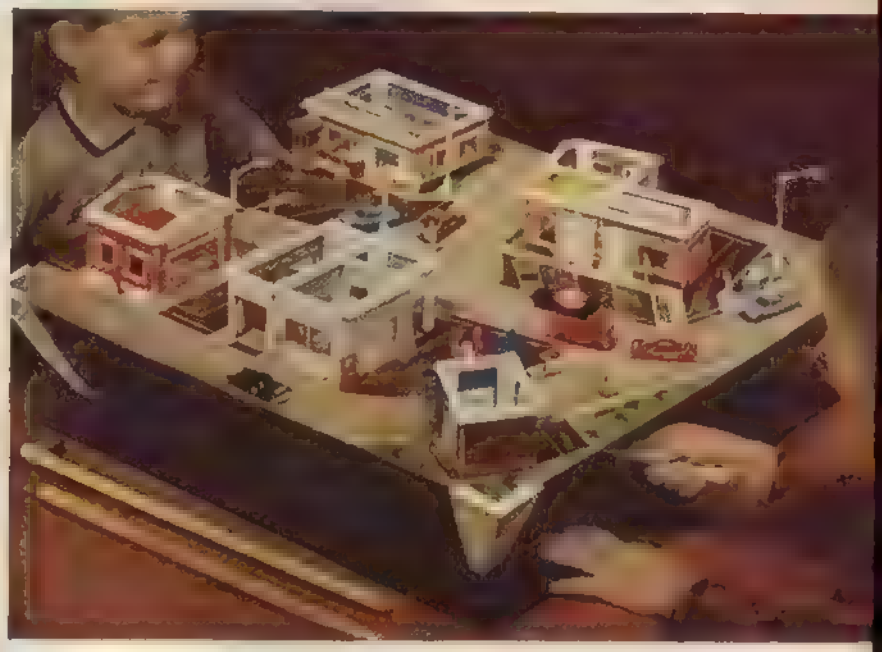
"D" Battery. Shipping weight each 4 oz.

79 N 4660 2 for 32c 4 for 60c

Magnetic Service Station by Child Guidance Toys $4.99

Six cars and attendants spring mysteriously into action. You control them secretly with a touch of the Magic Mover wand underneath the gas station. You boss a 7-lane outfit, connected even to dummy gas tanks, traffic signals and pedestrians. Business is brisk. Take off car houses for inspection if you like; they can be interchanged at a flip of your finger. High impact plastic station can be permanently assembled. Base 19½x26x8 inches.

79 N 6070C—Shipping weight 7 pounds $4.99

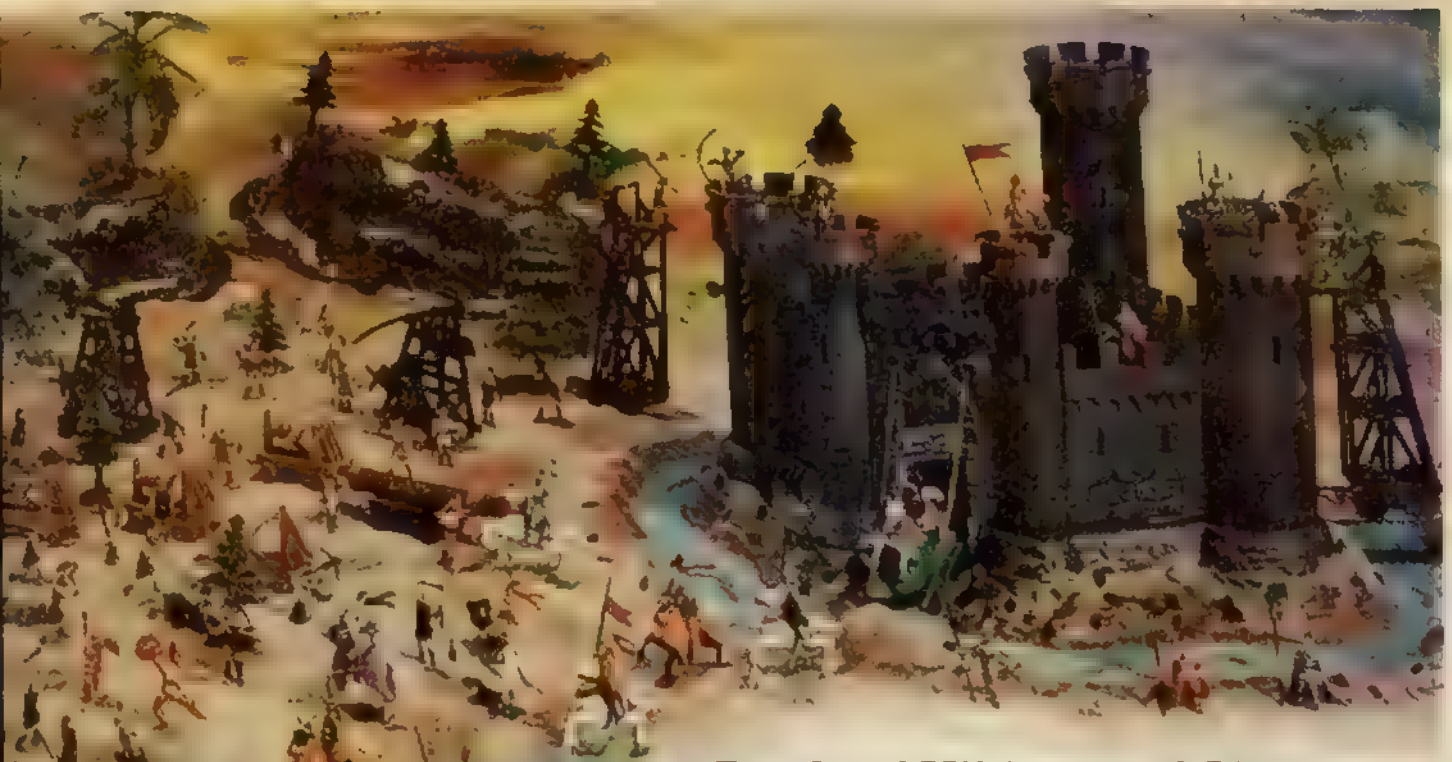


Rush fire truck and police car to emergencies . . make people walk, cars move by Magnetic Action THIMBLE CITY by REMCO $7.88

You're in charge of Thimble City. Bring it to life at the underground touch of a magnetic powered wand. Send police whizzing in to solve crimes. Make the engine speed from the firehouse — pedestrians shop in the supermarket — attendants get on the job in bank, car wash, hamburger stand. Even has a city hall. Stop light controls traffic.

The inhabitants 10 people — dog and a cat. 8 vehicles. Lots of realistic details from oil cans in gas station, to checkout counters in supermarket. Doors swing open or lift up for people or vehicles to move through. Thimble City is strong plastic 24x24x8 inches high on legs. 2 wands included. Partly assembled. Shipping weight 8 lbs.

79 N 6088C $7.88



Battle of Vikings and Knights

Invading towers move in . . catapults hurl "stones" . knights let down castle gate and charge out to attack

143 pieces **$9.89**

Catapults bombard an ancient castle [illegible] the main gate and the Vikings [illegible] Knights in gold and silver color armor [illegible] 17 trees and 10 groups of rock afford cover for the marauding invaders.

64 pieces **$4.89**

[illegible]

143-piece set
49 N 6045—Wt. 2 lbs. 6 oz. Set $9.89

64-piece set.
49 N 6046—Wt. 1 lb. 8 oz. Set 4.89

Play sets with HAND PAINTED

Notice the minutely-fine detailing . . see the life-like look of each figure

20 minutes to Berlin

174 pieces **$9.89**

You have the enemy with his back to the wall almost defeated but he won't give up without a fight. The last battle rages [illegible] the action is fierce.

80 soldiers fight with guns [illegible] Bombed buildings, barbed wire and other [illegible] set the scene.

49 N 6055 Wt. [illegible] $9.89

Custer's Last Stand

181 pieces **$9.89**

[illegible] Custer's [illegible] fight desperately [illegible] Big Horn [illegible] 47 [illegible] 14 [illegible] 18[illegible] [illegible]

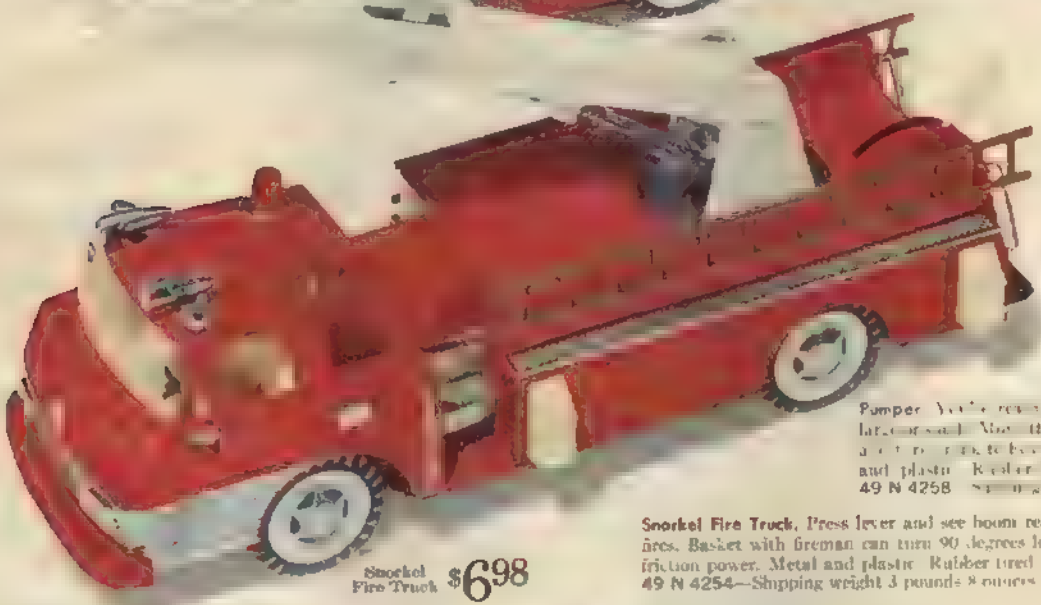
49 N 6048 Shipping weight [illegible] $9.89

Items on both pages made in Hong Kong

Siren blows

Basket with fireman can make 180° turn

Pumper Fire Engine $5.98



Snorkel Fire Truck $6.98

Save $1.08 on Fire Truck Set

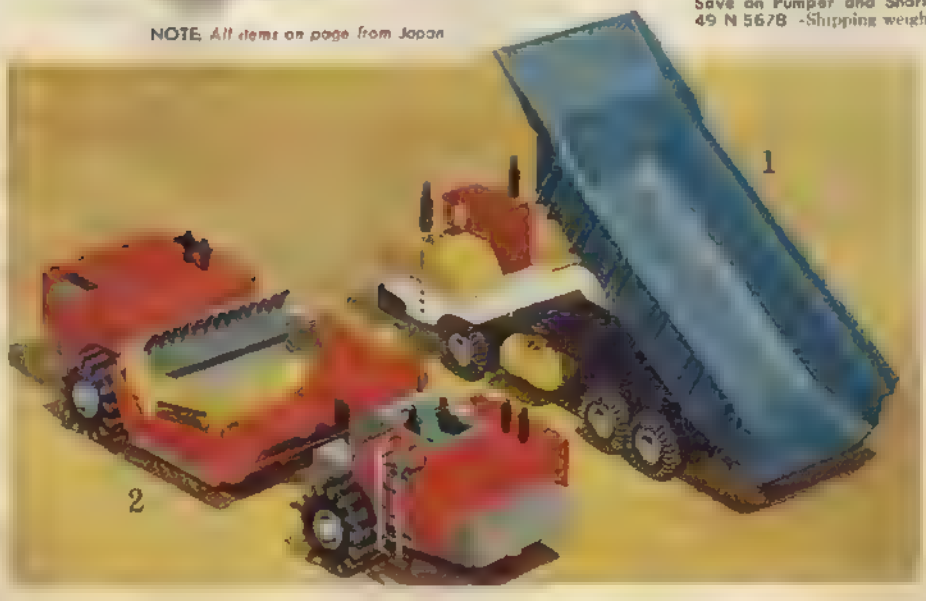
$11.88

Pumper. [illegible] and plastic. [illegible]
49 N 4258 [illegible] 3 lbs. 8 oz. $5.98

Snorkel Fire Truck. Press lever and see boom reach up to put out those high fires. Basket with fireman can turn 90 degrees left or right. Moves out under friction power. Metal and plastic. Rubber tired wheels. 19 inches long.
49 N 4254—Shipping weight 3 pounds 8 ounces $6.98

Save on Pumper and Snorkel Fire Truck Set. *Separately prices total $12.96*
49 N 5678 -Shipping weight 8 pounds. . . . . Set $11.88

NOTE: *All items on page from Japan*



Build your own highways with Sears Road Equipment

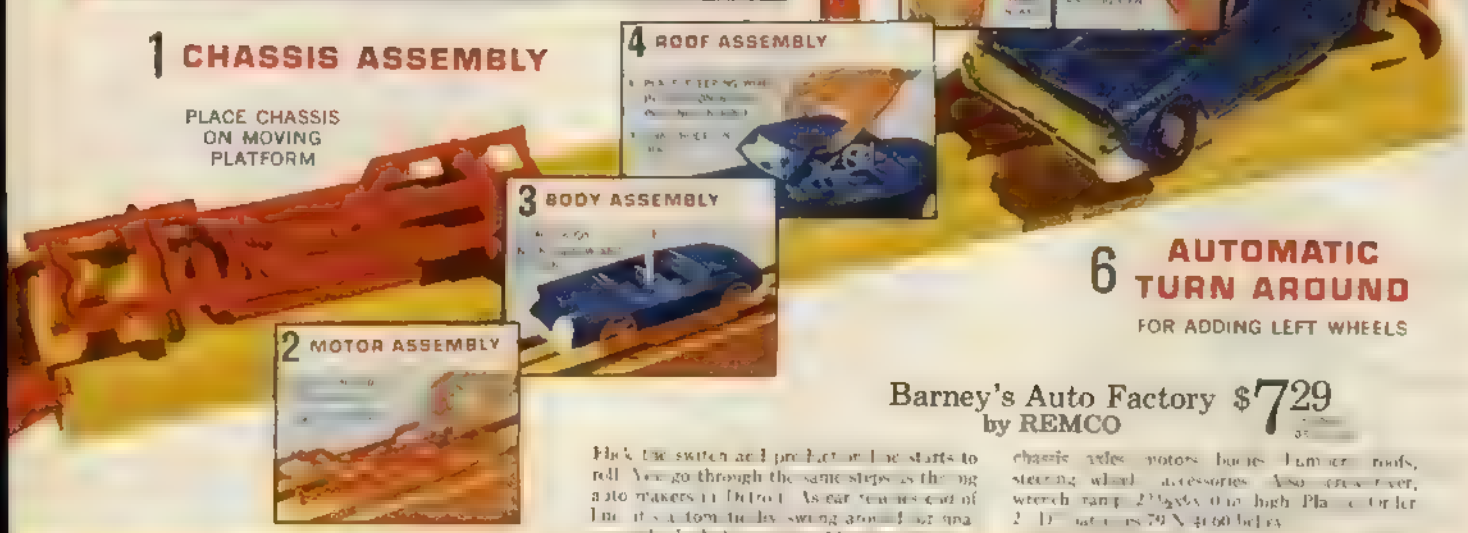
Dump Truck $3.89

1 [illegible] High impact plastic and metal
49 N 4284 Shpg. wt. 3 lbs. 8 oz. . $3.89

Big Road Scraper $5.89 without batteries

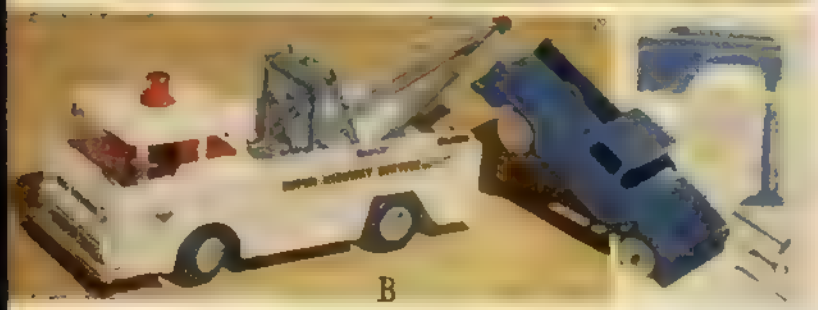
2 Tame that steep hill, build that winding road. Big, undershing scoop cuts wide path, hauls a big load. Goes forward and back. Made of metal and plastic. [illegible] 18 [illegible] long.
49 N 4263 [illegible] 8 oz. $5.89

"D" Battery. Shpg. wt. two 8 oz.
49 N 4660 . . . 2 for 32c; 4 for 60c



Barney's Auto Factory $7.29
by REMCO

Flick the switch and production line starts to roll. You go through the same steps as the big auto makers in Detroit. As car reaches end of line, it's automatically swung around for next assembly. Includes six or 3 large model cars, chassis, axles, motors, bodies, bumpers, roofs, steering wheel, accessories. Also crane, wrecker, wrecker ramp. 2½x5½ in. high. Place Order 2 "D" batteries 79 N 4060 below.
79 N 5867C—Shipping weight 6 lbs. $7.29



Remote-controlled Cadillac
$3.97 without batteries

A Turn on lights, drive car forward, reverse, steer, honk horn from the dash board panel. Chassis 10 in. long. From Hong Kong. Order 2 "D" batteries below.
49 N 4291—Shpg. wt. 1 lb. 8 oz. $3.97

"D" Battery. Shpg. wt. each 4 oz.
49 N 4660 2 for 32c, 4 for 60c

Big Bruiser by MARX
$9.99 without batteries

B Light flashes, siren wails. Goes forward, reverses. Pull-back. Windshield wipers move as fast. Winch lifts wrecker. Also wrecker, truck, spare parts, pick, tool kit. Plastic 25 in. long. Order 4 "D" batteries below.
79 N 5709C—Shpg. wt. 7 lbs. $9.99

Run a 48-piece Highway and Airport Fleet
$6.99

Cars, trucks and planes roll over any terrain. All made of colorfully decorated metal and plastic. 4 to 4 inches long. From Japan. Includes sixteen pieces, including van with rear door opens. Helicopter for reporting traffic conditions. Auto carrier with 4 cars. Also Fire Truck with 6 cases, 3 cars, 18 signs, engine and airport carrier with 2 wagons, 6 pieces of luggage.
49 N 5676—Shipping weight 5 pounds 8 ounces. Set $6.99

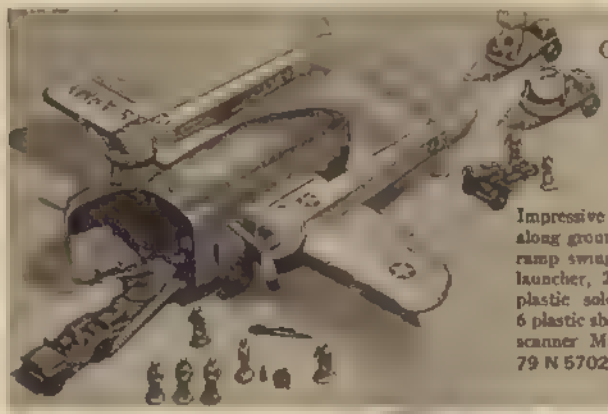
79 N 4660—"D" Battery. Shpg. wt. each 4 oz. . 2 for 32c; 4 for 60c

BOMBS AWAY!
When you score a direct hit, tank explodes

2-foot Bomber, 2 Bombs and Tank $3.89

Twin-jet steel bomber runs along ground with friction-powered motor. When lifted (in flight), push button on top of plane and bomb-bay doors open. When bomb hits target . . turret, gun and housing fly apart. Plastic bombs, 4-pc. plastic tank, 8 in. long
79 N 4230C—Shipping weight 3 pounds . Set $3.89

All items on page (except batteries) made in Japan unless stated otherwise



Globemaster Set by IDEAL

$4.99

Impressive 22-in. plastic plane taxis along ground on wheels. Loading door, ramp swing open. Inside jeep, rocket launcher, 2 rubber tipped rockets, 10 plastic soldiers. Mobile cannon fires 6 plastic shells. Searchlight truck, radar scanner. Made in U.S.A.
79 N 5702L—Shpg. wt. 4 lbs.... $4.99

$2.97 without batteries

Copter flies by remote control

Dives, hovers, rescues 2 plastic men—you're in control. 9 inches long. Order 2 "D" batteries below. Made in U.S.A.
49 N 5870—Shpg. wt. 13 oz.....$2.97

$4.89 without batteries

Jet roars . . flashes lights

707 Jet is metal and plastic. 19 in. long. Push button to release landing gear. Switch for lights. Order 2 "D" batteries below.
49 N 4277—Shpg. wt. 2 lbs.....$4.89

Bristol Jet Bomber $2.89 without batteries

Engine makes jet sounds, lights flash. 16 in. long. Metal, plastic. Order 2 "D" batteries.
49 N 5688—Shpg. wt. 1 lb. 8 oz.....$2.89

4-motor Plane $2.97 without batteries

Stop-and-go action. 4 props start revolving, stop in sequence. Goes straight, turns. Steel. 15 in. long. Order 2 "D" batteries below
49 N 5686—Shipping wt. 1 lb. 4 oz. $2.97

Navy Bi-plane $1.89 without batteries

Engine lights up, makes noise. Metal, 10 in. long. Order 2 "C" batteries below
49 N 4262 -Shipping wt. 1 lb. 2 oz.....$1.89
"C" Battery. Shpg. wt. each 2 oz
49 N 4665 2 for 32c; 4 for 60c

Helicopter $3.89 without batteries

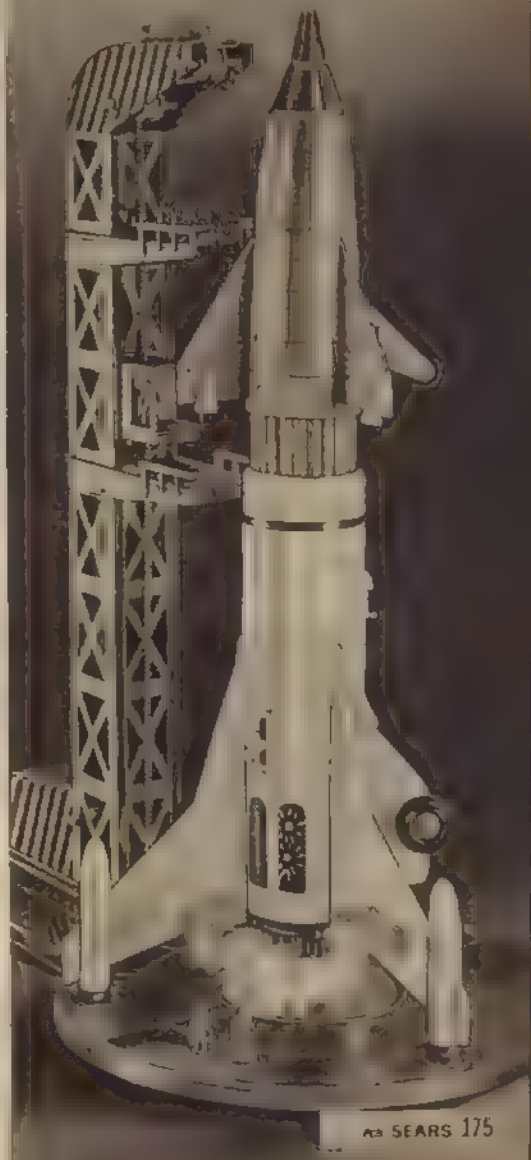
Blades spin, light flashes, engine makes noise. Door opens, ramp moves when copter stops. Metal, 16½ in. long. Order 2 "D" batteries
49 N 5687 Shpg. wt. 1 lb. 8 oz.....$3.89
"D" Battery. Shpg. wt. each 4 oz
49 N 4660 2 for 32c; 4 for 60c

Flick "blast-off" switch . . smoke pours out . . lights blink . . hit control button and capsule ejects, parachutes back

SEARS 3-STAGE ROCKET

$7.89 without batteries

Excitement really builds as the count-down ends . . minus 2, minus 1—blast off. Launching tower moves forward and back, chain hoists capsule to its launching pad. Elevator moves up and down. When placed lengthwise on ground, rocket moves forward . . roars, smokes. Metal and plastic. 17x20 in. high. Order 2 "D" batteries below, at left.
49 N 4279—Shpg. wt. 4 lbs.....$7.89



Count down and launch your own rocket with water pressure

soars up to 200 feet
. . releases space capsule
that parachutes to earth

PROJECT MERCURY

$4.99

All you need is open sky and a little water to blast off. Pump air and water from control center through 8-ft. hose to rocket on launching platform. Pumping stops when correct pressure for set altitude is reached. Set timer gauge and countdown begins. When it hits zero, your 10-in. Gemini rocket blasts off automatically. At peak of flight Friendship capsule is released and parachutes gently to earth. A second plastic rocket, without parachute, *soars to 300 ft.*
49 N 6309—Shipping weight 3 pounds $4.99

Uses a new type non-explosive non toxic fuel kit

Flies over 100 feet

ALPHA-1

Ballistic Missile

$2.99

Blast off for fun and excitement with the missile designed by missile engineers and tested at Cape Kennedy.

Mix oxidizer and fuel, which forms gas that propels rocket.

To launch it, pull cord and watch 10-inch red plastic rocket streak into the sky at any angle you select.

It's rubber tipped for soft landings. Includes rocket, fuel measuring tank, remote launching cord, base parachute pin and instructions.

Shipping wt. 1 lb. 8 oz.
49N6310 ..... $2.99

Fuel Kit, Oxidizer, fuel.
49N6312—Wt. 4 oz. .39c

Race and rally with these seven DINKY TOYS made in England

Metal Sports Cars—Road Racers Set $7.88

Your own fleet of free-rolling 3½-inch sports cars. The B.R.M., Ferrari, Mercedes, "E" and "D" Jags, M.G., and Triumph Spitfire. Finely detailed exact replicas . . canopy or cowl removes, doors open, seatbelt holds driver.
49 N 2269—Shipping weight 1 pound 9 ounces. Set $7.88

Handle construction jobs in miniature with this 5-vehicle set from the famous "MATCH-BOX" King Size Series

$5.99

Parts move on 8-wheel tipper, rear dumper, tractor shovel, cement truck, jumbo crane. Same accurate detail as the famous miniatures. Metal. 4 to 7 in. long. England.
49 N 2273—Shipping weight 2 pounds 1 oz. . .Set $5.99

$4.74

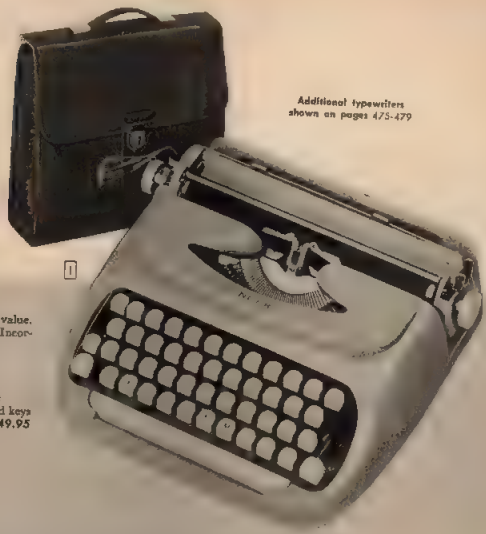
BUDGIE Die-cast metal Miniatures

Timber transporter, cattle truck, tractor transporter, dump truck and hauler-trailer. 3¾ to 7 in. long. England.
49 N 2268—Shipping weight 1 pound 14 oz. . . . .Set $4.74

40 Free-rolling Miniature Cars $2.44

A package full of fun. Plastic trucks, foreign and sports cars. Assorted colors. From 1¼ to 2 in. long. Hong Kong.
49 N 2122—Shipping weight 12 oz. . . . . Package $2.44

3 New Portable Typewriters from SINGER*



Additional typewriters shown on pages 475-479

1 **SCHOLASTIC* Portable Typewriter** . . . an amazing SINGER* value. Weighs only 11 lbs. 4 oz. yet is sturdily built for years of hard use. Incorporates many of the fine features found in higher priced machines:

- Standard Keyboard—42 keys, 84 characters
- Line Space Selector—one, one and one-half, and double spacing
- Automatic ribbon reverse
- Carriage centering and locking device—locks tightly when not in use
- Key unjammer—a tap of the Margin Release key unscrambles jammed keys

Model T-2 SCHOLASTIC. Aqua **$49.95**

(*Plus F.E.T.*)

2 **GRADUATE* Portable Typewriter.** A beautifully engineered machine that makes a wonderful companion for the student, housewife or businessman It produces sharp, crisp type with a swift, featherlight action

- Keyset Tabulator Two Color Ribbon and Stencil Cutter
- Finger-Tip Touch Regulator—Adjustable Paper Edge Guide
- Erasure table located above the cylinder for easier corrections
- Variable line spacer—lets you type "right on the line"
- Perfectly balanced in *extra-strong* frame.

Model T-31 Graduate. Soft Beige **$79.95**

(*Plus F.E.T.*)

"Graduate" and "Professional" models are available with your choice of Pica or Elite type. See these fine machines at your nearest SINGER Shop

3 **PROFESSIONAL* Portable Typewriter.** This SINGER* Portable is the finest. It's designed especially for the college student who wants a typewriter with office machine features

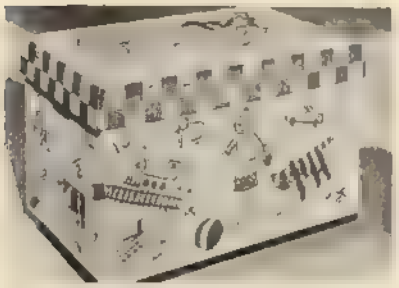
- Recessed 88 character keyboard
- Advanced carriage design
- Push-button Tabulator
- Finger-Tip Touch Regulator
- Line Finder for typing between lines
- Ribbon Color Selector for fingertip control of black, red or stencil typing
- Paper Shield for easier paper insertion
- Custom-molded portable carrying case

T-62 Professional. Soft Gray **$99.95**

(*Plus F.E.T.*)

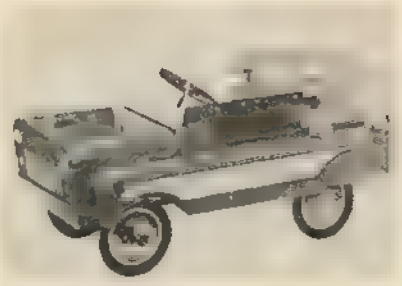
This is an example of ELITE type.
This is an example of PICA type.

*A Trademark of THE SINGER COMPANY



Heavy-duty fiberboard toy chest has red and blue kindergarten figures on an oyster white background. Consists of double thickness fiberboard strong enough for an adult to stand on; $2 98 retailer. General Box Co., 1825 Miner, Des Moines, Ill.

Skimmer hat line comes in full head size and are all year-round sellers. Ideal for conventions, the bands can be printed with whatever wording the customer would like. United Mask & Novelty Co., Inc., Brooklyn 27, N. Y.



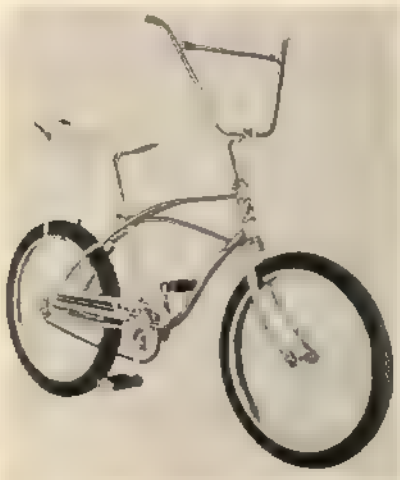
Sporting a royal blue steel body and simulated wood side panels, Country Squire is a pedal-drive "pick-up" for youngsters that has removable end gates and hardwood sides; 40" long. Garton Toy Co., Sheboygan, Wis.

An American weight lightweight bicycle with a dual reversible rear hub in its fourth edition. Vivid coloring and chrome Special low price for orders placed at Toy Fair, Chain Bike, Rockaway Beach 3, New York.

Designed for use indoors or outdoors, "Mayflower" Love Seat is made of wrought iron with a vinyl covered foam cushion that measures 24" x 10". Part of the "Stylerite" line. Fletcher Enamel Co., Box 67, Dunbar, W. Va

"Day to Remember" is the subject of new jig-saw puzzle consisting of over 1,000 triple-thick pieces. Painting vividly recalls the days of boyhood. The Tuco Work Shops, Inc., Stevens st., Lockport, New York.

Suited for young boys' rooms is "Bronco," a new lamp with colorful figurines mounted on base. Cowboy, animals, cactus are sculptured to simulate expensive pieces of ceramic art. $5 98 retailer. The Dolly Toy Co., Tipp City, Ohio.

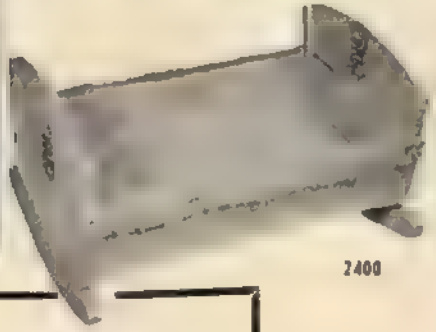


Skat-7 will provide cycling fun for boys of all ages with its triple bar frame, long seat post, braced handlebar, heavy chromium rims. Finished in flamboyant silver. Rollfast div., D. P. Harris Hdw. & Mfg. Co., 99 Chambers st., New York.

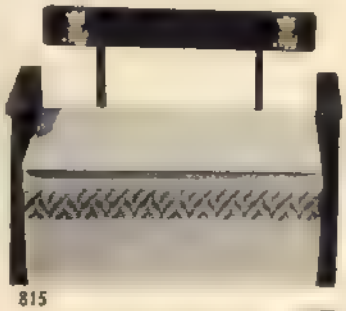
Unitone Super Harmonica is almost 10" long. Easy to play plastic instrument has full diatonic scale, plays single note. Harmonica comes shrink packed, retails for $1. Harmonic Reed Corp., Rosemont, Pa

new '64 models... toy chests

BASSINETS and BEDS plus new colors and improved numbers in our regular toy line



2400



815

Combinations
Dolls
Music Boxes
Blankets
Accessories

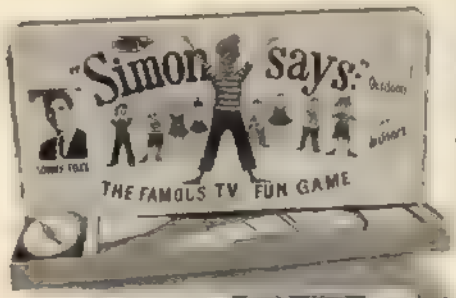
See them all at one of our
THREE PERMANENT DISPLAY ROOMS
200 Fifth Ave., Room 448
One Park Avenue, N.Y.
1494 Merchandise Mart, Chicago

HOME OF
BADGER TOYS

BADGER BASKET CO., EDGAR, WIS. Phone EDgar 4551

CHICAGO: 1494 MERCHANDISE MART, 467-1868 • NEW YORK: ROOM 448, 200 FIFTH AVENUE BUILDING, CH 2-1588

"CARDINAL'S NEW 1964 'CLEAR-VIEW' GAME LINE"

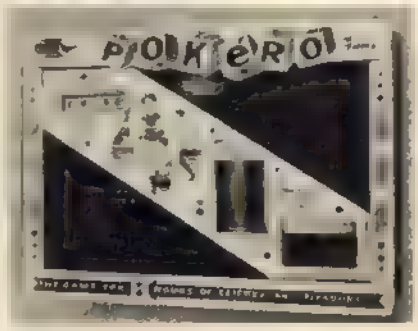


FAMOUS TV GAME "SIMON SAYS" ENDORSED BY SONNY FOX

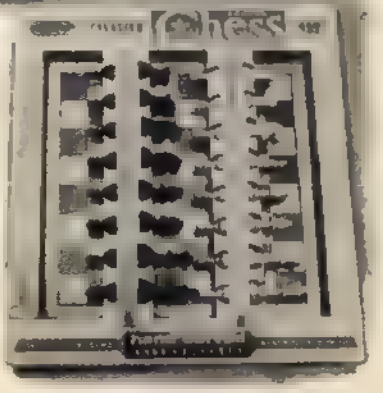
An action game for play indoors and outdoors. Best known fun game in the country. Enjoyable for children and adults

TOY FAIR showrooms:
Room 1565—Hotel New Yorker
Room 221—200 Fifth Avenue

NEW "POKERO" DICE Game



NEW, unique family card game played with dice. This set features new style Poker Dice and specially designed scoring blackboard.



HAND CARVED WOOD CHESS SET WITH HARDBOARD

Finely hand crafted, Staunton design chessmen with Mahogany Finish Hardboard

OTHER CARDINAL GAMES Mah Jongg, Dominoes, Checkers, Toss-Word, Strike-Bowling Game, Cribbage, Roulette, Combination Games, etc

CARDINAL INDUSTRIES, INC.
175 POWERS ST., BROOKLYN 11, NEW YORK

SCM SMITH-CORONA®

PORTABLE TYPEWRITERS

- FULL OFFICE-SIZE KEYBOARD • AUTOMATIC TABULATION
- TOUCH SELECTOR • PAGE GAGE • QUICK-SET MARGINS

plus many other big office typewriter features

Coronet

SMITH-CORONA CORONET ELECTRIC PORTABLE. World's finest. Easiest to learn on. Simply touch the keys and electricity does the work for you. Type as fast as you want . . . get print perfect letters . . . precise spacing, even stroke, even impression. Five keys repeat electrically—dashes, spaces, dots, underlines and "X"'s. Personal touch adjustment and copy set control. All metal vinyl covered carrying case. In Gray, Green, or Blue; Pica or Elite. Shpg. wt. 27 lbs.

6SE/13028 **LIST $169.50**

Electric

GRAY GREEN

the Galaxie

THE WORLD'S FASTEST NON-ELECTRIC TYPEWRITER. Built like an office machine—priced like a portable. 88 character office size keyboard, removable platen, erasure table, automatic tabulator. Has three position ribbon selector. Page gage and quick-set margins. Blue, Green or Gray. Pica or Elite. Weight 22 lbs.

6TZ/9977 **LIST $124.50**

GRAY BLUE

ALL-METAL TRIMLINE CARRYING CASE with "Sterling" "Galaxie" or "Coronet"

This is standard pica type.
This is standard elite type.

the STERLING

THE STERLING. Office typewriter features combine with a portable's convenience and economy. Boasts full 88 character keyboard; 3 position ribbon selector; lateral paper guide; floating shift. Synchronized line space lever gives single, double, and triple spacing. Tab sets and clears from keyboard. Removable platen. In Gray, Green, or Blue; Pica or Elite. Wt. 21 lbs.

5AX/7997 **LIST $110.60**

INCLUDE: Alternate color choice to avoid delay.

GRAY GREEN

Cycolac case won't wear, chip or rust.

BLUE

the Corsair

MOST COMPLETE LOW-PRICED PORTABLE. It's the lightweight traveler—precision in miniature—the Smith-Corona "Corsair". Features 84-character office keyboard, exclusive Page Gage, pre-set tabulator, and Quick-Set margins. Half spacing for error control. Tan or Blue . . . Pica or Elite. Shpg. wt. 12 lbs.

5Y/4497 **LIST $59.95**

All prices include Federal Excise Tax

- SNAP-ON DUST COVER
- RETRACTABLE HANDLE

SPECIAL OFFER $3.95

A new 10-Day Touch Typing Course with purchase of any Smith-Corona Portable Typewriter. Educator Approved, five Columbia Records, easel type instruction book. Makes learning to type easy.

All-Electric

FIGUREMATIC®

SMITH-CORONA ADDING MACHINE. Feather-weight electric priced for all. Add, subtract, and multiply with ease. Adds 7 columns ($99,999.99), totals 8 ($999,999.99). Newly ruggedly engineered. Exclusive ribbon cartridge. Size: 9 x 13", weighs only 8 lbs. Shpg wt. 10½ lbs. 90 Day Guarantee.

EFM/7197 **LIST $89.50**

SCM SMITH-CORONA

PORTABLE TYPEWRITERS

- FULL OFFICE-SIZE KEYBOARD • AUTOMATIC TABULATION
- TOUCH SELECTOR • PAGE GAGE • QUICK-SET MARGINS

plus many other big office typewriter features

the STERLING ONLY $79.90

A THE SMITH-CORONA "STERLING" PORTABLE combines big office-typewriter features and performance with a portable's convenience and economy. "Sterling" boasts automatic ribbon reverse; lateral paper guide; self aligning paper feed, floating shift. Synchronized line space lever gives single, double and triple spacing. Rimless, non-glare keys shaped to cup fingertips. High-speed key set tabulation, sets and clears tab stops instantly right from the keyboard. Removable platen for easy cleaning. Available in gray, green or blue . . pica or elite type. Shpg. wt. 21 lbs.

34-1148N Gray . . . . . ret. $123.10 only $79.90
34-1149N Green . . . . . ret. $123.10 only $79.90
34-1110N Blue . . . . . ret. $123.10 only $79.90

SPECIFY pica or elite type

ALL-METAL TRIMLINE CARRYING CASE with "Sterling" or "Galaxie".

the Galaxie

B THE WORLD'S FASTEST Built like an office typewriter—priced like a portable. Deluxe Office Typewriter features 88-character keyboard, automatic tabulator for indenting paragraphs and listing figures, Personal Touch Selector, the exclusive Page Gage, and Quick set margins. Erasure table makes corrections a cinch. New mar-proof finish, handsome new colors. Available in blue, green, or gray . . pica or elite type. Shpg. wt.- 22 lbs.

34-1111 Blue - Retail $.23.10 . . . . . Your Cost $99.80
34-1112N Gray Retail $.23.10 . . . Your Cost $99.90
34-1113N Green Retail $123.10 . . . Your Cost $99.90

SPECIFY pica or elite type

WARRANTED 5 YEARS

INCLUDE: Alternate color choice to avoid delay.

SPECIAL OFFER $3.95
A new 10-Day Touch Typing Course with purchase of any Smith Corona Portable Typewriter. Educator Approved, five 7" Columbia Records, easel type instruction book. Makes learning to type easy.

Amazingly durable missile age travel case of Cycolac won't wear, chip or rust.

the Corsair

C MOST COMPLETE LOW-PRICED PORTABLE. The Smith-Corona "Corsair" -Light Weight Traveler. The precision-crafted Corsair features an 84-character office keyboard, exclusive Page Gage pre-set tabulator, and Quick-set margins. Has touch selector, and half spacing for error control. Available in tan or blue . . . pica or elite type. Shpg. wt.. 12 lbs.

34-1114N.. . . . . Tan . . . . . Retail $79.35. . . . . Your Cost $59.90
34-1115N . . . . Blue . . . . . Retail $79.35. . . . . Your Cost $59.90

SPECIFY pica or elite type

This is PICA
This is ELITE

ALL PRICES INCLUDE FEDERAL EXCISE TAX

SMITH-CORONA ELECTRIC ADDING MACHINES

Lists 11 Columns $999,999,999.99 Adds to 12 Columns

D FOR THE LARGER OFFICE—Model 1112. Automatic credit balance, subtracts larger number from a smaller, gives minus figure in red. *Multiplies* . . "Step-Over" key shifts automatically for fast, bar-type multiplication. Also has Repeat Counter, Non-Add Key, Non-Print Key, and Correction key. Cover, instruction book. Shpg. wt.: 23½ lbs.

34-1002N . . . . . Retail $264.50. . . . . Your Cost $188.70

E THE ADDOMATIC 66—fully electric, unmatched low price an Electric Adding Machine you can afford! Adds-Subtracts-Multiplies *Electrically*. U.L. approved. Prints subtracted items with minus sign, subtotal with "S" and total with "T" for easy identification. Enters and adds to $9,999.99. Correction key, extra long cord, Mar-proof rubber base. Portable, weighs 12 lbs. Cover and instruction book. Shpg. wt.: 17½ lbs.

34-1009. . . . . Retail $129.50. . . . . Your Cost $98.70

F THE ADDOMATIC 78—same as above but has a larger capacity, lists $99,999.99 adds $999,999.99.

34-1001. . . . . Retail $159.50. . . . . Your Cost $114.70

For E and F Storage Case Optional Extra
34-1063N . . . . . Only $12.50

1 7.99 48 in.

2 4.77 40 in

- dependable
- braced
- flexible

"T" shaped runners, safety-closed ends—patented "Y" steering for more flexibility

1 **GARTON COMET** Streamlined design slopes to rear. Strong steel knee supports. Bright chrome-plated steel steering bar with contoured grips. Wrap-around "bumpers." Special 1-piece deck made of finest 5-layer plywood—coated with weather-resistant varnish.

X 923-5722 A—Four knee supports. 48 in. Wt. 14 lbs.* 7.99
X 923-5730 A—Six knee supports. 54 in. Wt. 15 lbs.* 9.77
X 923-5748 A—Six knee supports. 60 in. Wt. 15 lbs.* 10.77
X 923-5755 A—Eight knee supports. 66 in. Wt. 16 lbs.* 12.77

2 **GARTON SILVER STREAK.** Streamlined, slopes to rear. Steel steering bar with plastic grips. Strong steel knee braces. Selected hardwood deck with weather-resistant varnish.

X 923-5763 A—Four knee supports. 40 in. Wt. 16 lbs.** 4.77
X 923-5771 A—Four knee supports. 46 in. Wt. 20 lbs.* 5.99
X 923-5789 A—Six knee supports. 52 in. Wt. 22 lbs.* 6.99
X 923-5797 A—Six knee supports. 58 in. Wt. 24 lbs.* 7.99

* Not mailable—pay shpg. on del. ** Semi-mailable—see page 284

9.97
44 in. size

With exclusive super steering and "airline" safety runners

Flexible Flyer® Sled

The best thing next to snow! Solid white ash deck with hard varnish finish. Grooved steel safety runners. Bright chrome-plated auto-type bumper. Extra-flexible super steering. Strong steel knees give firm support to deck. In four sizes.

44 in. Four knee supports.
X 923-5805 A—Wt. 11 lbs.** 9.97

51 in. Four knee supports.
X 923-5813 A—Wt. 13 lbs.* 12.47

55 in. Four knee supports.
X 923-5821 A—Wt. 18 lbs.* 14.47

60 in. Six knee supports.
X 923-5839 A—Wt. 20 lbs.* 15.97

Easy to push, firm back support

BABY PUSHER SLED. Bundle up baby for a pleasant ride in the snow! Pusher made of steel with slotted wood back. "T"-shaped grooved runners are curled at ends for added safety. Sled is 36 in. long. Convenient 34-in. high handle makes it easy to manage. Semi-mailable—see page 284. Charge it—see page 283.

X 923-5672 A—15 lbs. 6.88

6.88

3 4 5

3 **SNO-JET SHORTIE SKIS.** Vivid blue high-impact polyethylene. 12 x 5½ in. Web straps. Ribbed underside for maneuverability.

X 924-0250 A—Shipping weight 1 lb. 1.88

4 **WINGEESE® BEGINNER ICE SKATES.** Easy skating on dual-runner cadmium-plated blades. Resist rust, breakage. Ages to 6 yrs.

X 923-5706 A—Shipping weight 1 lb. 2 oz. 1.49

5 **ZIPEESE® SNOW SLIDERS.** Combine thrills of skating, sliding. Sturdy plastic over-the-shoe slider has slip-resistant inner foot tread. Spring action secures slider to shoe. Ages 2 to 6.

X 923-5714 A—Shipping weight 1 lb. 6 oz. 2.44

6 **SNO WING.** Delta-wing, 37-in. steel coaster steers by leaning to right or left. No sharp edges. Rides easily in fresh or hard-packed snow. Children and adults can ride kneeling or sitting.

X 923-5680 A—Wt. 10 lbs. Not mailable—pay shpg. on delivery.. 4.77

7 **SNO COASTER.** 25-in. aluminum saucer spins as it slides. Control it by shifting your weight. 2 web handle loops. Tow rope holes.

X 923-5698 A—Wt. 3 lbs. 2 oz. Semi-mailable—see page 284..... 3.47

6 4.77

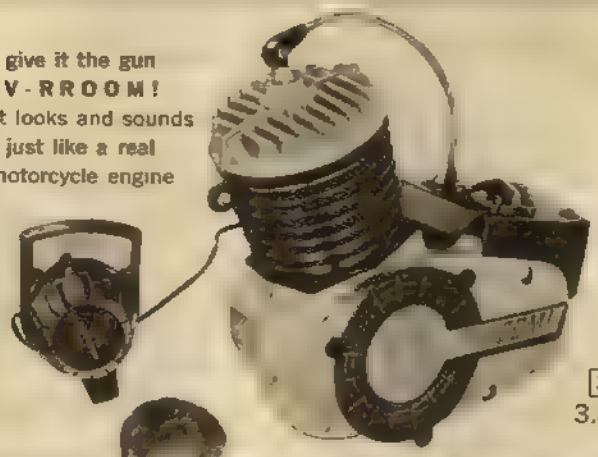
7 3.47

the BICYCLE that has everything!

- Real "motorcycle" roar!
- "Banana seat" saddle
- Adjustable handle-bars
- "Knobby-tread" rear tires

1
Fully equipped
Low As
26.88
for 16-in. model

give it the gun
V-RROOM!
unit looks and sounds
just like a real
motorcycle engine



3
3.88

2
Low As
14.88

1 NEW FULLY EQUIPPED 20-IN. BICYCLE. With battery-operated V-RROOM unit that idles, roars, and revs up like a motorcycle engine. Gleaming chrome-plated chain guard "exhaust" and simulated shock absorbers. Coaster brakes for fast stop, and kick-up parking stand. Pneumatic tires with a "knobby-tread" rear tire for super traction. Sturdy tubular steel construction, flamboyant red finish. (2 "D" batteries for V-RROOM unit not included—order on page 269.) Semi-mailable—see page 284.
X 927 2147 A—Boys 20-in. model. Shpg wt 46 lbs 32.88
X 927 2154 A—Boys' 16-in model. Shpg wt. 37 lbs... 26 88

2 V-RROOM-UNIT VELOCIPEDE Battery-operated V-RROOM unit idles, revs up and roars like a motorcycle engine Adjustable chrome-plated motorcycle-type handlebars Saddle seat and puncture-proof solid-rubber tires for added safety Wheelbase expands to allow for child's growth Tubular steel construction throughout Red finish (2 "D" batteries for V-RROOM unit not incl.—order on page 269) Semi mailable—see page 284
X 927-2162 A—12-in. Shpg. wt. 31 lbs. 14.88
X 927-2170 A—16-in. Shpg wt 31 lbs. 16.88

V-RROOM unit attaches to any bicycle frame

- 5-position remote-control switch
- Nylon straps for easy fastening

3 NEW V-RROOM HOT RODDER ENGINE. This sturdy plastic, battery-operated unit looks and sounds just like a motorcycle engine It idles revs up and roars! Unit attaches quickly and easily to any bicycle frame. A key unlocks the remote-control panel which attaches to the handlebars. A turn of the key puts the V RROOM into action (2 "D" batteries for unit not included—see page 269)
X 927 1909 A—2 lbs 3.88

Fully equipped "combat" bike in camouflage colors

4 16-IN. "COMBAT" SIDEWALK BICYCLE. With "walkie-talkie," front-mounted "tommy gun," 2 "grenades" on rear of large metal seat, and Army-type helmet. Safety-designed steel frame with tank-type crossbar Chain guard and 5-in. training wheels 1¾-in semi-pneumatic tires Semi mailable—see page 284
X 927-2188 A—Wt 33 lbs.....19.88

4
19.88

5
33.88

"High-riser" handlebars plus padded "banana" seat give that "swingin'" look

5 NEW 20-IN. "WILDCAT" BICYCLE Bold new sporting lines! "High-riser" handlebars for extra-fast handling Special gear ratio gives fast acceleration Pneumatic tires ¾ in front 2½-in. cleated rear tire for extra traction Bendix coaster brake for smooth sure stops Bright chrome-plated rims Safety designed 3 bar cantilever frame Striking metallic gold-color finish.
X 927 2196 A—34 lbs Semi-mail.—see page 284 . 33 88

Spank Me . . I cry

1
$5.99
WAA-A

1 When this little doll misbehaves, just turn her over, spank where it says "here" she'll cry "Waa-a!" 19 inches tall with vinyl head, body, arms and legs. Whispy rooted hair. Go-to-sleep eyes Wears 2-piece lace trimmed playsuit, diaper, bootees.
Shipping weight 2 pounds 8 ounces
49 U 3007 .$5.99

Baby Cupcake . . thinks she's pretty cute . . *and she is*

2 All playful lovableness! Baby Cupcake is 12 in. tall . . all vinyl, fully jointed . . and a "drink and wet" baby Her hair is rooted, her eyes move. Dressed in pretty lace-trimmed pink panties, she holds her powder puff in one hand, her mirror in the other Wears necklace, ribbon bow in hair; has her own drinking bottle.
49 U 3060 –Shipping weight 1 lb. 8 oz.. $3.97

Choose her wardrobe from 4 adorable outfits

3 Sundress in smart checks, matching panties.
49 U 3061 Shipping weight 2 oz.. . . 97c

4 Hat and Coat Set . gaily trimmed.
49 U 3064—Shipping weight 4 oz. $1.77

5 Printed Bathrobe of cotton flannel
49 U 3063 Shipping weight 2 oz.. . . . .97c

6 Flannel Pajamas . . with drop seat.
49 U 3062—Shipping weight 2 oz.. 97c

Lolli-Pop Girl

7 Exclusive with Sears . . lovely lass waits gleefully to share her lolli pop with some little girl All vinyl, Fully jointed, molded plastic body with moving arms, legs and head. Rooted Saran hair Dressed in flared top, long pants, matching slipper-socks 18 inches tall.
Shipping weight 2 pounds.
49 U 3416 $9.66

Dolly has her own Dog

$5.99

Demure little girl, 21 in. tall . . jointed plastic . sleeping eyes . . rooted hair Dress with appliqued apron Holds plastic leash of "fuzzy" dog
49 U 3498—Shipping weight 2 lbs. 8 oz. $5.99

Baby Dollikins sits, stands, kneels

$7.64

She loves to pose. With 11 flexible joints she takes all natural baby positions. All vinyl with rooted pixie hair and go-to-sleep eyes . . an adorable playmate for a little mother. Also drinks and wets. Attractively dressed in coveralls, socks and shoes. 21 inches tall
49 U 3065—Shipping weight 2 lbs. 12 oz.....$7.64

New born Baby Peep coos, cries

$5.97

Hold her gently . . she's so helpless. Completely washable to stay "first day" fresh Hug her, she coos. Pinch her arms, she cries. All soft vinyl, cotton and foam filled Has kimono and receiving blanket. 18 inches tall
49 U 3066—Shpg. wt. 3 lbs. 2 oz..... $5.97

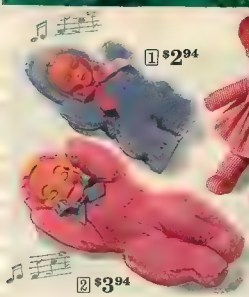
Floppy, button-eyed darlings

RAGGEDY ANN and RAGGEDY ANDY

32-inch size **$6.99** each — 20-inch size **$3.99** each — 15-inch size **$2.99** each

Stay crisp looking with removable clothing for washing. Cotton stuffed fabric bodies, yarn hair. Cheerful faces painted on

Andy	Ann	Size	Shpg. wt.	Price
79 U 3605C	79 U 3585C	32-inch	4 lbs.	$6.99
49 U 3603	49 U 3583	20-inch	1 lb.	3.99
49 U 3592	49 U 3580	15-inch	12 oz.	2.99



1 **$2.94**

2 **$3.94**

3 **$1.47**

4 **$2.99**

1 **Musical Suzy** stretches squirms when wound. Swiss music box. Rayon plush.
49 U 3626—11 in. long. Shpg. wt. 1 lb. 2 oz. $2.94

2 **Musical Sleepyhead.** Gentle tune from Swiss music box lulls baby to sleep. Painted face, yarn hair. Rayon plush body. Foam-plastic and cotton filled. 14 inches long
49 U 3504—Shipping weight 1 pound... $3.94

Sleepyhead only (without music box).
49 U 3527—Shipping weight 14 ounces 2.47

3 **Cuddly Woddly doll.** Wears bonnet, apron dress in assorted prints. Yarn hair, painted face. Cotton filled. 14 in. long.
49 U 3501 Shpg. wt. 12 oz. $1.47

4 **Braided rag doll.** Bright yarn hair accents painted face, eyes. Wears gingham, ruffles. Cotton filled. About 18 in. long.
49 U 3635—Shpg. wt. 1 lb. $2.99

Dancing Dolls

We're life-size and actually walk and dance with you

5 **$3.17**

6 **$5.99**

Attach bands on feet to your shoes . . floppy bodies move with you. Lightweight fabric bodies . . cotton stuffed. Colorful faces, yarn hair. About 40 inches tall.

5 **Dancing Girl.** Wt. 3 lbs. 8 oz.
49 U 3530.....$3.17

6 **Dancing Boy.** Wt. 4 lbs. 8 oz.
49 U 3637.....$5.99

New! Spin-A-Roo

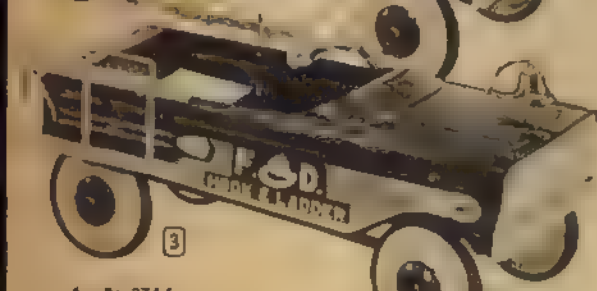
Rears Up, Whirls Around

$19.95

1 **Here's The Action-Packed Thrill-Mobile** that kids have been waiting for. Lean forward and pedal straight ahead; or, for fancy fun, lean back and pedal in circles. All heavy-gauge steel, double frame. Ball bearing chain drive fully enclosed. Front wheel turns in full circle. Jet type steering wheel. Adj. seat with high back rest. All ball bearing wheels, 10-in. rear wheels with semi-pneumatic tires. Red and white enamel finish. Overall: about 51x21x34 inches high. Shipped from Stock by Freight, Truck, or Express.
48 T 5518 R—Shipping weight 37 lbs. $19.95

Compact Car $9.98

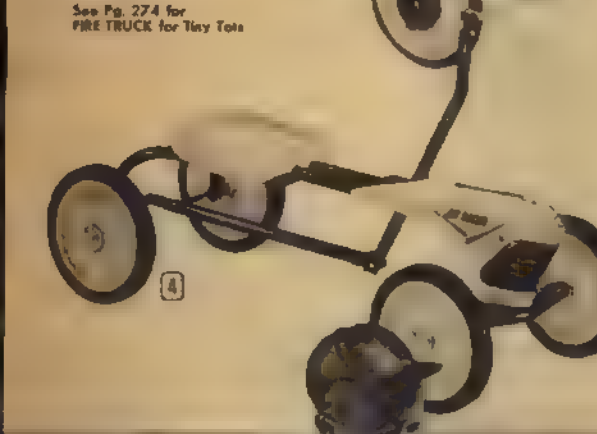
2 **Join the Modern Trend** with this Compact Car for the Junior Set. Up-to-date youngsters will go for the gleaming metallic turquoise and white body, the sleek low lines. Note these compact features: 3-position pedal drive with nylon bearings, 5½-in. solid rubber tires; bright silver color grille with embossed twin headlights; white seat pad; white enamel steering wheel. About 33¾x15 in. wide. *Mailable.*
48 T 5414MB—Ship. wt. 23 lbs. $9.98



Fire Engine $13.88

3 **Bright Red Hook and Ladder** will be the pride of any small "fireman." Fully equipped to handle all neighborhood "emergency calls"; the bell rings and you're off to the "fire!" Made of heavy-gauge steel to stand up to years of fun, features 3-position pedal drive with nylon bearings; chrome-plated bell with cord; zinc-plated hand rails with two 3-rung ladders; white wheels with red plastic hub caps; 5½-in. solid rubber tires—and bright silver color grille with embossed twin headlights. About 33¾x15 in. wide.
48T5532MO—Ship. wt. 28 lbs. $13.88

See Pg. 274 for FIRE TRUCK for Tiny Tots



Jet Racer $11.77

4 **Pump The Handles. Away It Goes.** Lots of fun to race . . . develops coordination and builds back and shoulder muscles. All heavy-gauge steel construction, safety rolled edges. Extra strong tubular steel frame. Adj. seat. "Speed Stick" and drive shaft have oil-impregnated metal bearings. 10-in. double disc wheels, 1½-in. semi-pneumatic tires. Bright red and white enamel finish. Ship. wt. 25 lbs.
48 T 5520 MO—*Mailable.* $11.77

6 $3.99

6 **"Little General" For Cadets Up To 5 Years.** Child can ride, be pulled, or load jeep with toys and pull himself. Made of sturdy corrugated 200-lb. test fiberboard. Steel axles with plastic wheels. Authentic military olive drab color. Pull cord. Abt. 26x14x11 in. high. *Mailable*
48 T 5306 M—Ship. wt. 4 lbs. 8 oz.

8 $5.29

7 $14.49

7 **Power-Trac Tractor.** Simulated motor block with "spark plugs." Steel body. Red enamel finish. Enclosed chain drive, nylon bearings. Adj. steel seat. Puncture-proof semi-pneumatic tires. *Mail.*
48T5439MO—Abt 37x19x28in. high. Wt. 25 lbs. $14.49

8 **Multi-Use Trailer.** All-steel, 7½-in. wheels, solid rubber tires. Abt 35x15x10 in. overall. Red
48 T 5463 M—Ship. wt. 10 lbs. *Mailable.* . . $5.29

KING-SIZE Seat Car for Real Racing Excitement

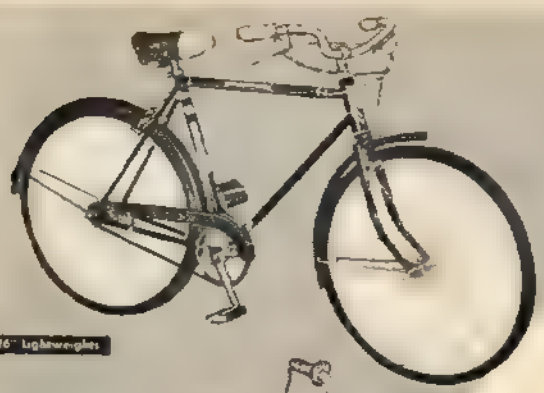
$13.95

5 **King-Size Seat Car** for sidewalk driving thrills. Sturdy tubular steel construction. 5-position ball-bearing pedal drive. Safety-styled bucket seat and airplane type steering wheel—for jet age appearance. Retractable chrome-plated footrests. 1½-in. puncture-proof semi-pneumatic tires. Red with white wheels. Abt. 47x23 in. wide. *Mailable*
48 T 5344 MO—Shipping weight 27 lbs. $13.95

Just "Charge It" at Wards

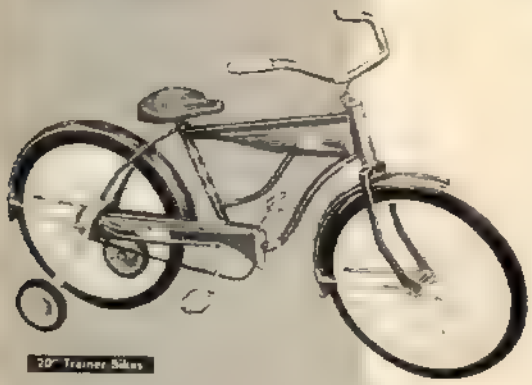
SEE PAGE 367 FOR COMPLETE DETAILS

Save This Catalog. Toys Available until October 1, 1964

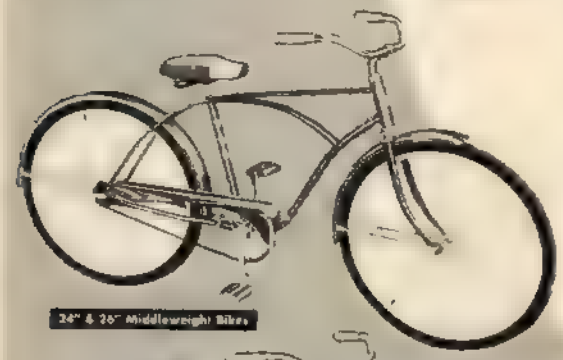


26" Lightweights

10", 12" & 16" Velocipedes



20" Trainer Bikes



24" & 26" Middleweight Bikes

24" & 26" Equipped Middleweights

26" Deluxe Middleweights

The ALL

NEW STELBER

- ☆ **A Completely new factory set'up**
- ☆ **The most thorough quality control**
- ☆ **100% Standardization of product**
- ☆ **The most eye filling colors and finishes**
- ☆ **Service to make you smile**
- ☆ **But Still the most competitive Prices and Best Freight Set'ups**

See the beautiful new line and take advantage of the "TOY FAIR SPECIAL"

Now you can get both your promotional bikes and trikes, and your quality deluxe models from one source—
Middleweights, Trainer Bikes, Velocipedes, Lightweights and Racers—

All from one factory—All in one shipment.

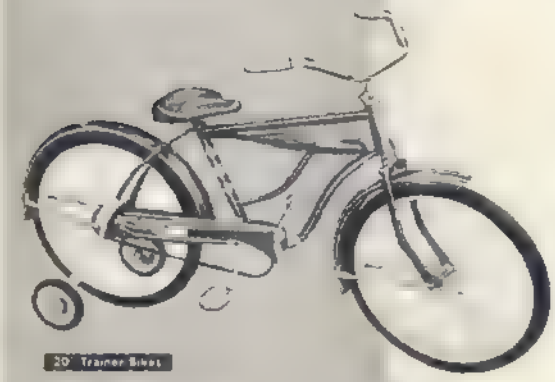
YOU MUST SEE *the new MYSTERY SPECTACULAR, that bids fair to be 1964's best Selling Wheel Goods item.*

STELBER *CYCLE* CORPORATION
200 FIFTH AVENUE, NEW YORK 10 N. Y

Note: All 24" & 26" Models are now equipped with Standard American One Piece Cranks and fittings

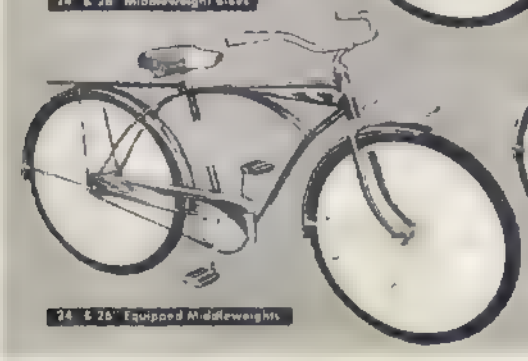
24" Lightweights

10", 12" & 16" Velocipedes



20" Trainer Bikes

24" & 26" Middleweight Bikes



24" & 26" Equipped Middleweights

26" Deluxe Middleweights

The ALL

NEW STELBER

- ☆ **A Completely new factory set'up**
- ☆ **The most thorough quality control**
- ☆ **100% Standardization of product**
- ☆ **The most eye filling colors and finishes**
- ☆ **Service to make you smile**
- ☆ **But Still the most competitive Prices and Best Freight Set'ups**

See the beautiful new line and take advantage of the "TOY FAIR SPECIAL"

Now you can get both your promotional bikes and trikes, and your quality deluxe models from one source—
Middleweights, Trainer Bikes, Velocipedes, Lightweights and Racers—

All from one factory—All in one shipment

YOU MUST SEE *the new MYSTERY SPECTACULAR, that bids fair to be 1964's best Selling Wheel Goods item.*

STELBER *CYCLE* CORPORATION
200 FIFTH AVENUE NEW YORK 10 N Y

Note: All 24" & 26" Models are now equipped with Standard American One Piece Cranks and fittings

Saalfield
STARS
BRIGHTEN YOUR PROFIT PICTURE
WITH
"AUTHORIZED"
BOOKS
and ACTIVITY
ITEMS
VISIT
SAALFIELD'S
DISPLAYS
at the
TOY FAIR
Room 445 200 Fifth Avenue
Room 948 Hotel New Yorker
THE
Great NAME
IN
CHILDREN'S BOOKS
SAALFIELD
SAALFIELD SQUARE · AKRON, OHIO 44301

"Storybook Pelham Puppets

Carefully hand-crafted in England . . move the strings, they come to life

$4.99 to $7.89

World-famous marionettes fully jointed for maximum action . . they dance, run, hop, skip, even wave their arms. Crossbar keeps strings tangle-free. Made of wood . . . hand detailed, fully costumed. With instructions. For ages 8 and up

Key	Catalog Number	Character	Height	Shpg wt lbs.	oz.	Price
(1)	49 N 6181	Pinocchio	12 in	1		$6.89
(2)	49 N 6179	Goldilocks	10 in		12	4.99
(3)	49 N 6182	Riding Hood	12 in	1		4.99
(4)	49 N 6186	Wolf	14 in	1	6	6.89
(5)	49 N 6123	Talking Witch	12 in	1	2	7.89
(6)	49 N 6134	Geppetto	12 in	1		6.89
(7)	49 N 6187	Giant	15 in	1	8	7.89
(8)	49 N 6135	Cinderella	12 in	1		6.89
(9)	49 N 6183	Gretel	12 in	1		6.89
(10)	49 N 6182	Hansel	12 in	1		6.89
(11)	49 N 6176	Mitzi	12 in	1		4.99
(12)	49 N 6175	Fritzi	12 in	1		4.99
(13)	49 N 6177	Clown	12 in	1		4.99

Puppet Theater converts to Marionette Stage

Hang plastic curtain from top and there's a marionette stage. Shift the curtain and you have a hand puppet playhouse. Sturdy reinforced fiber board theater is colorfully printed in red on folk-cream white background. Interlocking assembly. Big 4-foot height gives needed performing room for fun or puppeteers. Puppets not included.

79 N 6203C ship'g wt 9 lbs. $4.89

Our simplest Puppets even toddlers can work

Each $2.99

One hand control gives easy animation. Control hands, feet, mallet of durable plastic. Molded vinyl heads, 12 in. high.

(18) 49 N 6130 – Jiminy Cricket
(19) 49 N 6131 – Minnie Mouse
(20) 49 N 6133 – Olive Oyl
(21) 49 N 6132 – Popeye

Shipping weight each 10 oz. Ea. $2.99

Push-button Marionettes

$2.69 each

Simple to operate. Control keys on plastic paddle produce comic actions. Tangleproof strings. Molded vinyl heads, cotton-stuffed bodies. 12 in. tall

14 Bozo the Clown. Wt. 12 oz. 49 N 6198 $2.69

15 Huck Hound. Wt. 12 oz. 49 N 6199 $2.69

16 Yogi Bear. Wt. 12 oz. 49 N 6196 $2.69

17 Alvin. Shpg. wt. 12 oz. 49 N 6197 $2.69

Open for business . . come and look around

The Corner Store $3.63

Let's play store. You be the clerk. I'll be the customer. Select groceries from forty boxes of brand name foods. Or photo enlargements of plastic plants that hangs on store wall. Ring up purchases at trimmed check-out counter. Make change with play money from 9-inch cash register. Bias shelf trays. Blue and gray corrugated fiberboard. 32x17x 64 inches high. Folds for storage. Unassembled.

79 N 5035C. Shipping weight 10 lbs. $3.63

Shop with cart, check out and pay for groceries, even get trading stamps

My Own Supermarket $7.66

Pick miniature packages of name brand items off the shelves and put them in 18x8 inch wide shopping cart with plastic wheels. Just like Mother does when she goes shopping.

Stack groceries on a check-out counter with plastic conveyor belt that really works. Cash register operates like a real one, too. Sliding drawer opens to reveal plenty of play coins, paper money and trading stamps. Bags are easily stored in extra compartment.

Store and cart are made of sturdy reinforced corrugated fiberboard. Printed in 3 colors with [illegible] patterns. [illegible] Market stands 24x17 inches high. Counter measures 24x17 inches. Unassembled.

79 N 5037C. Shipping wt. 12 lbs. $7.66

Ring up sales—write sales checks

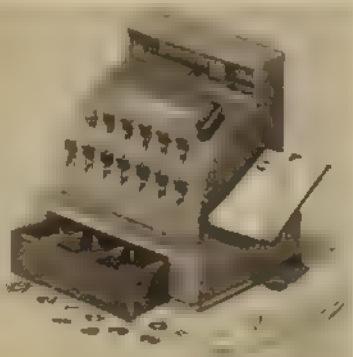
Cash Register

$2.88

When pretend customers want receipts, give them a play Sears sales check with every purchase. Side arm holds pad of paper and pencil.

Just push one of 13 numbered keys to show the amount of sale . . amount pops up and bell rings . . just like real register. Push lever and drawer opens to bank of plastic coins and paper money. Made of red, strong steel. Stands 9 inches high.

49 N 1751—Shipping wt. 3 lbs. 12 oz. . . $2.88



While away the hours chatting on the Talking Mickey Mouse Phone

$4.77 without battery

Dial the phone and hear the voice of Mickey Mouse talk back to you. Wait a second and hear Mickey's pals [illegible] Jiminy Cricket, Goofy, Donald Duck, Yen-Yeak. Mickey Talks to them all. Set equipped with 2 interchangeable records. 13 inches high. Order 1 "D" battery below.

49 N 5030C-Wt. [illegible] lbs. 8 oz. $4.77

Talk 'n' Tell Phone
. . talks back to you

$2.99 without battery

Push button, youngster is asked "How old are you?", "Do you love me?" [illegible] 10 more sayings. Dials [illegible] like ring. White plastic 3½x 5 inches. Order 1 "D" battery.

49 N 4714—Wt. 1 lb. 2 oz. $2.99

"D" Battery. Shpg. wt. each 4 oz.

49 N 4660—2 for 32c, 4 for 60c

Combination Safe

$2.95

Only you know combination to open steel safe. Top slot for coins. Alarm rings when door opens. Enamelled. 7 in. high. Shpg. wt. 3 lbs. 8 oz.

49 N 1768. . . . . $2.95

Roll-A-Coin Bank

$1.44

Count savings at a glance. Bank sorts coins, stacks coins. Plastic with chrome plated steel frame. Lock with key. About 7 in. high.

49 N 5039—Wt. 13 oz. $1.44

Uncle Sam Bank

$2.88

Deposit 5c, 10c, 25c [illegible] total registers, [illegible] rings. 25c locks [illegible] opens at $10. Bill slot. Steel. 6 in. high. Wt. 2 lbs. 4 oz.

49 N 5117 . . . . . $2.88

Musical Phone

$1.69

As you turn handle, phone plays "[illegible] Bridge" tune. Children love to sing along. Phone rings when dialed, too. Plastic. 8 in. long.

49 N 4751—Shpg. wt. 11 oz. $1.69

(A) AUDITORIUM ARCHED GUITAR—Auditorium sized arch top guitar provides volume for large audiences. Top and back are of birch, with F-holes, in glossy brown mahogany-shaded and grained finish. White striped edges. Ovaled hard maple fingerboard, nicely grained. Celluloid guard plate. Adjustable bridge. Easy to play. F.O.B. Ill.
H-9046-30F2365—Ship. wt. 13 lbs. $37.75
CARRYING CASE, for above guitar. F.O.B. Ill.
H-9046-31F750—Ship. wt. 11 lbs. $12.00

(B) AUDITORIUM ARCHED GUITAR—Beautifully constructed and finished for easy response. Auditorium size, arch top designed to produce volume for orchestra or solo. Sturdy maple body has firmly bonded joints, won't pull apart. Accurately fretted oval fingerboard. Adjustable bridge. Excellent tone qualities and balance . . designed for the professional F.O.B. Ill.
H-9199-4F3100—Ship. wt. 15 lbs. $49.50
CARRYING CASE, for above guitar. F.O.B. Ill.
H-9199-5F780—Ship. wt. 10 lbs. $12.00

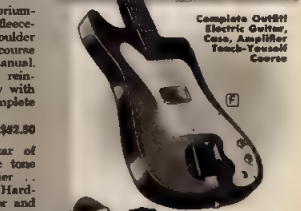
(C) STRATOTONE "MARS" GUITAR—A brilliant electric guitar of improved design. Highly responsive . light finger action . . sensitive. A quality instrument preferred by many professionals for solos, combos and orchestras. Single pickup is built into body. Separate tone and volume controls. Slide switch allows quick change from rhythm bass boost to solo treble or take off. Comes complete with a high quality carrying case. F.O.B. Ill.
H-9199-4F5300—Ship. wt. 10 lbs. $84.50

(D) STANDARD GUITAR—Standard size flat top guitar ideal for country and western music. Mahogany shaded finish, beautifully highlighted and grained. Durable birch construction, white striping. Responsiveness, good tone and easy playing make this guitar a good choice for any student. F.O.B. Ill.
H-9046-26F1565—Ship. wt. 9 lbs. $25.00
CARRYING CASE, for above guitar. F.O.B. Ill.
H-9046-27F510—Ship. wt. 9 lbs. . . . .$ 8.50

(E) GUITAR OUTFIT—An exciting auditorium-size flat top guitar, a water-proof fleece-lined case, a vinyl cord with lined shoulder pad, and a FREE self-teaching record course with instruction record and illustrated manual. Guitar has glued on bridge, slim steel reinforced neck. Laminated all-maple body with sunburst finish and striped edge. A complete outfit—guitar, case, course. F.O.B. Ill.
H-9046-41F3020—Ship. wt. 11 lbs. $32.50

(F) ELECTRIC GUITAR OUTFIT—A guitar of exciting beauty with solid electric tone . . . a durable case . . . a powerful amplifier . . and a complete Teach Yourself course! Hardwood guitar with genuine maple veneer and brown transparent finish. Powerful magnetic pickup unit with tone and volume control. Amplifier has 3 inputs, 8" speaker, tone and volume control. Famous Don Sellers "Teach-Yourself" course includes 6 records, 6 charts. Guitar case of laminated chipboard. F.O.B. Ill.
H-9046-45F7810—Wt. 25 lbs. . .$134.50

Complete Outfit! Electric Guitar, Case, Amplifier Teach-Yourself Course



(G) UKULELE OUTFIT—Standard hardwood ukulele, carry bag, and complete learn-at-home instructions. F.O.B. Ill. Mailable.
H-9046-66F630—Ship. wt. 4 lbs. $11.50

(H) BARITONE UKULELE—Selected birch body, rosewood fingerboard.
H-9046-63F1565—F.O.B. Ill.—Mailable—Ship. wt. 5 lbs. $25.00
H-9046-64F480 —Case for above—Ship. wt. 3 lbs. .....$ 8.00

(J) 5-TUBE AMPLIFIER—12" Jensen PM speaker. With 3 inputs, tone and volume control, pilot light and switch. Large cabinet. F.O.B. Ill.
H-9199-7F6230—Wt. 25 lbs. $99.50

(K) 4-TUBE AMPLIFIER—8" Alnico V speaker, 3 inputs. With volume and tone controls. Hamasote case with leatherette cover. F.O.B. Ill.
H-9199-8F3460—Wt. 14 lbs. ...$55.00

(L) PROFESSIONAL AMPLIFIER—Built-in "Reverberation." 5 tubes; two 8" speakers; 3 inputs; tone, volume control; remote jack. 20½ x 8 x 16½".
H-9046-48F9250—Wt. 30 lbs. . .$149.50

BEGINNERS' GUITAR COURSE—Two 45 rpm ex. play records and 6 charts teach tuning, chords, runs, slurs, cut time and songs. Fun, easy, swift.
H-9046-43F340—1 lb. ...$4.00

MUSICIANS NOTE . . . Equip entire orchestras, bands, or student musical programs at lowest prices!

FREE LITERATURE covering our extensive line of quality musical instruments is yours for the asking.
No matter what your musical need . . . whether you be music teacher, band leader, professional or student . . . make us your music headquarters. We offer a complete selection of instruments and band accessories . . . all available at lowest prices.

WRITE OUR SALES DEPARTMENT for information and prices. Tell us what instruments you are interested in and we will send you, without obligation, brochures and booklets. Address inquiries to Sales Dept.

"RECITAL" CHORD ORGAN

The world's easiest chord organ to play . . . without lessons or tedious practice. Patented Farfisa "tone chamber" reeds of Swedish stainless steel and "labyrinth design" tone chambers make it a fully mature instrument, capable of rich, rewarding sound. 41-full size piano keys; 60 bass and diminished chords; foot pedal volume control; vibration-free silent motor; quick, noiseless-action keyboard. Hand-rubbed cabinet with music stand. *Specify mahogany or blonde finish.* F.O.B. Ill., or N. Y.

H-9200-18F15650—Ship. wt. 59 lbs. $250.00

As Above, but walnut finish.
H-9200-19F16300—Ship. wt. 59 lbs. $260.00

ORGAN BENCH—To match. *Specify mahogany, blonde or walnut.*
H-9200-20F1880—Ship. wt. 8 lbs. $25.00

HOHNER MELODICA PIANO 26

New, popular, easy-to-play instrument . . . for family entertainment, or classroom use. Features 2-octave range from C' to C''' with piano-type keyboard with 16 white and 10 black keys. Blowing the instrument while fingering keyboard produces fine tonal quality in perfect pitch. Precision metal reeds and wood center. With carrying bag.

H-90182A2085—Ship. wt. 3 lbs. $24.95

MELODICA—Similar, with push button tabs instead of keyboard.
H-90183A838—Ship. wt. 3 lbs. . . $9.95

18-CHORD ORGAN—New Hi-Fi quality chord organ you can play instantly . . . with the Audion Key-Selector method. Full three octave 37-key keyboard gives major and minor chords at the touch of a finger. 31" wide, 11½" high, 13⅜" deep; walnut veneer hardwood cabinet, with legs. AC-DC. Sent prepaid anywhere in continental U.S.

H-9114-1F8650—Ship. wt. 45 lbs. $119.00

BENCH—Black, with 4 brass finish legs.
H-9114-2F1185—Ship. wt. 8 lbs. $16.95

(A) 12-BAR AUTOHARP—An instrument of increasing popularity. 36 strings for 2½ octaves; 12 chord buttons. 21¼ x 12 x 1½" size, in black; with tuning key, wire music stand, 4 picks, instruc. F.O.B. Ill.
H-9046-46F3200—Ship. wt. 6 lbs. $51.00

5-BAR AUTOHARP—23 strings; 5 chord bars; 17¼ x 9¾ x 1½". 2 picks.
H-9046-48F2200—Ship. wt. 4 lbs. $34.95
H-9046-49F440—Case for above—Ship. wt. 2 lbs. ..... $ 7.00

(B) PROFESSIONAL TUNABLE BONGO DRUMS—4 chrome plated tension adjusting screws give any desired bongo tone pitch. Sparkling finish wood, with 6" and 8" white calfskin heads, handsome lugs and rims 6½" high. The ultimate in professional bongos. Instructions incl.
H-90176A1390—Ship. wt. 5 lbs. $22.50

(C) JUMBO MEXICAN BONGO DRUMS—Hand made in Mexico. Genuine goat skin head; two-tone finish, barrel type—6¼" and 7" diameter, 6½" high. Excellent tone. With set of maracas.
H-90117A450—Ship. wt. 5 lbs. $7.95

Cars that race at scale speeds up to 200 MPH
. . that spin, skid, and fishtail like real

ALLSTATE Slot-racing made by Strombecker

Hour-glass 6-in-1 Road Racer Set

$29.88 cash — NO MONEY DOWN

- Ferrari Testa Rosa and "D" Jaguar with headlights that work for night driving
- Hump and obstacle tracks test your skill
- Lane changer track adds more excitement
- 19 feet of track in all . . so you can duplicate any of 6 famous speedway layouts

Squeeze trigger on remote controls and your car streaks away. You set the speed—speedometer is on the control. It still takes lots of skill to hold the lead. Great fun to watch . . more fun to run.

Two motorized racers are 1/32 scale, about 5½ in. long. 2 rheostat pistol grip control. Track includes 12 curved, 4 straight, 1 obstacle, 1 hump and 2 lane changer sections. All plastic with metal conductors. 12 wooden trestles. 12 fence sections, 6 figures. Also decals, body putty, lubricant, 2 extra stock car shells, customizing kit (poles, banners, car numerals). Road Race booklet. Twin circuit powerpack has circuit breaker. UL approved, 110-120 v. 60 c. AC.

49 U 9628 Shipping weight 9 pounds 8 ounces . Set $29.88

Sebring Road Race with torque-control and lap counter

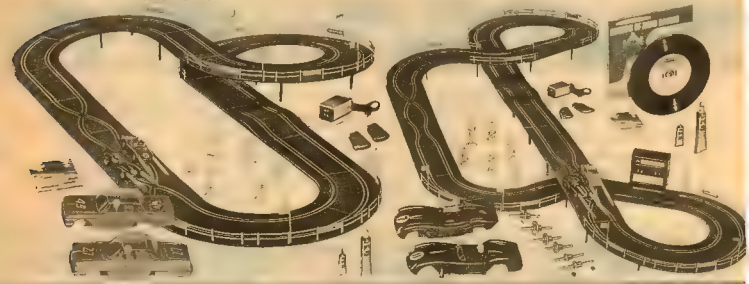
$39.88 cash — NO MONEY DOWN

- Hot Jaguar XKE and famous Berlinetta with headlights that light up to give you the thrills of night driving
- Lap counter stand keeps track of each car's laps
- 33⅓ rpm record "Sound of Road Racing" puts you in the picture, you hear the real excitement of the race
- 25 feet of track recreates famous Sebring Raceway

Line up both cars, squeeze the pistol-grip rheostats—they're off and into the first turn. Torque control (acceleration) and over-all top speed varies by changing gears. Drive cars through the day . . at night headlights light the way. Go over and under 2 bridges as laps chek off. Grit your teeth and hit a lane-changer track.

Two motorized cars, 1/32 scale, about 6 inches long. 2 rheostat control units. Track includes 14 curved, 6 straight, 2 obstacle, 1 hump and 2 lane changer sections. All plastic with metal conductors. 12 wooden trestles. 14 fence pieces. 6 tracks de figures. Also decals, body putty, lubricant, 2 extra steel gears, 2 car shells (Ferrari Testa Rosa and "D" Jaguar), customizing kit, Road Race booklet. Twin circuit powerpack UL approved for 110-120-volt, 60 cycle AC.

49 U 9631—Shipping weight 12 pounds . . Set $39.88



No. 2 is the Berlinetta
No. 5 is the Jaguar XKE

Standard Scale Road Race Accessories

Car Kits for standard Strombecker Racing Sets in this catalog. 1/32 scale. Body of tough molded plastic Frame of plastic and metal with realistic rubber tires. Fast, long-running motor Cars are easy to assemble. About 5 to 5½ inches long.
Shipping weight each 8 ounces.

1 Ferrari Berlinetta. 49 U 9641 ..$2.94
2 Jaguar XKE. 49 U 9644...$2.94
3 Indianapolis-style Racer. 49 U 9645..... .....$2.94
4 Corvette. 49 U 9647...$2.94
5 Cooper Formula 1. 49 U 9646. .$2.94

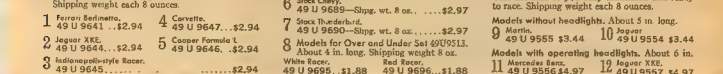
Cars for Eldon Racing Sets in this catalog. ½ scale. Plastic and metal, rubber tires. Strong motor. Fully assembled.

Models for Selectronic Set 79U9638C. 5 in.
6 Stock Chevy. 49 U 9689—Shpg. wt. 8 oz.. ....$2.97
7 Stock Thunderbird. 49 U 9690—Shpg. wt. 8 oz.....$2.97
8 Models for Over and Under Set 49U9513. About 4 in. long. Shipping weight 8 oz.
White Racer. 49 U 9695...$1.88
Red Racer. 49 U 9696...$1.88

Cars for standard Marx Racing Sets in this catalog. 1/32 scale. Rugged body of molded plastic rides on plastic and metal frame. Ribbed rubber tires Powered with strong, fast motor. Cars are sent to you fully assembled and ready to race. Shipping weight each 8 ounces.

Models without headlights. About 5 in. long.
9 Martin. 49 U 9555 $3.44
10 Jaguar 49 U 9554 $3.44

Models with operating headlights. About 6 in.
11 Mercedes Benz. 49 U 9556 $4.97
12 Jaguar XKE. 49 U 9557 $4.97



Accessories for standard Strombecker Sets.

13 Straight Track. 12½ in. Pkg. of 2 49 U 9596—Shpg. wt. 14 oz. Pkg. $2.27
14 Curved Track. 11-in. sections. Pkg. of 2 49 U 9597 Shpg. wt. 14 oz. Pkg. $2.77
15 Two Lane Changer Tracks. 12½ in. long 49 U 9659—Shpg. wt. 11 oz. Pkg. $2.97
16 Lap Counter. Automatically records up to 99 laps for each car Building track incl. 49 U 9635—Shipping weight 1 lb. $5.44

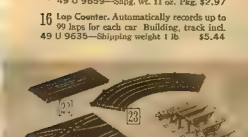
Accessories for standard Eldon Racing Sets.

13 Straight Track. 5¾ in. long section. 49 U 9508—Shpg. wt. 4 oz Each 39c
14 Curved Track. 7 in. long. No fence. 49 U 9509—Shpg. wt. 6 oz. .Each 59c
17 Six Trestle Posts. For crossover. Plastic. 49 U 9662—Shipping wt. 4 oz. Set 77c
18 Lap Counter. Records up to 50 laps. Keeps count no matter which lane car is in. 49 U 9637 Shipping weight 1 lb.... $2.44

Accessories for standard Marx Racing Sets.

13 Straight Track. 7½ in. long. Shpg. wt. 6 oz. 49 U 9593 Each 59c
14 Curved Track. 11 in. No fence. Wt. 6 oz. 49 U 9595....Each 59c
15 Two Lane Changers. 9 in. long Wt 10 oz. 49 U 9660...Pkg. $1.97
17 Six Trestle Posts. Plastic Shpg. wt. 5 oz. 49 U 9664 ... .Set 94c
19 Hump Track. 7½ in. long Shpg wt 8 oz 49 U 9661 94c
20 Repair Pit Turnouts. 4 pcs Shpg. wt. 1 lb. 49 U 9629 . Pkg. $3.44
21 Le Mans Start Track. 4 pcs Shpg. wt. 1 lb. 49 U 9663. Pkg. $3.64

HO Scale Accessories



For Marx and Lionel HO Sets

22 Marx 6-in. Straight Track. Wt. 3 oz. 49 U 9665—Each 49c
23 Marx Curve. 9 in. long. Wt. 4 oz. 49 U 9666—Each 67c
24 Marx Lane Changer. Wt. 6 oz. 49U9667 Pkg. $2.44
25 Marx Trestle Posts. Set of 8. Wt. 6 oz. 49 U 9668.. Set 88c

Lionel Straight Track. 9 in. long. Wt. 3 oz. 49 U 9669—Each 38c
Lionel Curved Track. 12 in. long Wt. 3 oz. 49 U 9676—Each 48c
Lionel Lane Changer. Pkg. of 2. Wt. 6 oz. 49U9677 Pkg. $1.57
Lionel Trestle Posts. Set of 8. Wt. 6 oz. 49 U 9678.. Set 94c

Track and Cars for Aurora HO Road Racing Sets

26 Curved Track. 9 inches long. 49U9681—Wt. 3 oz. Each 47c
27 Trestle Posts. Plastic. Set of 6. 49 U 9680—Wt. 2 oz. Set 77c
28 Straight Track. 9 inches long. 49U9679—Wt. 3 oz. Each 37c
29 Lane Changer. Package of 2. 49U9682—Wt. 6 oz. Pkg. $1.66

Powered by the Stirling Moss Thunder-Jet 500 motor, these beauties race up to 600 scale miles per hour. They're plastic and metal with rubber tires Each about 2½ inches long

30 Corvette Sting Ray. 49U9683—Wt. 2 oz. $2.27
31 Jaguar XKE Hardtop. 49U9684—Wt. 2 oz. $2.27
32 Indianapolis Racer. 49U9685—Wt. 2 oz. $2.27
33 Thunderbird Convertible. 49U9686—Wt. 2 oz $2.27

Cars that race at scale speeds up to 200 MPH
. . that spin, skid, and fishtail like real

ALLSTATE Slot-racing made by Strombecker

Hour-glass 6-in-1 Road Racer Set

$29.97 cash — NO MONEY DOWN

- Ferrari Testa Rosa and "D" Jaguar with headlights that work for night driving
- Hump and obstacle tracks test your skill
- Lane changer track adds more excitement
- 19 feet of track in all . . so you can duplicate any of 6 famous speedway layouts

Squeeze trigger on remote controls and your car streaks away. You set the speed [illegible] speedometer [illegible] the control. It still takes lots of skill [illegible] the lead [illegible] to watch [illegible] more fun to run.

Two motorized racers are [illegible] scale, about 5[illegible] in. long, 2 rheostat pistol-grip controls. Track includes 12 curved, 4 straight, 1 obstacle, 1 hump and 2 lane changer sections. All plastic with metal conductors, 12 wooden trestles, 12 fence sections, 6 figures. Also decals, body putty, lubricant, 2 extra stock car shells, customizing kit (poles, [illegible] car numbers), Road Race booklet. Twin-circuit powerpack has circuit breaker. UL approved. 110-120 v., 60 c. AC.

49 U 9628 —Shipping weight 9 pounds 8 ounces — Set $29.97

Sebring Road Race with torque-control and lap counter

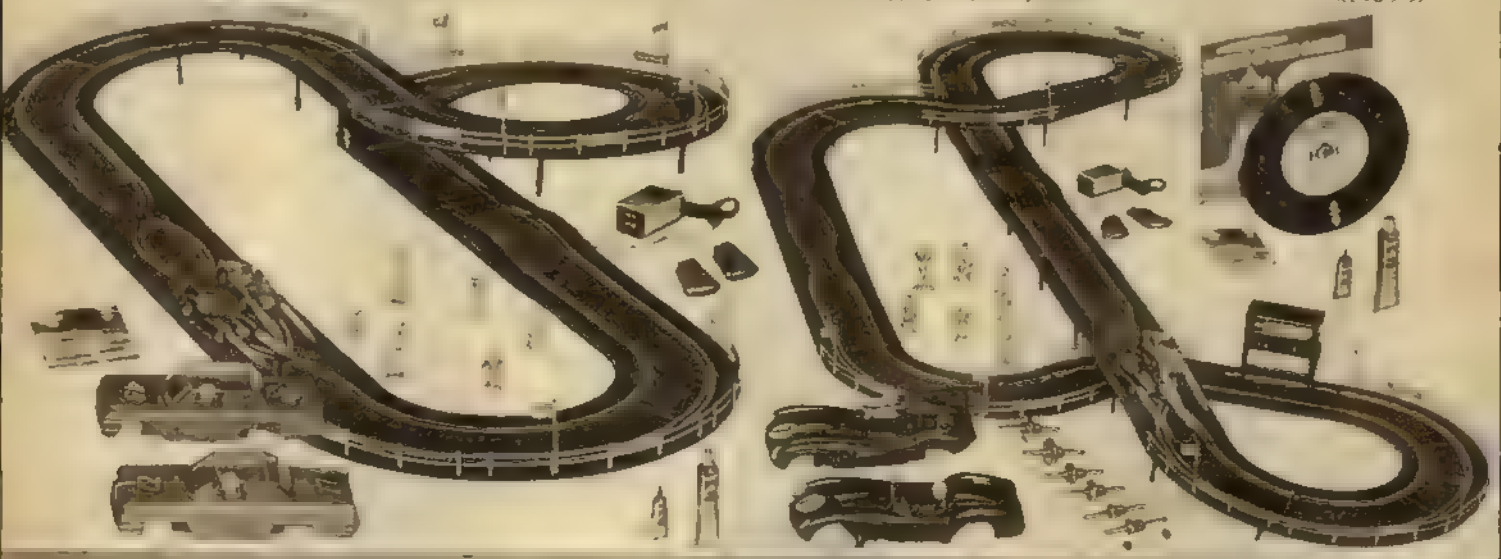
$39.97 cash — NO MONEY DOWN

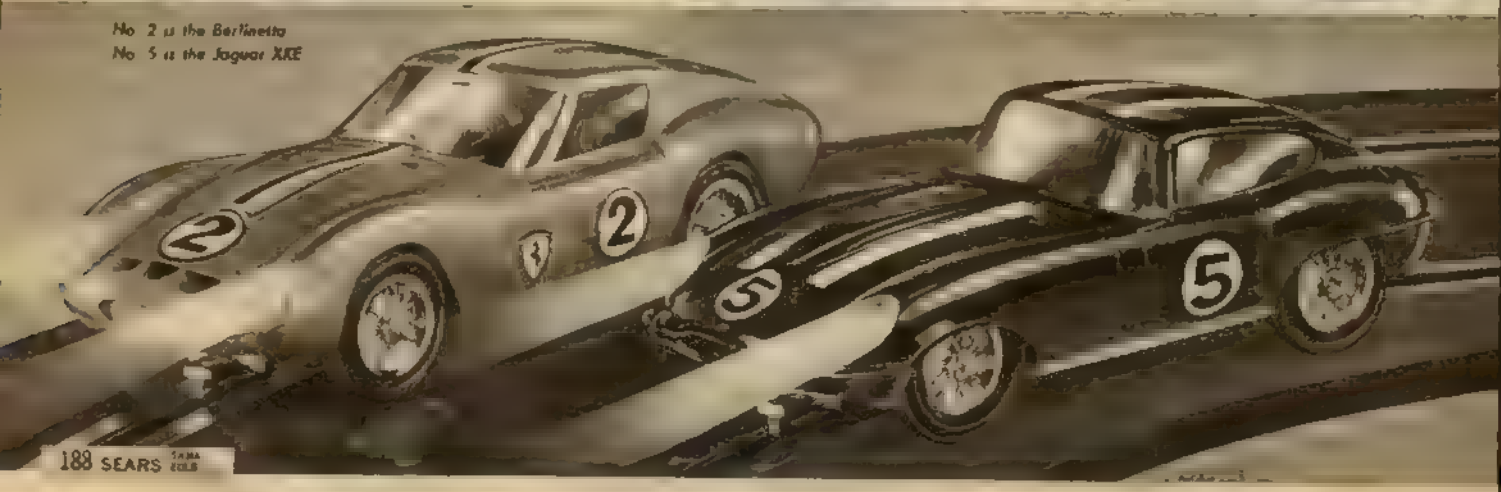
- Hot Jaguar XKE and famous Berlinetta with headlights that light up to give you the thrills of night driving
- Lap counter stand keeps track of each car's laps
- 33⅓ rpm record "Sound of Road Racing" puts you in the picture, you hear the real excitement of the race
- 25 feet of track recreates famous Sebring Raceway

Line up both cars, squeeze the pistol-grip rheostats—they're off and into the first turn. Torque control [illegible] and [illegible] top speed varies by changing gears. Drive cars through the day [illegible] at night headlights light the way. Go over and under 2 bridges as laps click off. Grit your teeth and hit a lane-changer track.

Two motorized cars, [illegible] scale, about 6 inches long, 2 rheostat control units. Track includes 14 curved, 6 straight, 2 obstacle, 1 hump and 2 lane changer sections, all plastic with metal conductors, 12 wooden trestles, 14 fence pieces, 6 track side figures. Also decals, body putty, lubricant, 2 extra steel gears, 2 car shells (Ferrari Testa Rosa and "D" Jaguar), customizing kit, Road Race booklet. Twin-circuit powerpack UL approved for 110-120 volt, 60 cycle AC.

49 U 9631 —Shipping weight 12 pounds — Set $39.97





No. 2 is the Berlinetta
No. 5 is the Jaguar XKE

The starter drops the flag . . . the XKE Jag and Ferrari leap out of the Le Mans start

Around the first hairpin . . then a burst of speed, and the XKE inches out in front. Now a tricky lane change . . then another. Still it's the XKE. They hit brakes and head into the second hairpin. The big red Ferrari makes its move. A good turn, and it takes the lead.

Now—the dangerous "jump". . full speed, up and over. Hit the brakes into the far turn. Then pour it on—120 . . 140 . . 160 mph. Here's the tricky "hump". Slow, steady, now roar on to the second lap.
Winner of Lap 1: Ferrari.
A new record!

$39.88

Accept the challenge of a dare-devil track. As you race, hear all the roar and squealing brake noises of LeMans from Sears "Sounds of Racing" record. Compete by night or day—Jag and Ferrari both have fully-installed headlights. To convert to stock car racing, snap Ford and Pontiac shells on their chassis. Cars are 1/32 scale, plastic and metal, about 5¼ inches long. Starter automatically flags cars off to a fair start every time . lap-counter mechanically ticks off up to 99 laps.

Terminal track allows easy snap-in track to transformer connection. 25 feet of running track (2 lane-changing tracks, one where only 1 car can pass at a time, 1 hump track and jump-over ramps) 2 rheostat controls with brakes. Power pack

79 N 9523C—Shipping weight 9 lbs. Set $39.88

Strombecker Accessories

You can have your own line of racing cars or add to track layout with accessories from page 233.

NOTE: All electrical items on these two pages are UL approved for safety Operate on 110-120-volt, 60-cycle AC

$29.89

Torrey Pines Lake Set by Strombecker

Switch lanes and brake on the turns on this 15-foot track layout with fast Jaguar and Ferrari racers

Watch 'em whiz out of the LeMans start down the straightaway . . weave in and out on the lane-changing tracks . . spin around turns. Drivers' skills are tested to the utmost by an obstacle track. Here are real racing thrills. For night competitions, both XKE Jag and Ferrari Berlinetta have headlights. Ferrari Testa Rosa and Corvette shells convert layout to sports car racing. 1/32 scale plastic and metal cars. About 5¼ in. long. Starting man flags cars off at the same instant. Complete with power pack, connector wires and lugs, guide booklet, and 12 sections of fence. Even lubricant to keep cars in top running condition. Two rheostat controls have button to stop cars.

Shipping weight 9 pounds.

49 N 9525 . . . . . Set $29.89

Our lowest price ever on a

Strombecker Road Race

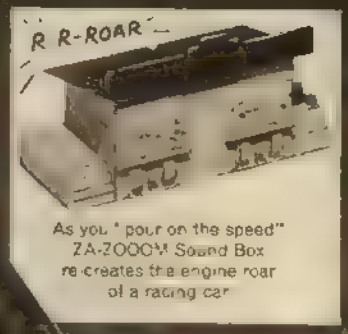
$19.77

Two "Maraudin" midget cars, 1/32 scale, tear around 11 ft. of figure-8 track. Ascot Park set has starting man who gets them off to a good start. You're in command braking cars on turns. Cars swerve toward each other, daredevil style, on chicane strip

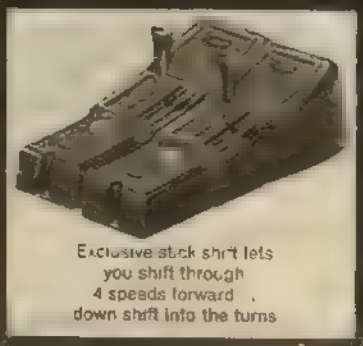
Two hand controls with brakes, 10 curved track sections, 10 fence sections, tube of lubricant, guide booklet. Power pack. Big 5-ft. layout has terminal track that allows track-to-transformer connection without going under track. Wt 8 lbs.

49 N 9522. . . Set $19.77

ZA-ZOOOM™ THE SOUND OF POWER BY MARX



As you "pour on the speed" ZA-ZOOOM Sound Box re-creates the engine roar of a racing car



Exclusive stick shift lets you shift through 4 speeds forward . . down shift into the turns

Hear the roar of speeding cars as they zoom down 10 feet of track

DRAG STRIP by MARX

$24.88

Thrill to a "jackrabbit-fast" start, a wind-whipping streak down the straightaway and a wheel-lifting turn-around. Drag race excitement . . long a favorite with racing fans . . now yours in 1/32 scale. Shift, as on a real car, and thanks to Za-zooom you can hear the engines "pound out the power" as you "pour on the gas."

Jaguar XKE in red and Mercedes Benz 300SL in blue with ALLSTATE Guardsman tires. You also get fence for turn-around and an 18 v power pack U.L. approved. Track layout measures 20x120 inches long.

79 N 9515L—Shipping wt. 7 lbs. $24.88

MARX Road Race with Banked Curves . . control all the action with stick shift

$19.88

All the excitement of Indianapolis in this road race set. Probably one of the fastest tracks in slot racing.

The 1/32 scale Watson Special takes on the Cal Special as the starting flag drops. You do the shifting with exclusive stick shift control. Long lasting high-speed motors promise miles of fun. Hand painted drivers add to the realism. Along with 14 sections of track you get 16 flags for decoration and three signal flags. Track layout measures 29x62¾ inches long. 18 v power pack U.L. approved.

79 N 9514C—Shpg. wt. 8 lbs. . . $19.88

INSTANT EXCITEMENT!

Take Tootsietoy Table-Top Racing...

add fun-loving kids . . . mix with value conscious adults — and what have you got? Instant excitement! Instant sales! And the fastest turnover in the business! Tootsietoy brings you two great racing sets created especially for kids — brim full of the realism and adventure kids love — and packed with the quality, dependability and value adults demand! This is the year the kids hit the Tootsietoy road. Be ready! Sell big volume Table-Top Racing by Tootsietoy . . . great in '63 even better in '64 with new pre-wired track for quick, easy operation; new Falcon racing car; new realistic black track and the new American Racing Set!

NO. 5175 AMERICAN RACING SET

$15.00 125" CIRCUIT!

Includes: New Falcon racing car; Corvair racing car; 4½-Volt power-pack; 2 rheostat control throttles with built-in speedometer; 6 curved track sections and 2 straight track sections in asphalt black; overpass bridge supports; grandstand; control tower; decals; connecting wires; track clips; complete instructions. Big figure-8 layout circuit measures 125". Packed in beautiful new, full color gift carton. Retail $15.00.

NO. 5100 MONZA 8 RACING SET

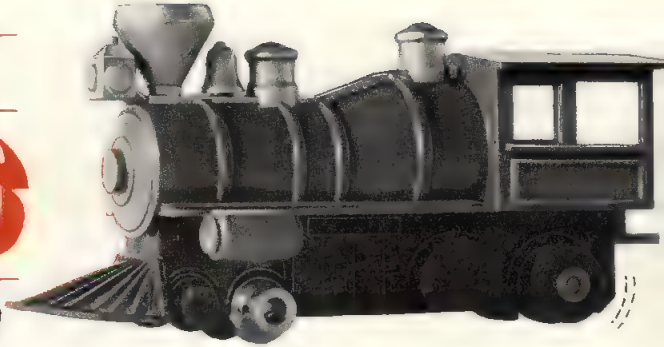
$8.00 85" CIRCUIT!

Battery operated set features new Falcon racing car. Also includes: Corvair racing car; 2 push-button control throttles; 4 curved track sections and 2 straight track sections; overpass bridge supports; grandstand, control tower; decals; connecting wires; track clips; complete instructions. Packed in beautiful new, full color gift carton (Battery not included). Retail $8.00.

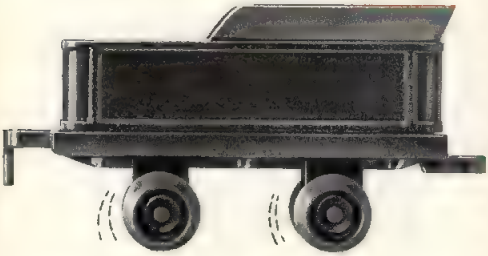
tootsietoy®

DIVISION OF STROMBECKER CORPORATION *600 North Pulaski Rd., Chicago, Ill. 60624*

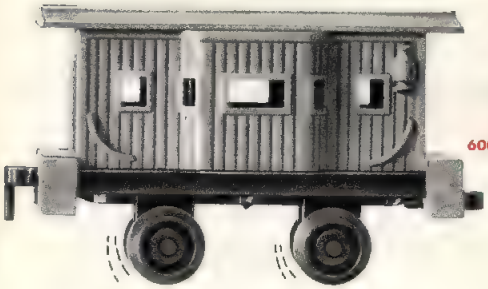
It's taken us 86 YEARS



to produce our first electric trains... but it was worth the wait!

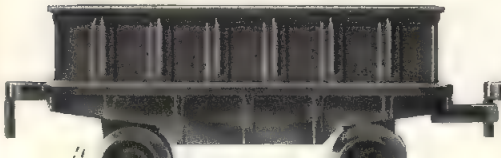


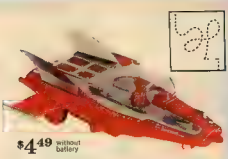
After all, it takes a while to create a product like the new Tootsietoy Electric Train . . . packed with all the railroading realism and adventure kids love. There's a steam engine, tender, gondola car and caboose—realistically detailed and finished in sparkling colors. And plenty of accessories the kids love, too—crossing signals, telegraph poles and crossing guards. Positive lock HO track is a cinch to put together— it's even pre wired for instant and easy operation. The Tootsietoy Electric Train is made for little hands, with all the safety and quality you expect from Tootsietoy. Packaging? As beautiful and appealing as the products! And it's priced to sell! Only $11.00 retail—and that includes a 4½-Volt transformer and 22" x 30" layout. When you think about it, this had to happen sooner or later . . aren't you glad we waited? Write for full line catalog on the exciting new line of Tootsietoys now.



tootsietoy®

DIV. OF STROMBECKER CORPORATION
600 North Pulaski Road, Chicago, Illinois 60624





$4.49 without battery

Battery-drive Supercar travels along 8 mystery-action courses

Does dipsy doodles, zigzags, ground loop the loops, figure 8's, Virginia reel, [illegible] circles—even runs straight. 11-inch plastic car goes its wild way by inserting one of the magic cams. Order 1 "D" battery below at right.
49 U 5795—Shipping wt. 1 lb. 8 oz....$4.49

97c without batteries

Siren Police Car flashes light

Goes forward and reverse—by remote control. 7¾-in. enameled steel, chrome-color trim. Japan. Order 2 "D" batteries below at right.
49 U 4218—Shipping wt. 6 oz.....97c

$3.79 without batteries

Roof of T-bird slides into trunk

Runs, steers by remote control. 9½-in. steel. Japan. Order 2 "D" batteries below right.
49 U 4266—Shpg. wt. 1 lb. 6 oz..... $3.79

Tank goes forward or reverse . . turns left or right

Mark maps to show where you hid the mines

Guide your tank by remote control . . EXPLODES

if it hits a hidden mine in this 4x3-foot battlefield

Sold only at Sears $5.99 without batteries

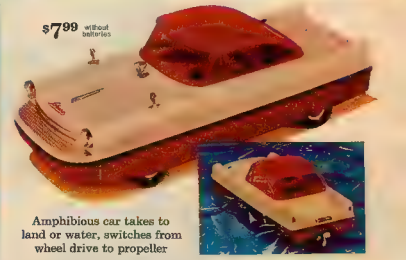
It's a game—hide 10 magnetic mines beneath the cloth battlefield. Only your map shows you how to maneuver remote-controlled tank across field without "blowing up". 10½-inch plastic tank rebuilds quickly. 6 maps. From Japan. Order 2 "D" batteries below.
49 U 4211—Shipping weight 3 pounds.....$5.99

$7.49 without batteries

Tractor goes forward or reverse, even steers, blade lifts and lowers—all by remote control

Does 9 exciting actions—just like the big Ford Industrial Tractor. 20-inch scale model has pistons that light up and hand-operated earth scoop in back that picks up dirt, raises and dumps it. Heavy-gauge enameled steel. From Japan. Order 2 "D" batteries at right.
49 U 4251—Shipping weight 3 pounds 12 ounces... .. ... $7.49

$7.99 without batteries



Amphibious car takes to land or water, switches from wheel drive to propeller

Speeds along on the ground in a circle or straightaway. Push lever and watch it knife through water like a sport cruiser. Propeller shifts left or right to change course. Metal and plastic body is watertight. 11 inches long. From West Germany. Order 2 "D" batteries at right.
49 U 5837—Shipping weight 1 pound 4 ounces... $7.99

"D" Battery. Shipping wt. each 4 oz.
49 U 4660
Each 16c; 4 for 60c

$1.97

Roy Rogers Hauler-and-Trailer. 15-in. steel trailer with two ramps, 3-dimensional plastic figures of Roy, Dale Evans, their horses; Pat Brady, his jeep Nelly belle and dog, Bullet
49 U 5557 Shpg. wt. 1 lb. 10 oz. $1.97

$1.89

Structo Fire Rescue Truck. Two ladders unhook for instant rescue action. Carefully modeled after a real fire engine, this toy has seat, steering wheel, windshield and gleaming, white sidewall tires. Steel. About 12 in. long.
49 U 5403—Shpg. wt. 3 lbs. 4 oz. $1.89

$3.39

Tonka Jeep Pumper. Hose pulls out of tank, sprays water when pumper is connected to garden hose. Ladder Trailer hitch and 2 hand "extinguishers." Rubber tires. Steel. About 10 in. long
49 U 5412 Shpg. wt. 3 lbs. $3.39

$2.92

It's a 12-dog Kennel Truck or a Pick-up with drop tailgate

Transparent plastic lift-off kennel has movable top and sides. 12 "houses" for plastic dogs: collie, boxer, bulldog, springer, Scotty, greyhound, Eskimo husky, dachshund, terrier, retriever, poodle and police dog. Steel Ford truck has trailer hitch, windshield, windows, whitewall tires. 11 in. long. By NyLint.
49 U 5407 -Shipping wt. 2 lbs. 9 oz. . $2.92

$1.99

Tonka Pick-up Truck. Heavy-gauge steel body with carefully detailed features. Tail-gate opens and closes for ease in loading. Genuine rubber white sidewall tires with shiny chromed wheel discs. About 13 in. long.
49 U 5430—Shipping weight 3 lbs. . . $1.99

$2.49

Tonka Jeep Surrey with a sporty cloth fringe on top. Gaily striped top and seats. Detachable spare tire. White sidewall rubber tires, shiny chromed wheel discs. Heavy gauge steel body. About 10 in. long.
49 U 5435—Shpg. wt. 2 lbs. 7 oz. $2.49

10-wheel Horse Van

$4.89

Buddy L's "highway stable" has spring-suspension front wheels, with three stalls for the plastic thoroughbred stallion, mare and colt. Van has bubble-top window, sliding side windows, door ramps. 18-inch body of steel and plastic. Shipping wt. 5 lbs. 4 oz.
49 U 5452 . . . . . $4.89

HOOK AND LADDER
about 3 feet long . . ladder raises 5 feet

PUMPER *about 22 in. long . with hose that squirts water*

Enameled Steel Fire Truck Set $12.77

Be the official fireman on your block with these complete fire trucks. Exciting working parts add to the fun.

Pumper-Fire Truck (at left) actually sprays water. Just hook hydrant to garden hose and turn valve. Has hook-on ladder, cab with dummy searchlight and hydrant.

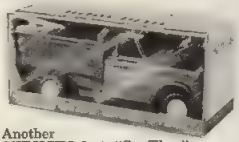
Hook and Ladder (above) has main ladder on full swivel . . raises by mechanical hydraulic action. 2 other ladders crank up 5 feet. Also a removable fireman's seat.
79 U 5437L—Shipping weight 17 pounds. . . . . Set $12.77

New '64 STRUCTO Steel KOM·PAK with *Big Sales IMPACT*

Tomorrow's Toys Today! For 1964...a whole fleet of compact trucks in heavy-gauge steel with genuine rubber tires, windshields, side and rear windows, seats and steering wheels...an exciting new caravan of operational Structo Kom-Paks designed for the modern trend. Perfectly scaled replicas, accurate in every detail. Built for play action...priced for selling action.

Plus 6 additional STRUCTO LINES...44 MODELS in all... styled and priced for every kid in the U.S.A. Send for 1964 catalog.

NO. 130 VISTA DOME KENNEL TRUCK



Another STRUCTO first: "See Thru" boxes for KOM-PAKS. They said it couldn't be done with heavy-gauge steel. STRUCTO has done it!

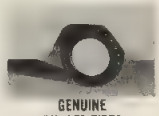
HEAVY GAUGE STEEL CABS AND TOPS

HEADLIGHTS, WINDSHIELD, AND REAR WINDOWS

NO. 125 AUTOMATIC DUMP TRUCK

SEATS, STEERING WHEELS

NO. 120 VISTA DOME LIVESTOCK TRUCK



GENUINE RUBBER TIRES

NO. 115 VISTA DOME ARMY TRUCK

ROOMS 412-414-416 FIFTH AVENUE BUILDING

NO. 110 WRECKER TRUCK

NO. 105 FIRE RESCUE TRUCK

NO. 100 PICKUP

Steel STRUCTO

STRUCTO MANUFACTURING COMPANY
General Offices and Factory: Freeport, Illinois
National Sales Office: 200 Fifth Avenue, New York 10, N. Y.

Sales and Display Rooms: Chicago, Room 1423 Merchandise Mart; Memphis, Room 807 M & M Bldg.; Marietta, Ga. 307 Alexander St.; Dallas, Room 1244 Dallas Trade Mart; Denver, 1164 Elati Street; San Francisco, 58 Second St.; Los Angeles, 2500 W. 6th St.; Portland (Oregon), Loyalty Building; Toronto (Canada), Foot of Federal St.

THE STRUCTO HOT-LINE FOR '64

FIRES UP YOUR TOY SALES & PROFITS!

STRUCTO *Aerial hook and ladder #902 — priced to sell. Available Now!* Crank operated 32½" extension and 2 side ladders; exclusive fire-engine-red with yellow interior, windshield, windows and chrome-plated front bumper. *(typical [illegible] COMPLETE Structo line*

[illegible] Offices and Factory: Freeport, [illegible]
New York Offices, 200 Fifth Avenue

STRUCTO [illegible]

STRUCTO MANUFACTURING COMPANY

General Offices and Factory • Freeport, Illinois

New York Offices: Rooms 412-14-16, 200 Fifth Avenue

. . . AT LOW PRICES and HIGH IN PLAY VALUE

ROAD GRADER

18 in. long overall. Grader made of durable metal has light green finish. Front wheels can be steered for added play value. Features plated scraper blade that rotates, raises, lowers and tilts. Floating tandem rear wheels and red plastic "warning lights." Non-marking tires.

T24-400 . . . . . **Each 5.40**

AUTO TRANSPORT

22 in. long auto transport made of heavy-gauge steel. Holds 2 die-cast metal cars. Red cab has seat, steering wheel. Ramp at rear of yellow body extends for loading and unloading. Details of construction include windshield, white sidewall tires, large chrome-plated wrap-around bumper, nickel-plated hub caps.

T24-402 . . . . . **Each 5.88**

STATION WAGON and HORSE TRAILER

20½ in. long overall. All-steel wagon with green finish has removable full-length white top. Metal horse trailer is yellow and has loading ramp door which swings down to open. With 2 black plastic horses. Non-marking white sidewall tires.

T24-403 . . . . . **Each 5.88**

CATTLE TRANSPORT

25¾ in. long. Bright red metal cattle van has modern cab with clear plastic windshield and wrap-around bumper. Floating tandem rear wheels and adjustable dolly wheels. Rear doors open and shut. Non-marking white sidewall tires. (No cattle included.)

T24-503 . . . . . **Each 6.60**

HYDRAULIC TRAILER DUMP TRUCK

20¾ in. long. All-steel truck with body that raises and dumps loads automatically by means of a real hydraulic cylinder. Liquid in cylinder is non-toxic and will not stain. Cab has clear plastic windshield and wrap-around bumper. Non-marking white sidewall tires.

T24-603 . . . . . **Each 7.04**

DELUXE VAN TRUCK

25½ in. long. Red and white metal truck has rear doors and side door that open for access to the van. Clear plastic windshield and wrap-around bumper. Floating tandem dual rear wheels and adjustable dolly wheels. Non-marking white sidewall tires protect floors.

T24-601 . . . . . **Each 8.24**

AERIAL HOOK & LADDER

30¾ in. long overall. Bright red metal fire truck. Cab has steering wheel, seat, wrap-around bumper and clear plastic windshield. Crank mechanism extends ladder to 32½ in. at an angle of 60°. Ladder assembly swivels full 360°. Includes 2 auxiliary ladders on side hangers. Non-mar white sidewall tires.

T24-902 . . . . . **Each 9.44**

MOBILE CRANE

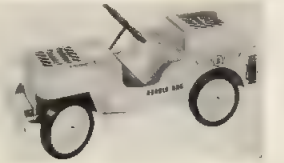
15⅝ in. long. All-steel truck has light green finish and dark green finish boom. Cab has seat, steering wheel, clear plastic windshield and wrap-around bumper. One handwheel controls the raising, lowering, loading and unloading of bucket while the other handwheel raises and lowers the boom. Boom extends 31¾ in. Cab, boom and bucket revolve 360°. Adjustable stabilizers on rear prevent unit from tipping. Non-marking white sidewall tires.

T24-801 . . . . . **Each 10.64**

RIDE-ER DUMP TRUCK

20-1/16 in. long. Durable all-steel dump truck with handsome red and white finish. Steering wheel actually steers. Slide-in seat can be removed to convert to regular dump truck. Tailgate opens for dumping. Rubber tires.

T24-605 . . . . . **Each 7.80**



RIDE-ER DOODLE BUG

25-9/16 in. long. Sturdy all-steel replica of vehicle used at airfields to guide aircraft to proper parking locations has bright yellow finish. Steers easily. Safe rubber bumper and rubber tires.

T24-925 . . . . . **Each 11.84**

STRUCTO PRIZE SETS

Available in Showcase Display

Corrugated displays are decorated in many colors. All toys are wired in position to hold no matter how you arrange display on floor or in window. Acetate window box keeps merchandise clean and salable. Each display approx. 30x28x9 in.

ARMY COMBAT SET

Set consists of 13 in. **Vista-Dome Troop Carrier** with 8 plastic soldiers; 17¼ in. **Missile Launcher** with 3 safe-firing rockets and 7¾ in. **Searchlight Trailer**. All heavy gauge steel with olive green finish. White sidewall tires. Clear dome lifts off troop carrier. Searchlight rotates 360°, elevates and lowers; operates on 2 "D" batteries (not included).

SET IN SHOWCASE DISPLAY

T24-9201 . . . . . **Set 20.00**

SET WITHOUT DISPLAY

T24-920 . . . . . **Set 15.60**

8-Pc. FARM SET

Set consists of 13 in. **Cub Pickup Truck** with operating tailgate; 14¾ in. **Livestock Truck** with removable metal stakes for flat bed hauling; 5½ in. **Horse Trailer** with rear loading ramp door. 11 in. **Open Trailer** with adjustable tailgate; 2 plastic cows and 3 horses. All steel with aqua and white enamel finish. White sidewall tires.

SET IN SHOWCASE DISPLAY

T24-9141 . . . . . **Set 16.00**

SET WITHOUT DISPLAY

T24-914 . . . . . **Set 12.00**

5-Pc. HIGHWAY BUILDER SET

Set consists of 11¾ in. operating **Dump Truck**; 11¼ in. **Hi-Lift Bulldozer** with automatic dumping device; 11⅛ in. operating **Sand Loader**; 8 in. **Sand Hopper** with working trip lever, **Road Barrier**. All heavy gauge steel finished in green, yellow and orange. White sidewall tires.

SET IN SHOWCASE DISPLAY

T24-9132 . . . . . **Set 16.00**

SET WITHOUT DISPLAY

T24-913 . . . . . **Set 12.00**

MINI-TONKA METAL ACTION TOYS FOR BOYS

PICKUP TRUCK
Withstands Banging
9¾x3⅞x3⅝ in. overall. Surprisingly low priced red pickup truck. Authentically designed in steel to withstand banging and dropping. Snap open tailgate and glassed in cab. Noiseless rubber tires. Attractively boxed.
Y10-50—O.S. Dz. **30.40**
¼ doz. N.B. Dz. **28.80**

STAKE TRUCK
With Enclosed Cab
9¾x3⅞x4 in. overall. All purpose blue and white truck fits into any play situation. Back end can be raised for dumping. All steel body, glassed-in cab, rubber tires. Colorfully boxed.
Y10-56—O.S. Dz. **33.44**
¼ doz. N.B. Dz. **31.68**

DUMP TRUCK
Fast-Action Dump
9¾x4½x4 in. overall. A basic toy that never loses its popularity. Realistic steel model with glassed in cab, wrap around bumper, rubber tires, dual rear wheels. Red non-toxic enamel. Lever permits fast action dump. Attractively boxed.
Y10-60 O.S. Dz. **33.44**
¼ doz. N.B. Dz. **31.68**

WRECKER
With Steel Winch
9½x3¾x3⅝ in. overall. Makes broken cars and trucks fun to play with again. Made of steel with white non-toxic enamel finish. Authentic-looking down to "glassed-in" cab, wrap-around bumper rear, rubber tires. Attractively boxed.
Y10-68 O.S. Dz. **34.80**
¼ doz. N.B. Dz. **33.12**

CAMPER TRUCK
Realistic Model
9¾x3½x3⅝ in. overall. What youngster doesn't like to go camping? This miniature red and white steel camper has long-wearing rubber tires, side door that opens for loading. Windows open and close easily. Attractively boxed.
Y10-70—O.S. Dz. **38.00**
¼ doz. N.B. Dz. **36.00**

CEMENT MIXER
Crank Turns Mixer
9x5-1/16x4 in. overall. Probably more play value per pound than any other truck! Looks and works like real cement mixer. Steel with red non-toxic enamel. Mixer assembly made of tough plastic, turns by crank. Handle tilts mixer for pouring. Smartly boxed.
Y10-77 O.S. Dz. **44.08**
¼ doz. N.B. Dz. **41.68**

ROAD GRADER
Educational...Fun!
10¾x4x4⅝ in. overall. A good way to let a child discover the fun of building roads. Made of steel to stand up to bumps and stones. Yellow enamel. Easy to steer with handle in front of driver's seat. Levers adjust scraper blade. Rubber tires deep grooved for traction. Colorfully boxed.
Y10-76 . . Dz. **44.08**
¼ doz. N.B. Dz. **41.68**

VAN TRUCK
Detachable Cab
16x3⅝x4¼ in. wide. White and blue van looks ready for cross town or cross country moving job. Steel truck rolls silently on rubber tires. Modern cab is detachable. Van can be supported by retractable landing gear. Rear doors open wide for easy loading. In attractive box.
Y10-86 . . Each **5.40**

A LIVESTOCK TRUCK
16x5⅝x4¼ in. overall. When round-up time is over, this truck hauls livestock to market. Red and white steel with rubber tires. Retractable landing gear holds up van when cab is detached. Rear doors open for loading. Attractively boxed.
Y10-90.....Each **5.64**

B CAR CARRIER
18½x7x4¼ in. overall. Combination toy that offers plenty of action. Detachable green steel truck carries 1 red and 1 yellow model car that can be loaded on top or inside of truck. Aluminum ramps stored under carrier. Attractively boxed.
Y10-96.....Each **6.00**

C CONTRACTOR SET
Highly instructive 4-pc. set invites participation, encourages planning. 9 in. pick-up has tailgate for unloading. 10⅝ in. dump truck has lever by cab for fast-action dumping. 9 in. mixer geared to turn by crank, tilts for pouring. 11 in. grader steers by hand with adjustable scraper blade. Made of steel with yellow enamel finish. Descriptive box.
Y10-110.....Set **12.00**

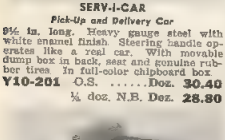
"TONKA" METAL ACTION TOYS for BOYS

SERV-I-CAR
Pick-Up and Delivery Car
9½ in. long. Heavy gauge steel with white enamel finish. Steering handle operates like a real car. With movable dump box in back, seat and genuine rubber tires. In full-color chipboard box.
Y10-201 O.S. .....Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

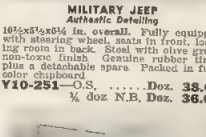
MILITARY JEEP
Authentic Detailing
10½x5½x3¼ in. overall. Fully equipped with steering wheel, seats in front, loading room in back. Steel with olive green non-toxic finish. Genuine rubber tires, plus a detachable spare. Packed in full-color chipboard.
Y10-251 O.S. .....Doz. **38.00**
¼ doz N.B. Doz. **36.00**

RED PICK-UP TRUCK
With Trailer Hitch
12¾x5½x5½ in. overall. Part of every child's world! The all-around truck, gives years of play value. All steel body equipped with ball type trailer hitch for accessories. Tailgate opens and closes. Handsomely boxed.
T56-302. . . . . Each **3.60**

JEEP COMMANDER
Authentic Scale Model
10½x5¾x5¼ in. overall. All-weather command car made of steel with olive green enamel. Carries emergency gas tanks. Equipment includes detachable spare tire, steering wheel, separate seats. Each in attractive box.
T56-304 .. Each **3.60**

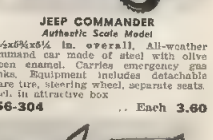


DUMP TRUCK
Lever for Fast Action Dumping
13¾x6¼x6 in. wide. "Strong" enough to haul any kind of load. Can be unloaded quickly and easily! Lever raises back of truck for fast-action dumping. Soundly constructed, all steel orange body with dual rear wheels. Attractively boxed.
T56-315. . . . . Each **3.60**



STAKE PICK-UP TRUCK
Removable Stake Panels
13 in. long. All heavy gauge steel body with non-toxic green enamel finish. Genuine rubber white sidewall tires. Chrome color trim. Front and back panels remove to make loading easier. Each in printed box.
T56-308.....Each **3.60**

BULLDOZER
8¾x4⅝x6 in. Sturdy metal construction. Moves forward and backward on deep grooved treads. Lever adjusts height of blade to 3 positions. Miniature diesel engine under hood. Perfect toy in a sand box or on the beach.
Y10-300—O.S. .....Doz. **44.08**
¼ doz. N.B. Doz. **41.68**



"JEEP" WRECKER
With Heavy Duty Winch
11x6x5½ in. overall. Wrecker can speed to rescue of stuck or disabled vehicles. Heavy-duty winch, supported by reinforcing bars, can handle any emergency. Made of steel with white and black enamel finish. Equipment includes "flasher" light and steering wheel. Attractively boxed.
T56-375..... .. Each **4.60**

N.B.: Indicates Standard Packing Units, "Not Broken."

Either Construction Set

$9.99

Both sets really dig, grade, load, haul

Save $2.36 on 5-piece Army Engineer's Set

Realistic floor toys in heavy-gauge steel . . . detailed interiors. (1) *12-inch Dump Truck.* Lever raises body; can be locked in dump position. (2) *12-inch Sand Loader,* crank operated. (3) *19-in. Road Grader,* scraper blade adjusts. (4) *11-inch Army Cub,* folding windshield. (5) *12-inch Bulldozer,* lever control.

79 N 5541G—5-piece Set. Shpg. wt. 13 lbs. *Separately $12.35* . . . Set **$9.99**

(1)	**49 N 5479**—Dump Truck. Shipping weight 3 lbs. 6 oz.	1.99
(2)	**49 N 5559**—Sand Loader. Shipping weight 2 lbs. 3 oz.	1.89
(3)	**49 N 5477**—Road Grader. Shipping weight 3 lbs. 10 oz.	3.99
(4)	**49 N 5558**—Army Cub. Shipping weight 1 lb. 3 ozs.	1.89
(5)	**49 N 5471**—Bulldozer. Shipping weight 2 lbs. 12 ozs.	2.59

Save $3.89 on 4-piece Road Building Set

Action-packed toys made of heavy-gauge steel. (6) *18-inch Power Shovel* . . . automatic scooping bucket release action. Crank controls raising, lowering, loading . . . cab revolves. (7) *15-inch Hydraulic Dump Truck.* Lever operates action. (8) *17-inch Road Grader.* Adjust blade and steering. (9) *Front End Lift Loader.* Digs, lifts, dumps.

79 N 5421L 4-piece Set. Shpg. wt. 15 lbs. *Separately $13.86* Set **$9.99**

(6)	**49 N 5646**—Power Shovel. Shipping weight 5 lbs. 3 oz.	4.97
(7)	**49 N 5661**—Dump Truck. Shipping weight 3 lbs. 1 oz.	2.97
(8)	**49 N 5614**—Road Grader. Shipping weight 3 lbs. 8 oz.	2.97
(9)	**49 N 5484**—Front End Loader. Shpg. wt. 3 lbs. 12 oz.	2.97

Rugged Power Brute Bulldozer

Single lever controls forward and backward motion and blade raises and lowers automatically when lever is released. Body is made of high impact styrene. 11 inches long. Finish is metallic with silver color trim. Rubber grip rubber treads. Fully over-protected. Fast service. From Hong Kong. Order 2 "D" batteries.

49 N 5672—Shipping weight 2 lbs. 8 oz. **$3.97**

Powerful Junior Dump Truck

Levers control the forward, reverse and dump-body action of the truck. Made of sturdy plastic. 11½ inches long. Rubber tires and wheels. Front wheel can be turned. From Hong Kong. Order 2 "D" batteries below.

49 N 5668—Shipping weight 2 lbs. **$3.97**

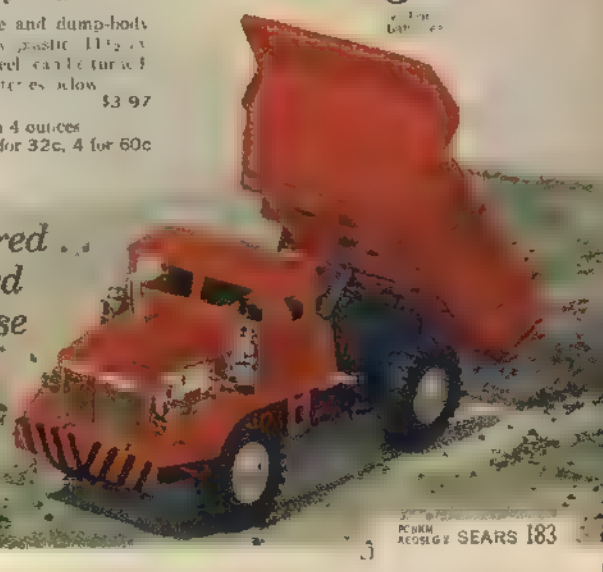
"D" Batteries. Shipping weight each 4 ounces

49 N 4660 . . . . . 2 for 32c, 4 for 60c

$3.97 each

Battery-powered . . . go forward and reverse

$3.97 each



Sears Exclusive Design . . .
Giant Steel TURNPIKE Trucks with husky friction motors that roar with power

$8.95

Off to the races with this sleek Transport that delivers 3 authentic Racing Cars to the "track"

Speedway Transport rolls along on heavy rubber tires . . powered by a friction motor. Just a fraction under 2 feet long, this transport carries replicas of three famous racing cars, each about 9 inches long. Heavy plastic trim. Engine yellow Ferrari. To compete in the "race" against the Ferrari, there are two red Lotus racers . . one red and one blue. Heavy steel body of the transport is gray painted for smoothness.
79 N 4269C—Shipping weight 7 pounds . . . $8.95

$8.95

Auto Transport hauls 9 new-model Cars

Load them up the ramp and onto the transport . . "rev-up" the friction-powered engine . . and deliver them to dealers all over the country. Cars are 5½ in. long . . friction powered too. All steel, plastic trim. Transport is 2 ft. long. Rubber wheels. Wrap-around windshield on detachable cab.
79 N 4281C—Shpg. wt. 7 lbs. . . . $8.95

Livestock Truck has 8 stock pens, side and center gates, 4 loading ramps

$3.89

Truck carries 8 animals . . each in its own corral. Railings in center and on 1 side remove. Ramps store neatly behind truck cab. Separate corral. Pen, ramps, corral, and animals of molded plastic. 14-inch enameled steel truck. Friction motor. Detailed cab interior with dummy steering wheel. Cab has wrap-around windshield, sits between 2 diesel exhausts.
49 N 4234—Shpg. wt. 3 lbs. $3.89

Crane Truck swings boom

$3.97

Hand crank operates crane. Boom pivots. Friction motor. Wrap-around windshield on front and rear cabs. Enameled steel, plastic trim. 14 inches long.
49 N 4231—Shipping weight 2 lbs. 11 oz. $3.97

Cement Mixer revolves drum

$3.97

Just press lever . . hydraulic-type action slowly dumps the load of "cement." Cab sits between 2 diesel exhausts. Wrap-around windshield. Friction motor. Sturdy steel body, plastic trim. 14 in. long.
49 N 4233—Shpg. wt. 3 lbs. 2 oz. $3.97

 Items on this page made in Japan

New '64 STRUCTO Steel KOM·PAK with *Big Sales IMPACT*

Tomorrow's Toys Today! For 1964...a whole fleet of compact trucks in heavy-gauge steel with genuine rubber tires, windshields, side and rear windows, seats and steering wheels...an exciting new caravan of operational Structo Kom-Paks designed for the modern trend. Perfectly scaled replicas, accurate in every detail. Built for play action...priced for selling action.

Plus 6 additional STRUCTO LINES ..44 MODELS in all... styled and priced for every kid in the U.S A. Send for 1964 catalog.

NO. 130 VISTA DOME KENNEL TRUCK

Another STRUCTO first: "See Thru" boxes for KOM-PAKS. They said it couldn't be done with heavy-gauge steel. STRUCTO has done it!

HEAVY GAUGE STEEL CABS AND TOPS

NO. 125 AUTOMATIC DUMP TRUCK

HEADLIGHTS, WINDSHIELD, AND REAR WINDOWS

NO. 120 VISTA DOME LIVESTOCK TRUCK

SEATS, STEERING WHEELS

NO. 115 VISTA DOME ARMY TRUCK

GENUINE RUBBER TIRES

ROOMS 412-414-416 FIFTH AVENUE BUILDING

NO. 110 WRECKER TRUCK

NO. 105 FIRE RESCUE TRUCK

NO. 100 PICKUP

Steel STRUCTO

STRUCTO MANUFACTURING COMPANY
General Offices and Factory: Freeport, Illinois
National Sales Office: 200 Fifth Avenue, New York 10, N. Y.

Sales and Display Rooms: Chicago, Room 1423 Merchandise Mart; Memphis, Room 607 M & M Bldg.; Marietta, Ga. 307 Alexander St.; Dallas, Room 1244 Dallas Trade Mart; Denver, 1154 Elati Street; San Francisco, 58 Second St.; Los Angeles, 2500 W. 6th St.; Portland (Oregon), Loyalty Building; Toronto (Canada), Foot of Federal St.

Trips to World's Fair, Disneyland Prizes in Ideal's Sweepstakes

Herb Sand, v-p-sales, explains contest promotion to stewardess.

Ideal Toy Corporation, 200 Fifth Avenue, New York City, has announced it will run a Tammy Coloring Sweepstakes for six weeks from May 4 to June 13. Reportedly the trade's first consumer contest to be nationally promoted on television, the sweepstakes will be advertised on Ideal's 151-station "Magilla Gorilla Show" beginning May 4, Abe Kent, vice-president, said.

Entry blanks will be available only at retail stores. Mr. Kent said that Ideal has already received more than 25,000 requests from retailers for the free, four-color counter display that holds the blanks as a result of only one trade ad and a Tammy Sweepstakes counter at the Toy Fair. He said the company anticipates the need for about three million blanks

Each entry blank features Tammy and her sister, Pepper, at the World's Fair and Disneyland. Entrants will be asked to color one side only, with the winners receiving free vacations to the corresponding location.

Ideal will award the 25 first-place winners with an all-expense-paid trip for five days to either Disneyland or the World's Fair plus $150 in cash, and will provide free accommodations for one parent, relative or guardian, reservations at either the New York Hilton or Disneyland Motel and free access to other nearby popular sightseeing attractions. All winners will get round-trip air travel tickets on American Airlines.

A cash prize of $100 will also be awarded to each of the retailers who supplied the first-place winners with their entry blanks.

To the 600 second-place winners Ideal is awarding personalized Tammy products such as the Tammy iron, carrying case, house bed and vanity set and the new Walt Disney Mickey Mouse club house.

The sweepstakes is being handled by D. L. Blair Corporation, an independent judging organization.

Gabriel-Bell's Portable Phonograph

From Gabriel-Bell, Inc., 200 Fifth Avenue, New York City, comes a new electrically-amplified, battery-operated phonograph that plays all three speeds with a long-life sapphire needle.

Called the Futura Phonograph (#388), the item has a transistorized automatic speed regulator, large 4" Alnico V speaker and a fixed 45 RPM record adaptor.

Reportedly embodying a new concept in portable phonographs, the 5-pound Futura is built into a red leather grain case made of rugged, washable Tenite Polyallomer.

TEARFUL, EARFUL POOCHIE NEW PLUSH TOY FROM WOOLNO

Described as a new concept in stuffed plush is the lovable pooch with a loose-limbed floppy body, sad, tearful face and long droopy ears now being offered by

Woolno, Inc., 200 Fifth Avenue, New York City.

Called Tearful Earful Poochie, the cotton-stuffed toy is made of colorful velveteen. One ear has a tinkle bell inside and the other a pocket to hide "mad money."

Complete with a gold plastic collar and carrying leash, the pooch is 16" long

STRUCTO'S TROOP CARRIER NOW BEING SHIPPED IN WINDOW BOX

Currently being shipped in a dramatic see-through window carton is the U. S. Army Vista Dome Troop Carrier (#315) from Structo Mfg. Company, Freeport, Ill.

Complete with eight authentic-looking

plastic soldiers, the heavy-gauge steel truck is built like real Army equipment.

Other features of the carrier are its clear, plastic removable-dome top and an operational tailgate that raises and lowers. The item has a high-gloss, two-coat metallic enamel finish said to be both chip- and crack-proof

AMF TO RUN WHEEL GOODS ADS IN "JACK AND JILL"

The AMF Wheel Goods Division, American Machine & Foundry Company, New York City, has scheduled full-page color advertisements in Jack and Jill magazine, a Curtis publication, publisher Robert L. Young announced last month.

AMF, through the Grant, Schwenck & Baker advertising agency, Chicago, will use two-color insertions in the October and November issues of the children's monthly. The advertisements will offer a special 16-page "Gifts and Games" booklet of puzzles, bike games and other activities for Jack and Jill readers and will also make note of gift suggestions for children of all ages.

RECLINING LION
ETONE

Measures 24 inches long plus a 14 inch tail. He is 18 inches tall. Made of long and short pile. Whimsical expression.

No.	Retail
L-71	$8.00

SITTING ANIMAL ASSORTMENT
IDEAL

Rayon plush stuffed with lightweight foam. Felt sleep eyes. Washable.

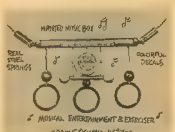
No.	Retail
7956-6	Each $3.00

NURSERY BIRDS
KENNER

Baby's first plaything: 7 different brightly colored birds that flutter and float over crib. Birds are soft sponge rubber enclosed in washable vinyl plastic. Strung on unbreakable nylon thread suspended from pink or blue enameled steel crib support. Non-marring crib attachment. Comes assembled. Boxed.

No.	Retail
333	$3.50

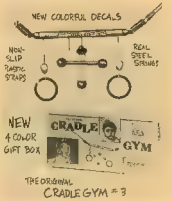
CRADLE SYMPHONY
CHILDHOOD INTERESTS



Combination musical entertainment and exerciser. Music is activated by pulling center ring which is suspended from strong nylon cord. Ages 3 mo. to 1 yr.

No.	Retail
400	$5.00

CRADLE GYM
CHILDHOOD INTERESTS



Lively colors to catch the eye, bell-topped doll in center attracts by noise. Made of select hardwood and sanitary plastic, exerciser springs at both end and plastic straps to attach to crib or bed. Gift boxed.

No.	Retail
3	$2.00

BUSY BOX SENIOR
KOHNER

Sturdy plastic toy is safe, has no loose parts. Easily attaches to playpen or crib. Attachment is included. For children 9 months to 4 years. Gift-boxed.

No.	Retail
505	$5.00

FLUTTER BALL
MARLIN

7 inches in diameter molded of durable acetate delicately tinted. Large colorful butterfly flutters on the inside. It rolls, spins, floats.

No.	Retail
FB-108	$2.00

NURSERY PLAY KIT
CHILDHOOD INTERESTS

A triple combination play kit that includes (1) Nut-N-Bolt Set (2) Milk Delivery Set and (3) Stacking Rings.

No.	Retail
1520	$1.00

BOTTLE AND HAMMER
CHILDHOOD INTERESTS

Combination set consisting of the Fill'N Dump Bottle for filling, spilling, string and stacking, the Safety Hammer with colorful beads in lead bouncing with each motion. For crib or playpen.

No.	Retail
705/1280	$1.00

CUDDLE DOLL ASSORTMENT
KNICKERBOCKER

Boy doll dressed in red short pants with suspenders, blue and white checked shirt, and blue and red hat. Girl doll dressed in red and white polka dot skirt with white rick-rack trim and blue blouse and bonnet. 14½ inches tall.

No.	Retail
A3	Each Doll $1.00

FLOPPY DANGLE ANIMAL ASSORTMENT
KNICKERBOCKER

Colorful animals that stand, sit or hang by elastic cord. Bodies made of printed cloth with felt and yard trim. Dog and horses 10 inches tall, giraffe is 14 inches tall. Assortment is 96 consisting of 40 horses, 32 dogs, 16 giraffes and 8 donkeys.

No.	Retail
A-1	Each Animal $1.00

PUSH BUTTON PUPPETS
KOHNER

Have your favorite TV character perform for you by merely pressing the button beneath the pedestal. A pair of puppets in attractive window box complete with script and instructions.

No.	Retail
191	Each Box $1.00

TOPO GIGIO
AMERICAN CHARACTER

This all vinyl Topo is 12 in. high. He has a finely detailed head, capped by a tuft of unruly hair, and a pointed body. In short pants suit.

No.	Retail
803	$4.00

FIFI-TABBY ASSORTMENT
SUN

All vinyl with non-toxic colors. Each is 9 inches tall and have 2-tone voices.

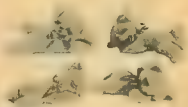
No.	Retail
418	Each $2.00

GIANT SQUEEZE TOY ASST.
SUN

11 inches high with voices and movable heads. Decorated in baby-safe colors. Poly bag on card.

No.	Retail
512	Each $2.00

SLEEPY ANIMAL ASSORTMENT
IDEAL



Saf-t-lock eyes make these rayon plush stuffed animals wonderful for children at bed-time.

No.	Retail
7912-5	Each $2.00

CUDDLE ASSORTMENT
IDEAL

Beautiful rayon plush cuddly animals for the little ones. Lightweight foam stuffed with saf-t-lock eyes.

No.	Retail
7901-2	Each $2.00

RUNNING ANIMAL ASSORTMENT
IDEAL

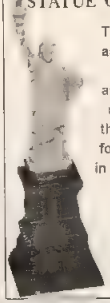
Foam stuffed rayon plush animals with Safe-t-lock eyes for childs protection.

No.	Retail
7902-0	Each $2.00

VISIT THE PROFITABLE WORLD OF SUPERLON HOBBY MODEL KITS!

NEW YORK

STATUE OF LIBERTY

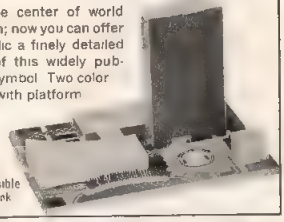


Triple appeal—as a bank, as a night-light, as a decorative unit—all make this a top seller for you! Molded in Copper-Green and stone Superlon plastic, with patriotic scroll and directions.

$2.00 EACH

THE UNITED NATIONS BUILDINGS

Truly the center of world attention; now you can offer the public a finely detailed model of this widely publicized symbol. Two color plastic with platform.



May be used as Visible Savings Bank

YANKEE STADIUM

The all-time classic stadium that every youngster wants to build! Beautifully detailed, two color plastic with playing field.

WASHINGTON, D.C.

THE LINCOLN MEMORIAL $5.00 EACH

Most visited building in Washington—marble-white plastic recreates all the majesty and splendor of the classic memorial.

Hours of fun to assemble and use, big value packed display box.

THE TAJ MAHAL

All the exotic appeal of the Far East. Pearl like Superlon plastic recreates the beauty of the original for special sales appeal. With platform, instructions.

IN-DIA

THE MYSTIC EAST

$4.00 EACH

TRA-VEL

the profit making WORLD OF SCIENCE

with staple best sellers from the most complete customer oriented line in the country! Choose from the 3-D VISIBLE HUMAN BODY, THE THINKING MAN SKULL, MODERN MAN SKELETON, THE VISIBLE PUMPING HEART, THE TYPICAL LIFE CELL, GIANT BULL FROG, WORLD OF SENSATION and many more.

FREE Full Color Illustrated Catalog on Request

Every box overwrapped in sparkling plastic film for protection — keeps the brand new sales appeal look to put sizzle in your sales!

life-time plastic — SUPERLON — finely detailed

SUPERIOR PLASTICS INC.

Chicago, Illinois 60612 USA

CUSTOM MOLDERS AND EXTRUDERS

OFFICIAL Barbie OR Midge™ PIANO

SIMPLY BEAUTIFUL

With all the intricate and beautiful detail of our successful experience—incorporates a fine musical movement and a richly lined jewel box for their accessories.

"BARBIE" and "MIDGE" are trademarks of Mattel, Inc. for its TEEN AGE DOLLS. Used under license from Mattel, Inc. © 1964 Mattel, Inc.

Susy Goose

"TOYS THAT MOLD CHARACTER"

JONESVILLE, MICHIGAN, U.S.A.

EXCLUSIVE INTERNATIONAL SALES REPRESENTATION

10th FLOOR

NEW YORK 10, N.Y.

THE BEVERLY HILLBILLIES

has out-rated every show since its introduction in September 1962. Commands a viewing audience of over 40,000,000 No other video show has ever achieved this astounding unwavering record.

PETTICOAT JUNCTION

The #1 rated NEW TV show of the season . . . #4 **among all current shows.** Seen by over 30,000,000 viewers and getting stronger.

Shouldn't you be sharing in the gigantic profit-making opportunity STANDARD TOYKRAFT's smash hit tie-ins provide? Don't delay! Place your order today and start matching the #1 ratings with staggering new sales figures.

Another Big Volume Producing STANDARD TOYKRAFT TIE-IN.

"MY FAVORITE MARTIAN"

Latest TV survey places this unique show #2 among all the new shows of the year.

Standard Toykraft INC. Write for catalog

OFFICE PLANT: 95 LORIMER STREET • BROOKLYN, N. Y. 11206
SHOWROOM: SUITE 557 • 200 FIFTH AVENUE • NEW YORK, N. Y. 10010

THE #1 ACTIVITY PLAYTHINGS OF THE YEAR!

HE BEVERLY ILLBILLIES

As seen On
The CBS Television Network

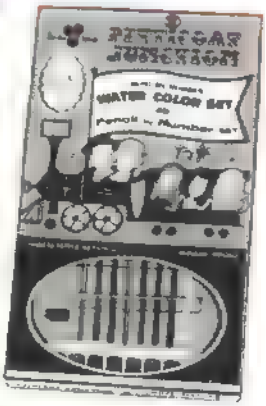
No. 252
THE BEVERLY HILLBILLIES GAME
Packed: 1 dozen to the carton
Weight: 20 lbs. to the carton
Suggested Retail: **$2.00**

© FILMWAYS PRODUCTIONS INC

PETTICOAT JUNCTION

© WAYFILM

No. 852 PETTICOAT JUNCTION GAME
Packed: 1 dozen to the carton
Weight: 20 lbs. to the carton
Suggested Retail: **$2.00**



No. 941 PETTICOAT JUNCTION PAINT-BY-NUMBER WATER COLOR SET
Packed: 2 dozen to the carton
Weight: 15 lbs. to the carton
Suggested Retail: **$1.00**

No. 841 PETTICOAT JUNCTION PENCIL-BY-NUMBER COLORING SET
Packed: 2 dozen to the carton
Weight: 15 lbs. to the carton
Suggested Retail: **$1.00**

No. 9842
PETTICOAT JUNCTION PAINT-BY-NUMBER WATER COLOR & PENCIL-BY-NUMBER SET
Packed: 1 dozen to the carton
Weight: 15 lbs. to the carton
Suggested Retail: **$2.00**

MY FAVORITE MARTIAN

© JACK CHERTOK TELEVISION INC

No. 861 MY FAVORITE MARTIAN PLASTIC PALETTE COLORING SET
Packed: 2 dozen to the carton
Weight: 24 lbs. to the carton
Suggested Retail: **$1.00**

No. 862 MY FAVORITE MARTIAN PLASTIC PALETTE COLORING SET
Packed: 1 dozen to the carton
Weight: 24 lbs. to the carton
Suggested Retail: **$2.00**

No. 741 MY FAVORITE MARTIAN CRAYON-BY-NUMBER and STENCIL SET
Packed: 2 dozen to the carton
Weight: 24 lbs. to the carton
Suggested Retail: **$1.00**

STANDARD TOYKRAFT INC. • 95 LORIMER STREET • BROOKLYN, N. Y. 11206

Use This Convenient Order Form For Fast Action!

Please ship the following

QUANTITY	ITEM No	DESCRIPTION	LIST PRICE
	252	The Beverly Hillbillies Game	$2.00
	852	Petticoat Junction Game	2.00
	9842	Petticoat Junction Paint by Number Water Color and Pencil by Number Set	2.00
	941	Petticoat Junction Paint by Number Water Color Set	1.00
	841	Petticoat Junction Pencil by Number Coloring Set	1.00
	862	My Favorite Martian Plastic Palette Coloring Set	2.00
	861	My Favorite Martian Plastic Palette Coloring Set	1.00
	741	My Favorite Martian Crayon by Number and Stencil Set	1.00

NAME _____ TITLE _____ COMPANY _____

ADDRESS _____ ZIP CODE _____ STATE _____

CITY _____

MASTRO HAS THE BEATLES*!

COMPLETE LINE OF GUITARS, BONGOS AND DRUMS

From 98¢ to $19.95

Cash-in on this terrific promotional tie-in!

- Quality made.
- Attractively decorated with the Beatles' pictures and signatures.
- Colorful, eye-catching packages, et al.

*MASTRO IS OFFICIAL U.S.A. LICENSEE

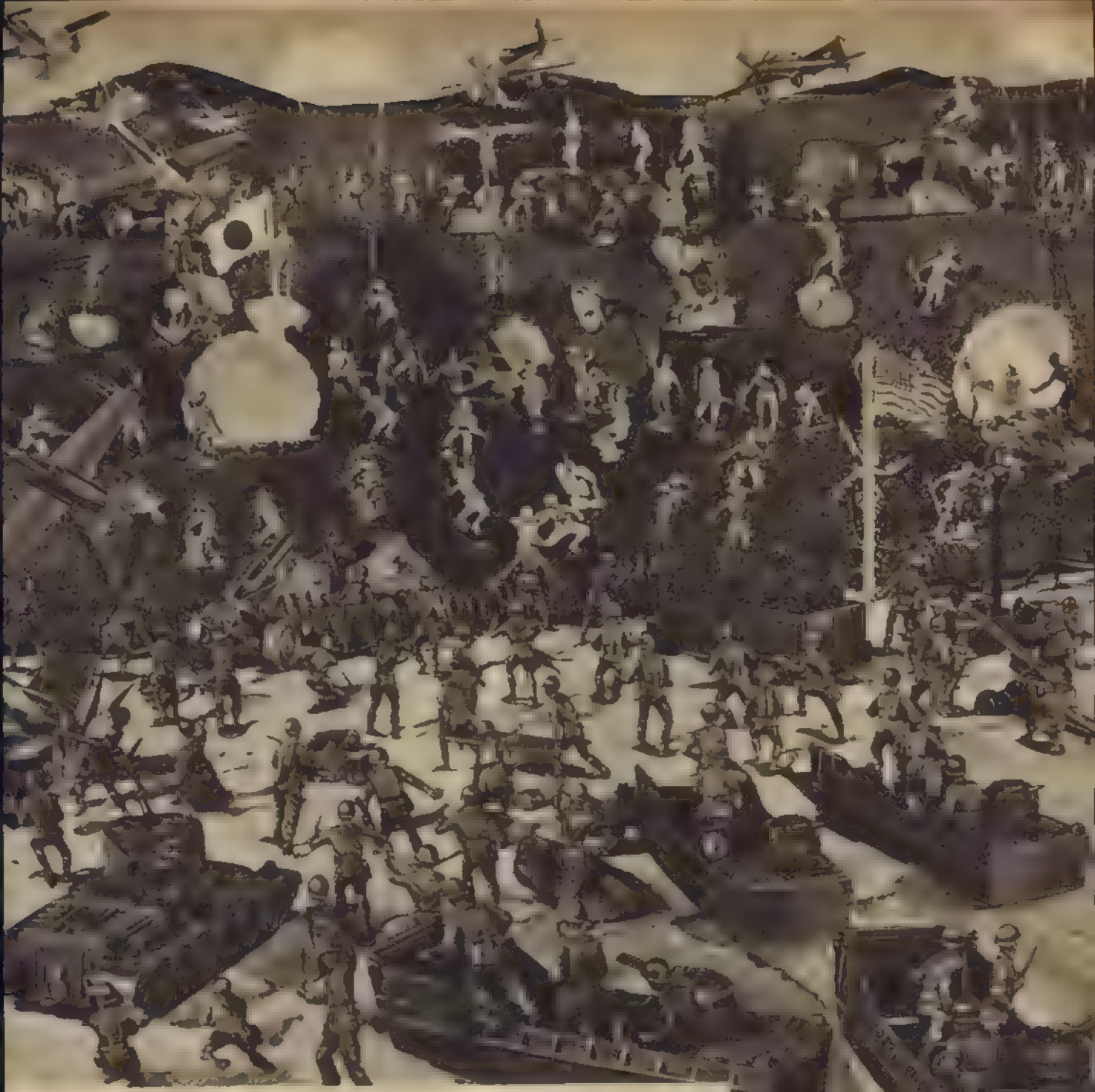
See the sensational Mastro BEATLES and brand new Mastro 1964 line at the TOY FAIR, March 9-14, Hotel New Yorker,

Room 1030

ORDERS COMING IN FAST... GET YOURS IN TODAY! ENJOY GREATER PROFITS!

Showroom: 200 Fifth Avenue, Room 204, New York, N.Y.

MASTRO INDUSTRIES INCORPORATED
3040 WEBSTER AVENUE, NEW YORK 67, N.Y.



Win against odds in the South Pacific

The BATTLE of IWO JIMA

Land U.S. troops on beachhead--advance across the island against fierce resistance—fight to mountaintop to raise American Flag. Shoot machine guns and howitzers . . see machine-gun nest "explode"

247 pieces $8.97

128 pieces $4.97

247-piece Set Relive the excitement of this famous Pacific island struggle. 74 American, 80 Japanese soldiers each 2½ in. high. Shell-shooting equipment: 3 machine guns, 2 howitzers, P39 plane (with shells), 10 vehicles, 8 planes, exploding machine gun nest. Trees, mountains. Plastic.
79 N 6062C Shipping weight 6 lbs. Set $8.97

128-piece Set. Includes 53 American, 52 Japanese soldiers. Shell-shooting machine gun, howitzer, P39 plane, all with shells, 7 combat vehicles, 4 planes, accessories. Plastic.
79 N 6057C Shipping weight 3 lbs. Set $4.97

Landscape Base 42x36-inch printer vinyl
49 N 6072 Shipping weight 3 ounces 49c

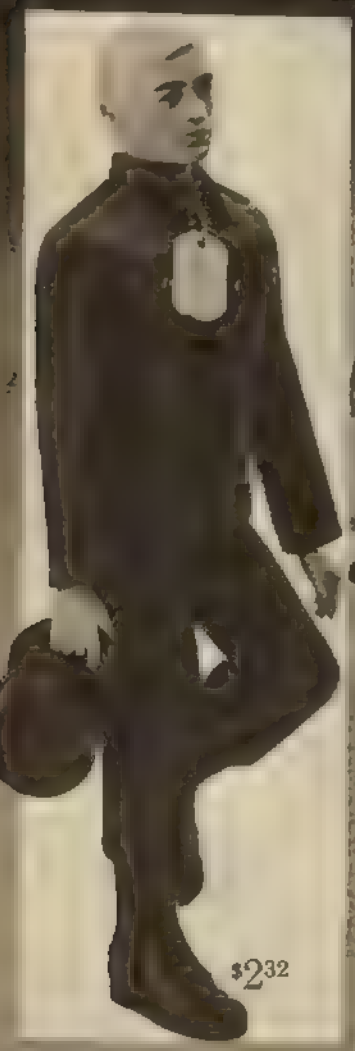
Just call Sears . . "Charge it" if you wish

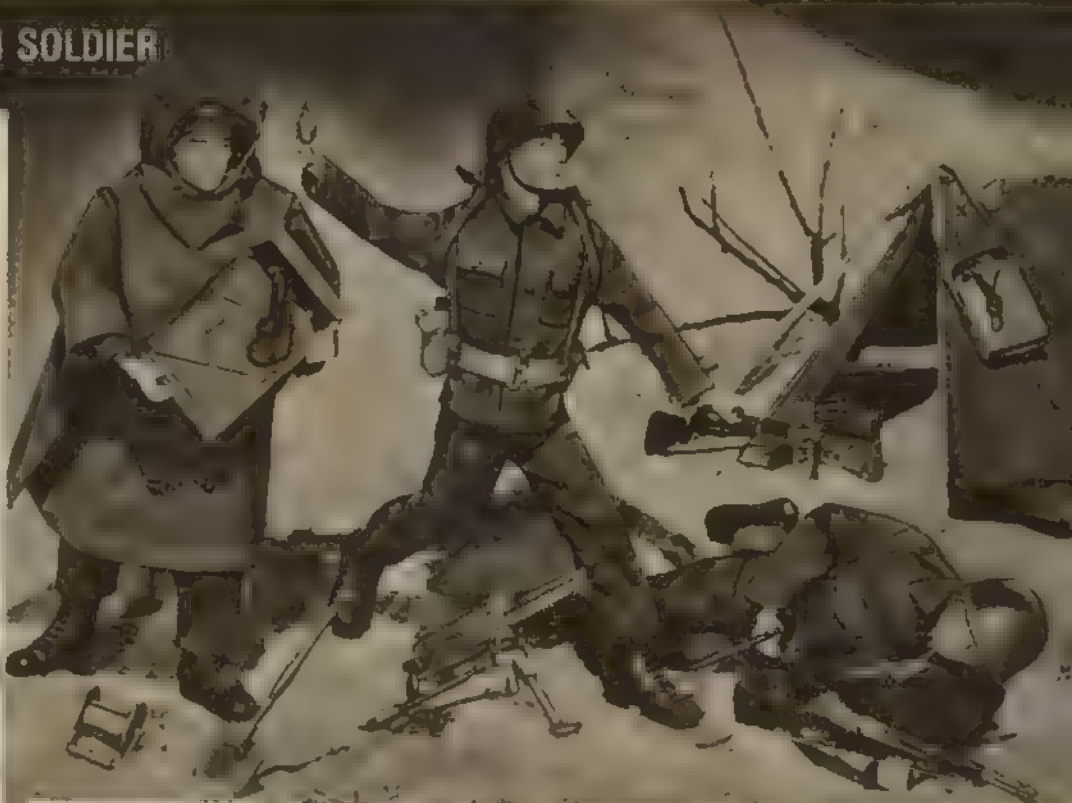
GI JOE by Hasbro

AMERICA'S MOVABLE FIGHTING

He's over 11 inches tall . . has 21 movable parts. Stands . . sits kneels! Takes combat action poses Has equipment authentically scaled from actual G I issue Even has dog tag, training manual

G.I. JOE ACTION SOLDIER





G.I. JOE is ready to carry out your orders in his army green fatigues and cap, black boots. Put him through rugged basic training exercises he stands at attention, salutes, holds rifle in firing position, kneels, sits, lies flat. Plastic, 11 inches tall. With dog tag on chain army training manual, insignias.
49 N 5902—Wt. 1 lb. . . $2.32

Field Jacket Set Authentic jacket with plastic M 1 rifle. Bayonet detaches. Cartridge belt has snap-open pockets. Jacket has 2 pockets. Includes 6 plastic grenades, training manual.
49 N 5903–Wt. 12 oz. $2.97

Field Pack Set Detailed pack has straps buckles. Canteen and cover fit on pistol belt. First aid pouch spade and cover. Mess kit with knife, fork, spoon. Training manual.
49N5904-Wt. 12 oz. $2.97

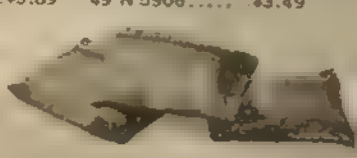
Pup Tent Set Set up fabric tent with posts and stakes for field bivouacs. Has camouflage netting foliage. Plastic machine gun with tripod, ammunition box. Spade and cover. Manual.
49 N 5905–Wt. 14 oz. $3.89

Poncho Set. Waterproof poncho keeps G I Joe dry in field combat. Plastic field telephone case roll of wire. Radio 45 pistol and case map and case. Plastic. Manual. Wt. 14 oz.
49 N 5906. . . . . $3.49

Combat Helmet Set. Army-green plastic helmet has chin strap. With camouflage netting, plastic leaves for battle missions.
49N5908 Shpg. wt. 3 oz. . 89c

Rifle Set. Plastic M 1 Rifle with shoulder strap. Bayonet detaches. Cartridge belt, 6 plastic grenades.
49 N 5909 Shpg wt 3 oz 99c

Machine Gun Plastic 5½ in long scaled from Army model. Swivels on tripod. With ammo box.
49 N 5911 Shpg wt. 3 oz. 99c



Sandbag Set When G I Joe sets up his battle station in the field, he uses sandbags for protection. Set of 3.
49 N 5910 Shpg wt 4 oz Set 89c

MAN in action

[illegible]

G. I. JOE ACTION MARINE

$2.32

G.I. Joe is ready for rugged Marine action in his camouflaged fatigues, cap and black boots. He's plastic and 11 inches tall. Outfit comes complete with dog tag, set of branch insignias and Marine training manual.

49 N 5913—Wt. 1 lb. . . $2.32

Military Police Set. G.I. Joe will keep law and order in realistic "Ike-style" jacket and trousers. Army fabric and color. .45 pistol and holster fit on belt. Other authentic accessories include M.P. arm band, plastic billy stick, duffle bag with carrying strap and training manual. No helmet.

49 N 5907—Shpg. wt. 14 oz. . Set $3.99

Beach Head Assault Tent Set. Official-design plastic flame thrower straps on G.I. Joe's back. Camouflaged tent sets up with poles, pegs. Pistol belt, first aid pouch. Plastic mess kit has knife, fork and spoon. Training manual.

49 N 5915—Shipping weight 14 oz. Set $3.89

Marine Dress Parade Set

This smart dress uniform is known around the world. Blue dress jacket has brass buttons, red trim. Trousers with red stripe down sides. White garrison cap, white pistol belt. Plastic M-1 rifle. Manual. Shpg. wt. 14 oz.

49 N 5916 Set $3.99

For Navy and Air Force G.I. Joe, see next page.

Field Pack Set. Stores gear for combat missions. Plastic spade and cover.

49 N 5912—Shpg. wt. 3 oz. . Set $1.97

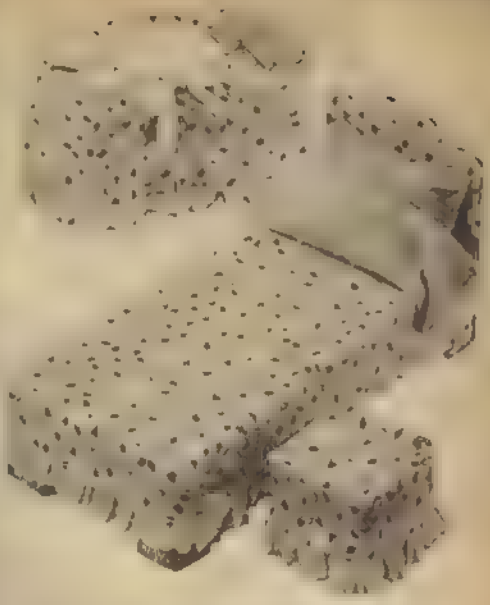
Paratrooper Parachute Set. Detailed pack straps on back. Plastic carbine, 6 hand grenades, knife and scabbard. Canteen, first-aid pouch, belt. Training manual.

49 N 5914—Shipping weight 12 ounces . . . . . Set $2.97

NOTE. *G. I. JOE not included with sets.*

Fiberboard Play Luggage. Fashionable matching set, in favorite colors, with room to take everything you want when going on short play trips. Just right for dolly's clothes. 4 pieces, 1 each: 8-inch, 9-inch, 10-inch and 11¾ inch cases. Nest for easy storage when you and your dollies are in a stay-at-home mood. From Spain.
49 N 8444—Shpg. wt. 1 lb. 5 oz. ..Set $1.66

Beatle Dolls. Made of life like vinyl plastic with rooted hair in the famous Beatle mop cut. Each caricature is 4½ inches tall.
49 N 8445—Ringo Starr
49 N 8446—Paul McCartney
49 N 8447—John Lennon
49 N 8448—George Harrison
Shipping weight each 8 oz. .... Each $1.66



Fashion Doll Boudoir Set. [illegible] 3 piece [illegible] fits Barbie, Tammy, [illegible] and other dolls to 12 inches. Includes [illegible] upholstered in floral printed plastic with pillow and spread, skirted dressing table in modern kidney shape and matching hassock.
Shipping weight 1 pound.
49 N 8449 Set $1.66

Barbie and Midge Travel Case. Holds everything a doll needs for an overnight trip. Smooth [illegible] vinyl with zipper top and handle. 6x10x7½ in. high. Shpg. wt. 1 lb. 6 oz.
49 N 8451 $1.66

Bendee Quintette Doll Set. 4 girls in pink hunting, 1 boy in blue, 3 [illegible] eyes, 2 are sleeping. Vinyl face with [illegible] bangs. Each [illegible] long. Shipping weight 6 oz.
49N8450 Set $1.66

Wonder Corn Popper. Sounds real . . crackles, pops. Acts like a real corn popper. No batteries, no heat, nothing to wind. Real kernels, popped corn included. Shpg. wt. 11 oz.
49 N 8452...$1.66

BIG TOY VALUES

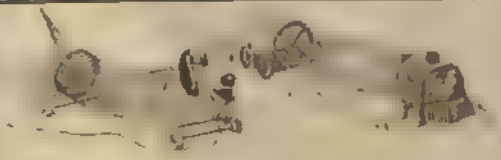
The kind you expect at Sears

$1.66 EACH

Tiny Tot Toy Set. All colorful wood. Has 7½-inch long pounding bench with hammer. 4½-inch stack, 8-inch roller. 14 beads with cord to string them on. Shpg. wt. 1 lb. 4 oz.
49 N 8453. .$1.66

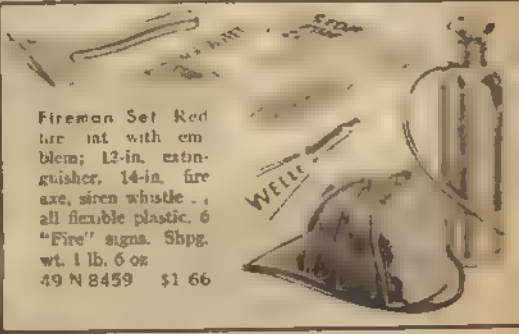
Fantabulous Paint Box Set. Includes 100 watercolors, good quality brush. Beautifully designed box 14¾x9¼ in. Mixing instructions. From England. Shpg. wt. 1 lb. 8 oz.
49 N 8455...$1.66

Wind-up Tractor. Climbs easily over obstacles, shooting off harmless sparks. Steel body, rubber treads. Clock-spring motor. Big key 9½ inches long. Shipping wt. 1 lb. 4 oz.
49 N 8454.. $1.66



Slinky Toys. Colorful items are made of flexible spring steel and styrene. Dog is 10 in. long. 12 in. long train has whistle. With pull cords.
49 N 8456 Slinky Dog. Wt. 1 lb.....$1.66
49 N 8457 Slinky Train. Wt. 12 oz. $1.66

Amsco's Magic Gas Pump. Attach suction cup nozzle to car or truck. Turn handle and pump appears to feed gas into car. Pump [illegible] automatically. Break-resistant plastic. 6¾ in. high. Car not included. Wt. 12 oz.
49 N 8458 $1.66



Fireman Set. Red fire hat with emblem; 12-in. extinguisher, 14-in. fire axe, siren whistle . . all flexible plastic. 6 "Fire" signs. Shpg. wt. 1 lb. 6 oz.
49 N 8459 $1.66

Card Table Tent. Fits all 30-inch square card tables. Made of embossed vinyl with green camouflage print. Front entrance flap forms canopy (canopy wood bracing incl.) Pyramid top. 30x30x36 inches high. Shpg. wt. 2 lbs. 4 oz.
49 N 8461.....$1.66

Combat Soldier's Outfit. Cleverly camouflaged helmet, machine pistol, 7¾ in. long; 12 play bullets. Also canteen with cup; mess kit, knife, fork, spoon. All sturdy plastic. Shpg. wt. 1 lb. 2 oz.
49 N 8460 ...$1.66

Sears Electric Organ

Organ only $48.88 cash NO MONEY DOWN

See how easily children learn to play tango, waltz, rhumba and other rhythms without lessons. The secret's a pre-set arrangement of 18 buttons for left hand . . 6 bass tones for rhythm; 6 major and 6 minor chords for accompaniment. Right hand plays the melody. "Number Selector" method: organ keys match number strip of sheet music. Loud-soft volume control slide bar, stainless steel reeds. Feather touch, finger-tip action. 3 full octaves . . 37 treble keys, 18 bass buttons. Cabinet of mar-resistant vinyl in two-tone walnut grain . . sealed onto wood veneer for long life. 4 steel legs. About 24x10x30 inches high. Music book of 22 melodies included. Bench not included, order below

79 N 604L—Shipping weight 18 pounds.....$48.88

Five Extra Music Books. "Number Selector" method. For organ 79 N 604L above and organs 79 N 603L and 79 N 602C on facing page.

49 N 616—Shipping weight set 8 ounces.....Set $3.49

Organ Bench. Padded vinyl seat, steel legs. About 14 in. high

79 N 619C—Shipping weight 8 pounds..... 7.99

Get a richer, more resonant tone from this Electric Chord Organ because the cabinet is walnut veneer

Full 3-octave keyboard . . 37 standard-size black and white keys. 18-button chord player with major and minor chords. Rhythm bass to deepen chords and provide rhythm accompaniment. Easy-to-play "Key Selector" method uses real notes for playing music more easily—without lessons. Smart looking walnut veneer cabinet. Music book of 45 favorites. About 15x31x32 in. high. Bench sold separately at left. Shipped freight (rail, truck) or express.

79 N 567N—Shipping weight 43 pounds.....$74.99

Consolette Electric Chord Organ

See how quickly you can learn to play this full-toned electric organ! With "Key Selector" method you play real music . . no lessons needed. Full 3-octave keyboard with 37 black and white standard-size keys. Major and minor chords at finger-touch. Rhythm bass deepens chords, provides rhythm accompaniments. Decorator cabinet of walnut veneer . . 4 brass-finished legs. Music book with 45 selections. Order bench separately at left. About 12x31x34 inches high

79 N 565L—Shipping weight 35 pounds.....$64.99

3 "Key Selector" Music Books. For organs 79N565L and 79N567N

49 N 593—Shipping weight set 1 pound..... Set $3.89

Etch A Sketch®... Fun for Everyone!

an OHIO ART VALUE that brings you MORE

More Sales! More Profit! More Action!

A Proven Profitmaker EVERYWHERE year after year

THE OHIO ART CO.

BRYAN, OHIO

NEW YORK OFFICE — 200 FIFTH AVE. BLDG. — SUITE 628

WORLD FAMOUS FOR QUALITY

WORLD FAMOUS THE OHIO ART CO. FOR QUALITY BRYAN OHIO U.S.A.

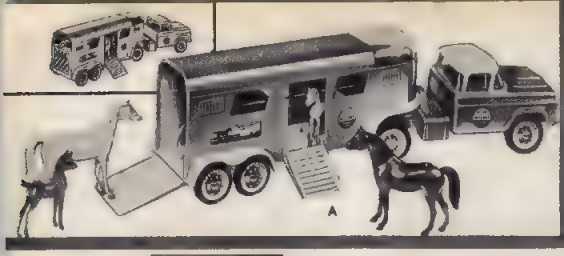
Tina*

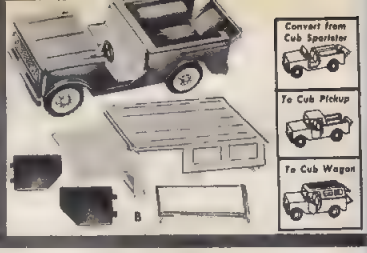
Cassini

The Princess of Style

*"FAIR" PEEKING ALLOWED

ROSS Permanent Showroom
14th floor — 1107 Broadway
or at 200 Fifth Ave. — Room 113





REALISTIC ACTION TRUCKS SCALE MODELS

(A) NY-LINT HORSE VAN. Superb, streamlined scale model of actual thoroughbred horses van, complete with full complement of mares and colts Hinged tailgate and side ramps for safe exit and entry. Powered by Ford F350 model truck with deep-tread rubber-tired dual wheels Enameled steel with clear see-thru dome up front of van 23½-in. long Shpg wt. 6 lbs.

H-77159A565 ..... $7.98

(B) STRUCTO 3-IN-1 CUB SET. Like having 3 cars in one! Tops and doors are removable Without top or doors you have a sporty car; add doors and cab top to make a pickup truck; put on full-length travel top and doors, you've got a station wagon. Windshield, tailgate raise and lower. White sidewall tires Wagon — 10¾x5x5-in high Wt 3 lbs

H-77128A240 ..... $3.50

(C) TONKA DOZER-PACKER. Exactly like its true-life counterpart used to build real highways. Bulldozer moves on deep grooved treads and has blade that adjusts to 3-positions with a finger touch of a lever Detachable packer has 11 rubber tires and lever-opening bottom for fine spreading. Sturdy steel Overall 18¼x5⅞x4-in high Wt. 4 lbs

H-77076A335 ..... $4.98

(D) TONKA "ALLIED" MOVING VAN. Authentic right down to the tiniest detail including weight numbers on the cab! Full width rear doors open wide to easily load "furnishings." No-mar rubber-tired wheels on cab and trailer, landing gear on rear unit Trailer detaches Enameled steel on both 24¼x8¾x6-in high. Wt. 8 lbs

H-77075A488 ..... $6.98

Spring Suspension Buddy L Authentic Scale Model Trucks

(E) BUDDY L COCA COLA DELIVERY TRUCK

Fun-packed and so realistic in every detail. Actually colored "Coke" Yellow. A must for every youngster's collection. Auto-steel truck is ruggedly designed and has exclusive spring suspension that provides knee-action to individual wheels Whitewall non-mar tires. Loaded with a supply of Red and Green "Coke" bottles and cases plus 2 hand trucks 15¼-in. long, 6½-in. wide, 7-in. high overall Wt 4 lbs

H-77185A350 ..... $4.98

(F) BUDDY L PICK-UP

Loaded with play value Sturdy auto-steel construction assures years of durable play. Features real spring suspension on wheels for individual knee-action just like on big cars, trucks Accessories include white side wall non-mar tires and poly grille guard Hinged tailgate for easy loading and unloading. Truck is 12¾ in long, 6¾-in wide, 5½-in. high overall Brilliant Red, White enamel finish 2 lbs.

H-77114A210 .... $2.98

(G) BUDDY L WRECKER WITH FLASHER LITE

Fun galore! Has flat tire, but it will get to the job—just fix the flat with the "spare" and 3 polyethylene tools provided, and off you go to the accident or break-down scene complete with flashing light on top Operates on 2 "C" batteries (sold separately below) Has operating wrecker boom, non-mar tired wheels 16¼x6½x6¼-in high 4 lbs

H-77177A350 ..... $4.98
"C" Batteries. (Uses 2)
H-58697C15 ..... 20¢

(H) BUDDY L "TEEPEE" CAMPER-WAGON SET. Unique, scale replica of the popular Teepee Camping Trailer that travels flat, sets up in a jiffy at the campsite. All steel with hi-impact tent sides, tufted fold-out bed On rubber tires Wagon has spring suspension, white-wall tires, finished interior and hinged tailgate. 24½x7x7-in. high Shpg. wt. 4 lbs

H-77112A488 ..... $6.98

(J) BUDDY L NEW PONY EXPRESS. The Derby Special that delivers prize winning ponies in time for the big race. Rugged all-steel with protective clear plastic windscreen to side-guard the horse. Has hinged endgate ramp, white-wall non-mar tires, special spring suspension and poly grille guard Gold and White enamel 15½x5½x6¾-in high. Shpg wt. 4 lbs

H-77113A275 ..... $3.98

CAR CARRIER
TONKA

Combination toy. Detachable steel truck carries two model cars which can be loaded on top or inside by aluminum ramps. All units have rubber tires. 18½ inches long.

No.	Retail
96	$5.00

MOVING VAN
TONKA

Steel truck rolls silently on rubber tires. Detachable, modern styled cab. Van can be supported by retractable dolly wheels Rear doors open. 16 inches long.

No.	Retail
86	$4.50

CEMENT MIXER
TONKA

Looks and works like a real mixer. Mixer assembly made of all-weather, tough plastic and turns by crank. Lever tilts mixer for pouring. Rubber tires. 9 inches long.

No.	Retail
77	$3.00

V-RROOM MOTOR ROAR DUMP TRUCK
MATTEL

It looks real, sounds real, and works just like a real dump truck! A powerful battery operates motor rolls the big 4-wheel V-RROOM! Dump Truck forward and backward, in a circle, and powers the truck dump bed action. Constructed of hi-impact plastic, with translucent windshield, and working steering mechanism. Operates on two or four batteries (not included). Truck length: 19¾ inches.

No.	Retail
0561	$15.00

V-RROOM MOTOR ROAR RACER
MATTEL

It looks and sounds exactly like the racers that roar around the track at Indianapolis. The faster the racers goes, the louder the V-RROOM! You can spin the V-RROOM RACER in a circle, steer it in and out even guide it through an obstacle course. Powerful friction motor. Constructed of hi-impact plastic in two color styles. Comes with Guide-Whip, cords, and instruction sheet. 14 inches long.

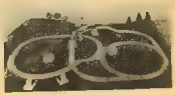
No.	Retail
0589	$6.50

LIVESTOCK VAN
TONKA

Built of steel and equipped with rubber tires. Retractable landing gear holds up van when cab is detached. Rear doors open for loading. 16 inches long.

No.	Retail
90	$4.75

INTERMEDIATE RAILROAD SET
CHILD GUIDANCE



38 piece set, 16½ feet of track. Includes 4 bridge sections, 6 bridge supports, locomotive, coal car, freight car and caboose. Snap lock connections, unbreakable, reversible track.

No.	Retail
351	$2.69

No. 350 - 24 piece set, 11 feet of track.

No.	Retail
350	$1.79

No. 359 – Railroad set of highest quality.

No.	Retail
359	$4.50

HIGHWAY SYSTEM
CHILD GUIDANCE

86 piece snap-lock highway set with 23 feet of road. Features 10 inch round highway service center, overpass supports, cars and trucks. Ages: 3–8 years.

No.	Retail
603	$3.00

No. 602 – Highway System. Smaller set than above.

No.	Retail
602	$2.00

CEMENT MIXER
TONKA

Fully workable. Fills through hopper on top. Mixer assembly made of tough plastic material, is geared to turn as truck moves. Mixer tilts to pour "cement" down adjustable chute. Tandem dual wheels. 15⅝ inches long.

No.	Retail
620	$6.00

TRENCHER
TONKA

Digging, leveling, dumping, hauling and loading operation are easy for this unit. All operations are handled by levers. Moves on deep grooved treads. 18¼ inches long.

No.	Retail
534	$5.00

BULLDOZER
TONKA

Ruggedly built workhorse. Moves forward on deep-grooved treads. Lever adjusts height of blade to 3 positions. Miniature diesel engine under the hood. 8⅞ inches long.

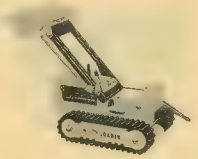
No.	Retail
300	$3.00

MIGHTY DUMP TRUCK
TONKA

A super-size truck, big enough to ride. Made of automobile gauge steel and equipped with out-size tires and Celcon wheel bearings. All weather, glassed-in cab has steering wheel. Heavy duty bumper with shock absorbing pads. Back section raised for dumping. 18½ inches long. 9¾ inches high.

No.	Retail
900	$9.00

LOADER
TONKA



A combination dozer-loader. Moves on deep-grooved treads and scoops up load in bucket. Lever by seat raises bucket, load is dumped by lever release. 11¾ inches long.

No.	Retail
352	$3.50

PICK-UP
TONKA

Sturdy all-steel body equipped with ball-type trailer hitch for accessories and white wall rubber tires. Tailgate opens and closes. 12¾ inches long.

No.	Retail
302	$3.00

CAR CARRIER
TONKA

All-steel, heavy duty tractor and carrier. Detachable carrier holds 3 scale model plastic cars. Lever positions camp for loading or unloading. White wall rubber tires. 28½ inches long.

No.	Retail
840	$8.00

OUTDOOR LIVING
TONKA

Jeep Surrey has gay stripes and cloth fringed top. Spare tire in back is detachable. Camper has smart, style-side body. Back panel of van swings out and windows slide open. Jeep Runabout carries 4 suitcases and pulls trailer with workable winch. Realistic boat has detachable motor. All vehicles are steel with white sidewall tires and chrome wheel discs.

No. 350 – Jeep Surrey

No.	Retail
350	$3.50

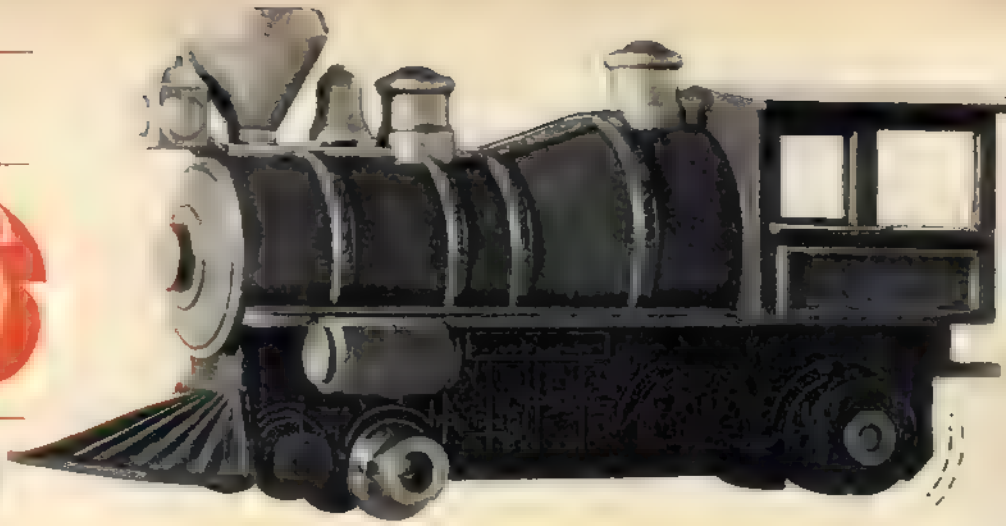
No. 200 – Jeep Dispatcher

No.	Retail
200	$2.00

No. 516 – Jeep Runabout

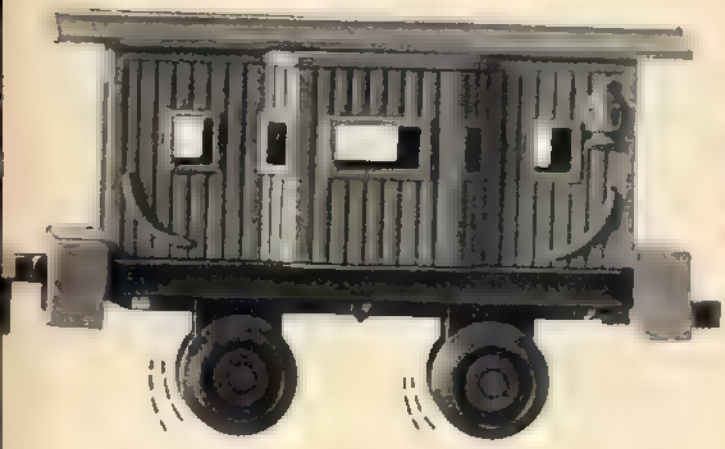
No.	Retail
516	$5.00

It's taken us 86 YEARS



to produce our first electric trains... but it was worth the wait!

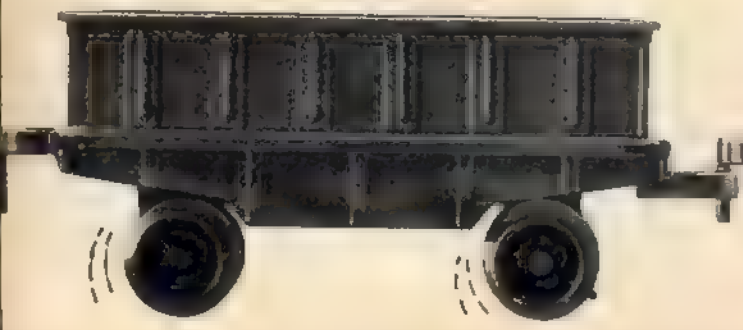
After al , t takes a while to create a product like the new Tootsietoy Electric Train packed w th all the ra lroading realism and adventure kids love There's a steam engine, tender, gondola car and caboose—realistically deta led and finished in sparkling colors And p enty of accessor es the kids love too—crossing signals telegraph poles and crossing guards Positive lock HO track is a cinch to put together it's even pre wired for nstant and easy operation The Tootsietoy Electric Train is made for little hands with all the safety and quality you expect from Toots etoy Packag ng! As beautiful and appealing as the products And it's priced to sell Only $11 00 retai —and that includes a 3 Volt transformer and 22" x 30" layout When you think about it this had to happen sooner or later aren t you glad we waited? See the Tootsietoy Electric Train at our new Space at Toy Fair , 1022 24 in the 200 Fifth Ave. Building

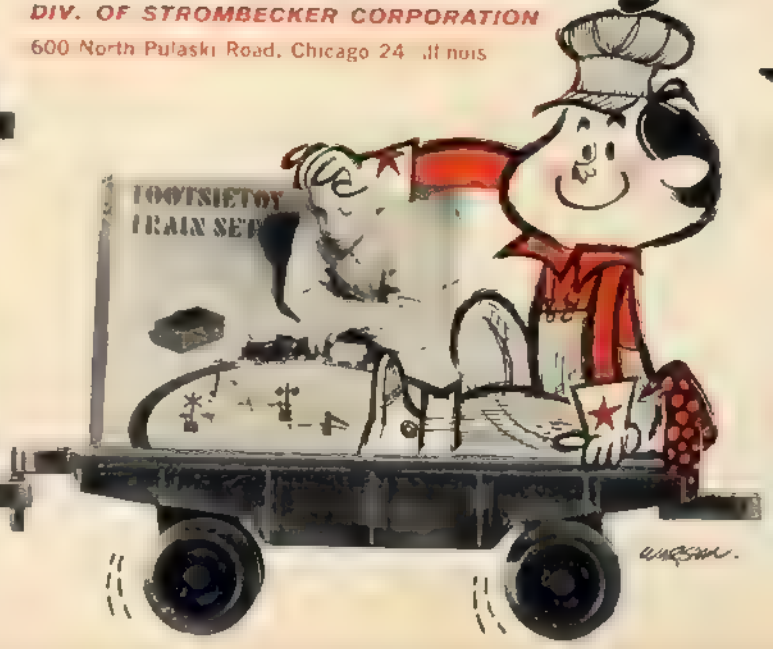


tootsietoy®

DIV. OF STROMBECKER CORPORATION

600 North Pulaski Road, Chicago 24 ll nois





Yes, all boys want Johnny Seven OMA™! All girls want Penny Brite™!

Both are on television all summer. Now Johnny Seven Microhelmet™ is on TV too!

And Baby Brite™ will be on TV soon.

TOPPER TOYS™

DE LUXE READING CORPORATION, ELIZABETH NEW JERSEY

HERE'S HOW TOPPER TOYS

CAN MAKE MONEY FOR YOU!

YOU CAN MAKE EXTRA PROFIT BY SETTING UP MASS DISPLAYS OF EXCITING, BEAUTIFUL TOPPER TOYS.

THIS MASS DISPLAY WILL ADD COLOR AND EXCITEMENT TO YOUR STORE; YOU CAN'T BUY IMPACT LIKE THIS FOR MONEY. BUT IT'S YOURS FREE WITH TOPPER TOYS . . . USE IT.

IT'S A TREMENDOUS 1-2 PUNCH!

CONSUMER ACCEPTANCE + SPOT SATURATION AND 15 TOP NETWORK SHOWS

Johnny Seven

TOY HIT PARA[illegible]

#1 SELLING GUN IN THE COUNTRY

[illegible]LING [illegible]LL IN THE COUNTRY

Johnny Seven O.M.A. is the biggest volume and profit maker in the toy department on two leading New York department stores — Los Angeles distributor reports that one out of every two of his orders are for either Johnny Seven O.M.A. or Penny Brite.

In a leading New York department store 3½ dozen Penny Brite dolls sold in a single day! Cleveland store sold 312 pieces of Penny Brite and Johnny Seven O.M.A. the first day of the first ad.

HOPPITY [illegible]R

PORKY PIG

TENNESSEE TUXEDO

ALVIN

ANNIE OAKLEY

BULLWINKLE

MY FRIEND FLICKA

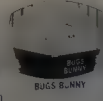
JETSONS

MIGHTY MOUSE

BEANY AND CECIL

CASPER

WAGON TRAIN (DAYTIME — TRAILMASTER)



BUGS BUNNY

ALLAKAZAM

DISPLAY TOPPER™ IN DEPTH, IT WILL MAKE MORE MONEY FOR YOU!

TANK TOUGH
and freeway fast

Veteran 4-wheelers know there's *no limit* to the trailbusting, hunting and fishing you can do in a TOYOTA LAND CRUISER—world's toughest—*and fastest* 4-wheel drive. It's the heavyweight champ that bulls its way where lightweights fear to tread. And cruises 85 mph all day! If you're serious about 4-wheeling...

TRADE UP TO TOYOTA AND GET THE BIG 6:

POWER—*6-cylinder, 135-hp studhorse engine*
SPEED—*cruises 85 mph on the highway all day long*
CLIMB—*only 4-wheel drive that climbs 67% grades*
HI-LO GEARING—*9 forward, 3 reverse gear combinations*
HEAVY DUTY GUTS—*tank-tough TOYOTA construction*
COMFORT—*carries 7 men on foam seats, plus gear*

TOYOTA *LAND CRUISER*

The Tough Ones Come from Toyota

FULLY EQUIPPED • 12 MO/12,000 MI WARRANTY • PARTS/SERVICE AVAILABLE COAST TO COAST

ATTENTION!!!
MOTOR TREND
SUBSCRIBERS

If you're moving, missed an issue, or for any other reason wish to write us about your subscription, you'll insure prompt service by removing the address label on your magazine and attaching as shown. Please let us know at least 6 weeks in advance before moving what your new address will be.

▼ ATTACH YOUR MAILING LABEL HERE ▼
(or, if not possible, print your old address here)
Name
Street
City
Zone State

▼ PRINT YOUR NEW ADDRESS HERE ▼
NAME
STREET
CITY
ZONE STATE

MAIL TO **MOTOR TREND** Magazine 5959 Hollywood Blvd Los Angeles Calif 90028

such as anchoring the battery plates to prevent plate vibration increases battery life and reliability, this should've been discovered long ago. We've certainly had batteries in cars long enough to point out this weak spot in current batteries.

What kind of testing are the manufacturers doing on their present and future products that this fact of plate vibration eluded them for so long? Could not the improvements that resulted from a special racing design have been discovered by adequate testing by the manufacturers at their own proving grounds?

To me, the factory backing of race cars by Ford and Chrysler is just to get advertising material.

WALTER D. DUCHOW Oconomowoc, Wis.

SOLD ON PUSHBUTTONS

In your September issue, you stated that Chrysler Corporation is going to switch from pushbutton to column transmission controls. This may sound ridic-

ulous, but my father's going to buy a new Plymouth and what sold us on it was the pushbutton. What is Chrysler Corporation coming to?

BRUCE TREADWELL Merced, Calif.

PRIMITIVE GEARBOX

I'm speaking for at least half the Chevy fans who are sick of seeing the same old two-speed transmission on such a popular car. How can the Chevrolet people expect a two-speed trans-

mission to adapt the horsepower output from the 327- and 409-cubic-inch engines adequately?

They made a step in the right direction when they introduced the Turboglide, which was discontinued two years after its introduction. When will Chevrolet give up on their primitive two-speed transmission in favor of a good three-speed?

KENNETH KLEIN Arverne, N. Y.

A MAJOR FORCE

I believe MOTOR TREND has been a major force in making American cars safer and better in the past 15 years, especially in handling and stability at speeds and on curves. All manufacturers, with the exception of some GM lines, have made great advances here.

Keep stressing this, and the largest producer of cars will eventually be forced into line.

DARWIN FAGER Omaha, Neb.

Gilbert Auto-Rama cracks the under-$20 retail market

(wide open!)

#19050 OVER-AND-UNDER FIGURE 8 has eight unfair advantages for you to take advantage of:

- Exclusive front-end steering (for professional-like control)!
- 24 pieces of track (compare with any other low-priced set)!
- 14-piece solidly built realistically designed graduated ramp!
- Proportioned power at all driving speeds.
- The most souped-up power pack in the business!
- Trained demonstrators paid by Gilbert for 3 weeks!
- Complete big-action operating display! A real sales-maker.
- Free listing in a full-page LIFE magazine ad!

GILBERT

QUALITY GUARANTEED BY THE MAKERS OF THE ERECTOR SET

Giant 3-foot Tank

Swings turret a full 360° . . fires 5 soft plastic shells up to 20 feet

$3.88

Destroy enemy fortifications and supply lines, knock out all strategic defense systems with one blast from the 18 inch cannon. Win any battle almost single handedly at the wheel of the most powerful tank ever, a weapon designed to use nuclear warheads in ground fighting. Molded of tough, durable polyethylene for the roughest kind of combat duty. Authentic army color lends realism, 14 inches high, 13½ inches wide

79 N 5456C —Shipping weight 6 pounds. $3.88

Cap-firing Tank, 15 GIs

$4.77 without batteries

Fires caps automatically as it moves forward and backward. White star on front and sides. 8 inches long. Made of plastic and metal. Hand-painted soldiers in action positions. From Hong Kong. Order 2 "D" batteries below

49 N 5664—Wt. 1 lb. 8 oz. . $4.77

Remote-control Tank

$1.99 without batteries

Ready to move in and blast out any enemy position. You guide it with remote control. Moves forward, back, turret revolves. Makes gunfire noise. Plastic, olive-drab color, 6 in. long. Made in Hong Kong. Order 2 "D" batteries below

49 N 5660—Wt. 1 lb. 6 oz. . $1.99

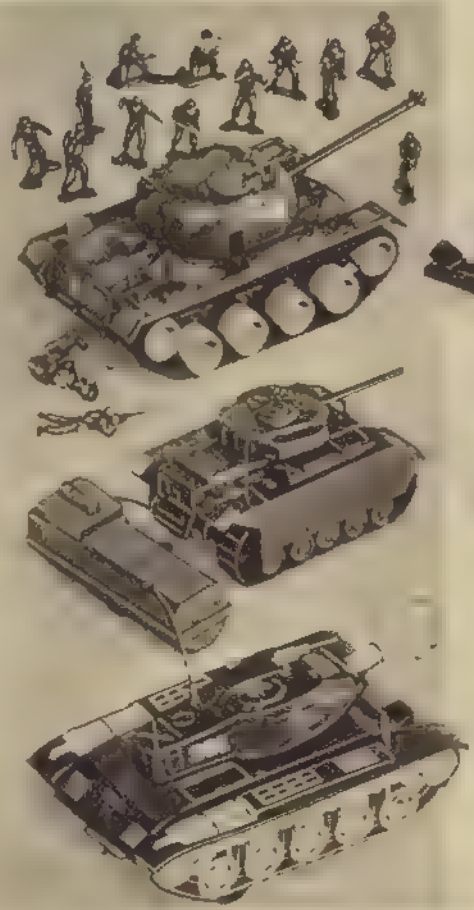
Smoking German Tank

$2.97 without batteries

Panzer tank moves in all directions. Gun swings left or right . . fires with a blinking light. Diesel exhaust smokes as it clanks along. Metal. 9½ inches long. From Japan. Order 2 "D" batteries below

49 N 4247—Wt. 2 lbs. 1 oz. $2.97

"D" Battery. Shpg. wt. each 4 oz.
49 N 4660 . 2 for 32c; 4 for 60c



Big "Long Tom"

Cannon lobs plastic shells $3.79

Mobile, shell-shooting cannon for long-range fighting. Trails adjust to 17 in. wide. Barrel can be elevated to 11 inches. Shoots six 2-inch polyethylene shells. Spring power fires accurately. Durable plastic. 6 Marine figures. Cardboard gun emplacement

49 N 5549—Shipping weight 3 lbs. 8 oz. $3.79

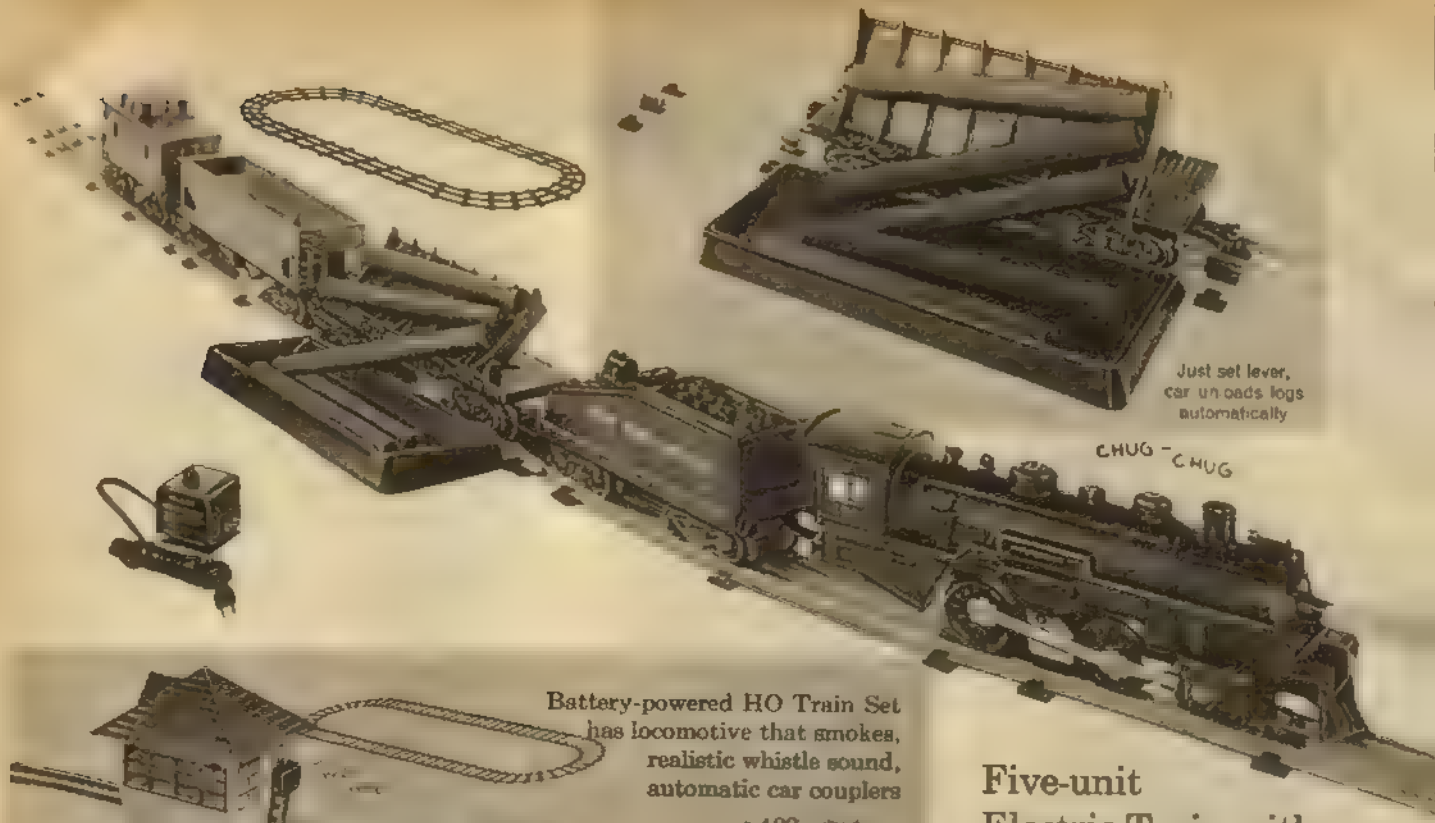
Move mountains and rocks . . set up your defense lines

33-piece Military Construction Set

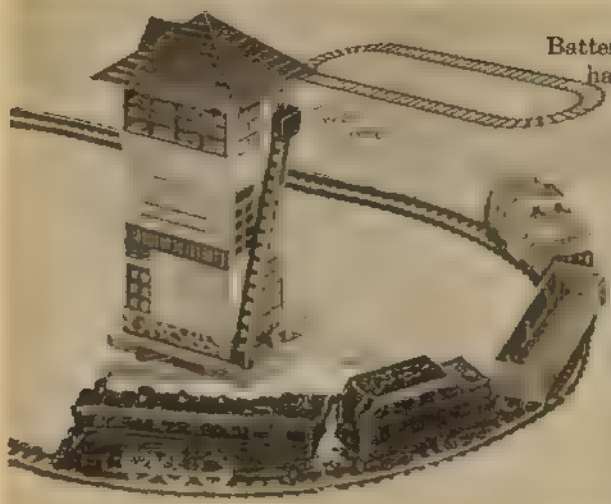
$8.98 without batteries

Gangway! Here come the army engineers. Switch controls forward or reverse on each vehicle. 8-inch dump truck automatically dumps, 7¼-inch cement mixer has mixer control, 7-inch bulldozer has blade-lifting control. Also includes 15 hand painted soldiers, boulders, rocks, trees, [illegible] and detour sign. Set made of high impact, olive drab plastic. From Hong Kong. Order 1 "D" battery, so [illegible] for each vehicle

49 N 5665 Shipping wt. [illegible] lbs. [illegible] oz. . . Set $8.98



Just set lever, car unloads logs automatically



Battery-powered HO Train Set has locomotive that smokes, realistic whistle sound, automatic car couplers

$4.89 without batteries

Watch smoke rings rise as a "steam" locomotive puffs over 9 feet of track. 22-in. train has a coal tender, gondola and caboose of high-impact plastic.

Hear the realistic whistle wail as it passes by special track section. Everything has been faithfully reproduced and scaled down. 9-in. control tower holds 4 "D" batteries (not included); order below. From Japan.

Shipping weight 2 lbs. 4 oz.

49 N 5822..... $4.89

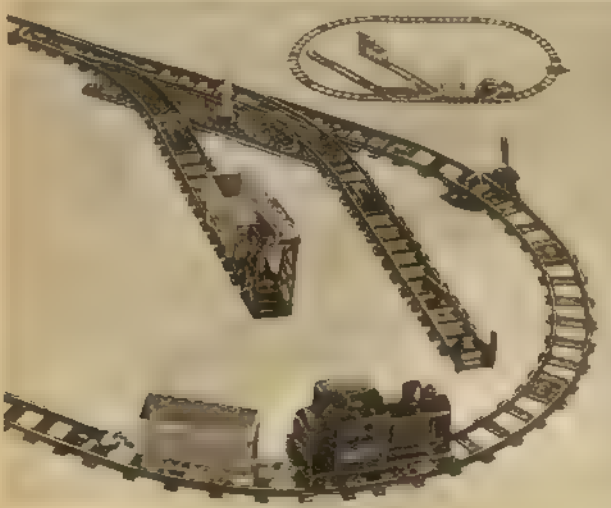
Five-unit Electric Train with log car that unloads

Midnight Freight "chugs" along as headlight throws beam up-ahead

$9.97

Steam-type engine makes a chug-chug noise as it speeds along . . . adjust speed fast or slow. Ease log car alongside bin and logs tumble out automatically. Start-back coal tender carries realistic embossed "coal." Gondola and caboose tag behind. Big 027-gauge train is 41 in. long. Track includes 8 curved, 2 straight sections forms 102-inch oval. Plastic and metal. 25-watt transformer, track connector. UL listed. 110-120-v, 60-c. AC.

49 N 9715C—Shpg. wt. 6 lbs. 12 oz.. $9.97



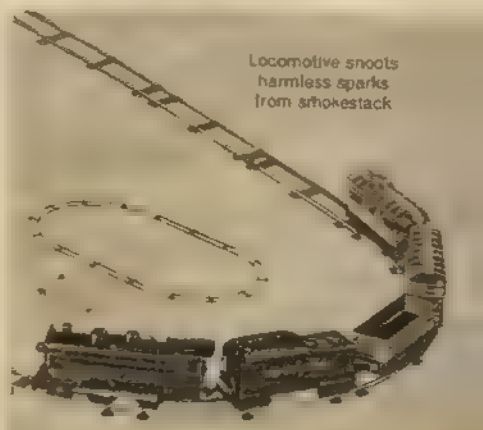
Train with a brain . . automatically chugs into 2 sidings to load barrels, uncouple cars

$5.47 without battery

See a battery-operated locomotive, with 2 gondolas, switch cars . . couple . . and change direction automatically. Plastic flagman signals train to either siding. Train is 18 inches long. Metal track covers 120 inches around. Get: train, cars, track, bumper switch, flagman, barrel loader with 5 wooden barrels. Order one "D" battery below.

49 N 5779—Wt. 4 lbs...$5.47

"D" Battery, Shpg. wt. ea. 4 oz.
49N4660—Each 16c, 4 for 60c



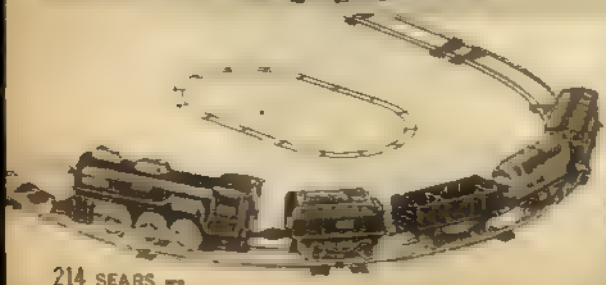
Locomotive snoots harmless sparks from smokestack

Just wind up this husky Train . . see it run for over 2 minutes

$3.89

Steam-type plastic engine gets all its power from a long-running, wind-up clock motor. Motor has speed governor and on-off switch. Highly decorated coal tender, gondola, box car and caboose all metal. Eight curved and 2 straight tracks form a 102-inch oval. Complete train is 34 in. long.

49 N 5731—Shpg. wt. 3 lbs. 6 oz. $3.89



Battery-powered Train with light

$2.99 without batteries

Big 6-wheel locomotive barrels down the track hauling a coal tender, open freight car, tank car and a caboose. It's powerful headlight casts a long beam into the darkest night. All metal train 25 in. long. Comes with 8 sections of track, 92 inches around. Made in Japan. Powered by 2 "D" batteries (not included), order above.

49 N 4289—Shpg. wt. 2 lbs. 4 oz.. $2.99

Push release button and

Bombs Away

Direct hit explodes tank

Take part in an exciting, anti-tank bombing mission with long 2-foot steel Bomber, 2 Bombs—and Tank **$3.89**

Swoop in low with this sleek, twin-jet bomber . . there's the tank ahead. At the right moment, push button on top of plane and bomb bay doors open. Watch as bomb streaks downward—right on target. *Boom!* . . turret, gun and housing fly apart as tank blows up. There's an extra bomb if you miss. Sweep into turn and head back to your base. Land plane . . it runs along ground with friction-powered motor. Gleaming black with red and yellow markings. Weighted plastic bombs. 4-pc. plastic tank rolls freely, 8 in. long. Made in Japan.
79 U 4230C—Shipping weight 3 lbs . . Set $3.89

They really fly . . all by remote control

1 **$2.89** without batteries

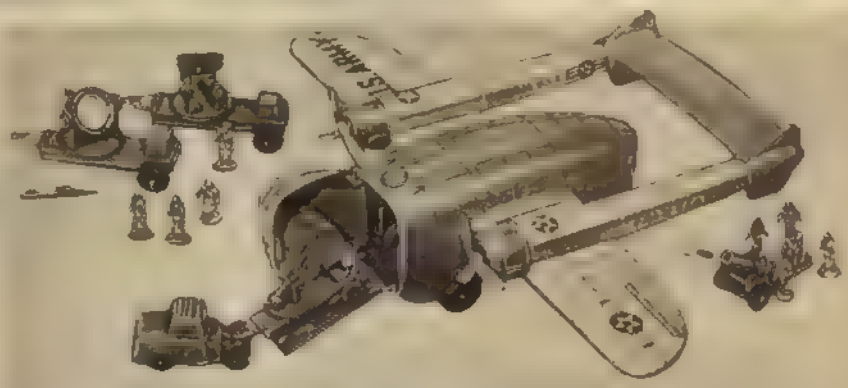
2 **$2.59** without batteries

3 **$2.98** hand crank model

1 **Supercar.** You can make it take off, loop, dive, do figure eights . . all by pressing a switch. Flies on its own power. Order 3 "D" batteries 49 U 4660 facing page. Red and yellow plastic. 12 inches long.
49 U 5789—Shipping weight 1 lb. $2.89

2 **Flash Plane.** Red fuselage of high impact plastic 12 inches long. Yellow and red plastic wings. Has extra propeller. Order 2 "D" batteries 49 U 4660, facing page.
49 U 5817—Shipping weight 13 oz. $2.59

3 **Helicopter.** 9 in. fuselage of sturdy steel. 5 in. propellers of vinyl plastic. Blue and white with red propellers. Flies, maneuvers by carrying hand-held remote control box. From West Germany.
49 U 5818—Shipping weight 15 oz. $2.98



Globemaster Plane Set by IDEAL $3.99

Big 22-inch plastic plane taxis along ground on free-rolling wheels. Swing-open loading door . . and a parade of power comes down its movable ramp. A jeep. A rocket launcher that fires 2 rubber-tipped rockets. Mobile cannon that fires 6 plastic shells. Truck with searchlight. Swiveling radar scanner. Even 10 plastic soldiers. Wing span 17½ inches.
79 U 5702L—Shipping weight 4 pounds. $3.99

4 **$4.99**

5 **$6.89** without batteries

6 **$2.92** without batteries

4 **Big steel Cargo Plane,** over 2 feet long, hauls four 4 in. cars. Gas truck included. Load or unload from front or rear ramps, both retractable. Hinged tail section. Also has rolling passenger stairway. Red, white, blue and silver markings. From Japan. Shpg. wt. 3 lbs.
79 U 4217C . . $4.99

5 **Hustler Jet.** Stop-and-go action, flashing lights in engines, canopy opens, closes on its 3 passengers. Front wheels adjust so plane can run in circle or straight line. Metal. Order 3 "D" batteries 79 U 4660 on facing page. 20 in. long. From Japan. Wt. 2 lbs.
79 U 4224C . . $6.89

6 **Jet Fighter** leaves smoke trail, whines like real jet. Nose light goes on and off. Nose wheels adjust for direction. Decorated steel. About 11½ in. long. Order 2 "D" batteries 49 U 4660 on facing page. Japan. Wt. 1 lb. 8 oz.
49 U 4257. . . . . $2.92

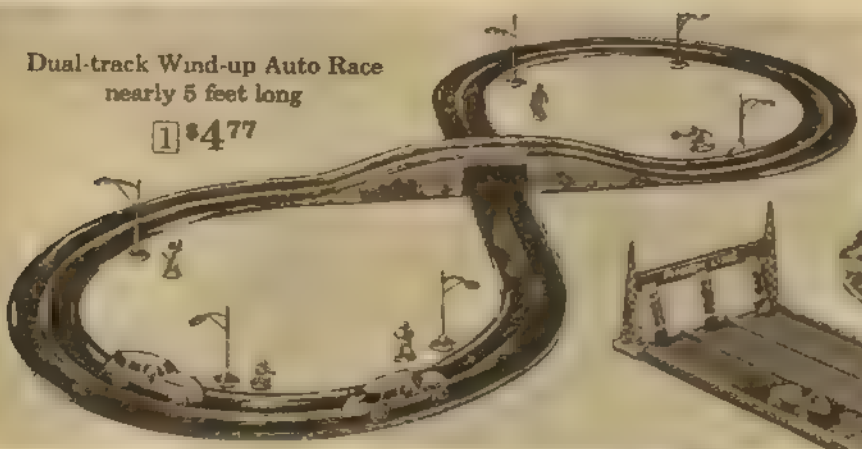
Control the speed of battery-powered Mercedes and Jaguar as they race on 10½-ft. track

$7.99 without batteries

Just look at them go. Whizzing down the straightaway . . . spinning as they whip around the turns. Lots of action, lots of speed! Two 4½-in. racers . . . one Mercedes, one Jaguar. Each has a guide pin for realistic spinning. You press the button on the battery control to speed them up or slow them down. Fourteen track sections make a 2x4 ft. figure-8 layout. Snap sections together in other layouts of your own design. 10½ ft. lap. Two sections of lane cross-over track. Made of high-impact plastic. Takes 4 "D" batteries, not included. Order below. Made in Hong Kong.

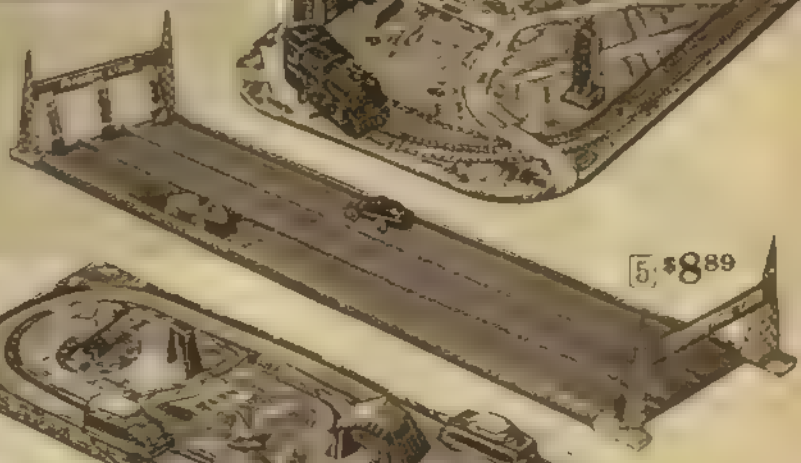
79 U 4238C—Shipping weight 4 pounds . . . . . Set $7.99

"D" Battery. Shipping weight each 4 ounces.
79 U 4660 . . . . . Each 16c, 4 for 60c

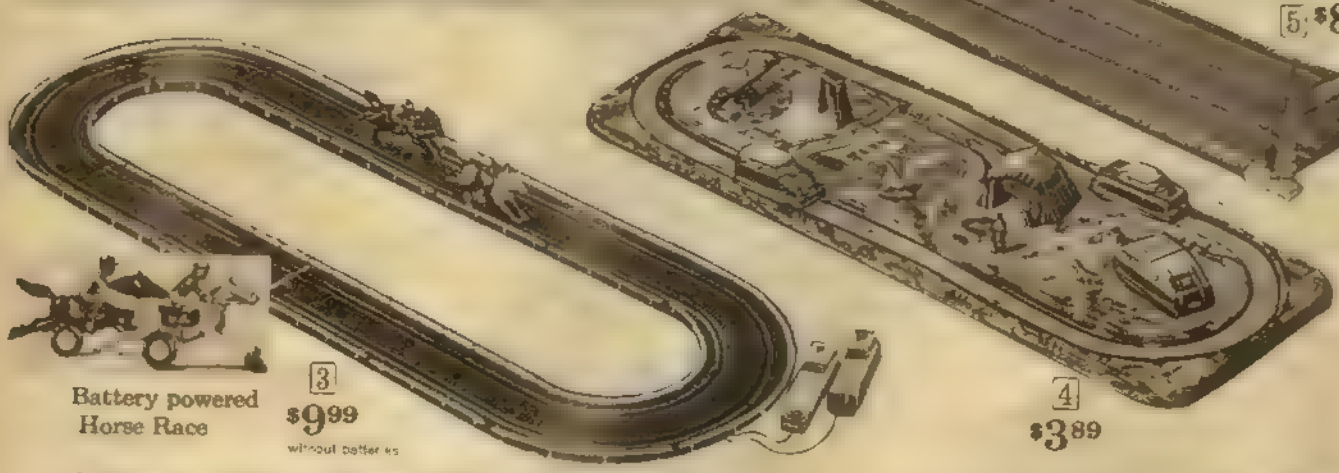


Dual-track Wind-up Auto Race
nearly 5 feet long
1 $4.77

2 $2.89



5 $8.89



Battery powered
Horse Race
3
$9.99
without batteries

4
$3.89

1 **Wind-up Cars** zip down straightaway, fighting for lead . . . **tear over, under** . . . figure-8 layout. Two 4-in. steel racers. Clock spring motors . . . complete. Molded plastic sections **snap together. Posts, figures included.**
49 U 5782—Shipping weight 2 pounds 8 ounces $4.77

2 **Wind-up Train** travels 20 times around base on one winding. Grooved track goes through tunnel over colorful scenery. Train circles . . . straight . . . moves up . . . down. Lard locomotive. Spring wind motor with attached key. Metal tender car. Base 22x[illegible] in. wide. Train 11 in. long.
79 U 5736C—Shipping weight 3 pounds $2.89

3 **Exciting Horse Race Game for Two.** Horses race neck and neck around oval track. Jockeys bounce up and down in the saddles. Battery-or-remote-control unit regulates speed. 16 track sections. 12 ft. lap. High-impact plastic. Takes 4 "D" batteries. *Order from catalog at top of page.* Made in Hong Kong.
79 U 4241C—Shipping weight 4 pounds $9.99

4 **Wind-up Cars Tour Scenic Lake Resort. Figures** and play accessories start moving when the cars pass. Decorated metal. 29 in. long, [illegible] wide. 2 wind-up cars. Made in West Germany.
79 U 4249C—Shipping weight 6 pounds $3.89

5 **Triple-lane Straightaway Race Set.** Position wind-up racers at the starting line, and V-O-O-M . . . away they go. 10 plastic track sections snap together to make a 3-lane straightaway 11½ ft. long. Two 4-in. racers, each with strong clockwork motor and sensitive steering mechanism. 3 cars can be raced at one time. Decal sheet included for making starting and finishing lines. Colorful carrying case. Made in West Germany.
49 U 5832—Shipping weight 3 pounds $8.89

Extra track. 5 straight sections. Each 14 inches long.
49 U 5833—Shipping weight 1 pound 1.98

Extra Cars. 4-in. plastic. Clock spring motors. Shipping weight each 8 oz.
49 U 5834—Mercedes . . . $1.99 49 U 5841—Ferrari . . . $1.99

Realistic Cars and Trucks for

FUN ON THE ROAD

(A) **Teepee Camping Trailer and Wagon.** A perfect combination for vacation travel in the "great outdoors." Teepee Trailer travels flat, sets up at campsite in a jiffy . . . even has tufted fold-out plastic bed! All steel with sturdy plastic tent sides, realistic tires. Steel Suburban Wagon, has Spring Suspension front wheels . . . bouncing roadability like real cars! Has trailer hitch, hinged endgate raises and lowers. Deluxe interior with seats, steering wheel . . . plastic windshield, white sidewall tires. Abt. 24½ in. long overall

48 T 1539—Ship. wt. 4 lbs. **$4.99**

(B) **Vista-Dome Horse Van with 4 Horses.** Now even horses can go first class, and these thoroughbred mares and their frisky colts rate top traveling comfort. Detachable van, of heavy-gauge steel, has hinged tailgate and side ramps for easy entry and exit, has plenty of "seeing and breathing" room . . . clear plastic front dome, 4 side window openings, rear opening . . . even has air vents on side. "Powered" by Ford F-350 model truck, heavy-gauge steel, rolled edges. Deep tread white sidewall tires, chrome hub caps, plastic windshield. About 23½ in. long; 27 in. long with ramp ext. *Mail*

48 T 1297 M—Ship. wt. 5 lbs. 4 oz. **$5.88**

(C) **Kennel Truck with Twelve Dogs.** What child doesn't love a dog! And here are 12 spunky, lovable pooches (12 different breeds) each in his kennel compartment. Remove plastic kennels to convert to Ford Econo Truck (see sketch). And what dog doesn't love to ride! Especially in a new streamlined truck. Heavy gauge steel . . . features trailer hitch, plastic wrap-around windshield, back and side windows, non-marring white wall tires, chrome hub caps. Abt. 11¼ in. long

48 T 1296—Ship. wt. 2 lbs. 8 oz.

(D) **Jeep Pumper Handles Big "3-Alarms."** Sturdy compact has giant size off-to-the-rescue ability. Fire hose pulls out of "tank," actually squirts water when garden hose is connected to back (see sketch). Removable "tank" section converts pumper to sporty red jeep with hauling deck. Hinged windshield can lie flat on hood. Durable heavy-gauge steel construction. Features detachable ladder, 2 pretend "hand extinguishers," pretend "emergency light," steering wheel, trailer hitch, white sidewall tires. About 10¾ in. long.

48 T 1344—Ship. wt. 2 lbs. 12 oz.

(E) **Jeep Survey**—here's a sporty dapper dandy complete with fringe on top! Has durable heavy-gauge steel body gaily striped plastic seats and top with cloth fringe. White sidewall rubber tires. Chrome-plated wheel discs. Even a detachable spare tire. Abt. 10½ in. long.

48 T 1482—Ship. wt. 2 lbs. 6 oz. . . **$2.55**

(F) **Country Squire Wagon.** Detailed scale reproduction of the "aristocrat of the automotive world." Heavy-gauge steel construction. Has Spring Suspension front wheels for realistic roadability. Features realistic "wood-grained" side panelling, roof luggage rack, trailer hitch; hinged endgate raises and lowers. Interior has seats, ribbed luggage deck, dashboard, steering wheel. Plastic windshield, plated wrap-around bumper, grille. White sidewall non-mar plastic tires. Abt. 15 in. long.

48 T 1540—Ship. wt. 2 lbs. 12 oz. . . **$3.66**

Just "Charge It"
See Page 367

SAVE THIS CATALOG!

Toys Available Until Oct. 1, 1964

(G) **Fire Fighting Set . . . everything for the Junior fireman.** Both scale replicas of actual fire fighting equipment have cabs with seat, steering wheel, plastic windshield, chrome-plated wrap-around bumper, and white sidewall tires. All-steel construction, rolled edges.

AERIAL HOOK AND LADDER TRUCK for performing "upper-story" rescues . . . turn crank . . . ladder extends to 32½ in., raises to 60° angle . . . turns in full circle. 2 side ladders detach. Has plastic side windows ("rolled up" ¼ way for added realism), rear window. Abt. 30¾ in. long

FIRE RESCUE TRUCK has modern cab-over-engine design. 2 side ladders detach. About 12 inches long. *Mailable*

48 T 1255 M—Ship. wt. 10 lbs. 12 oz. **$7.99**

(H) **New Magic Gas Pump.** Drive right in and fill 'er up! "Gas" seems to flow right into gas tank as fluid in pump disappears. Just turn handle on side to start flow . . . then pump refills itself *just like magic!* No spilling. Suction cup nozzle attaches to cars. About 6½ in. high.

48 T 1305—Ship. wt. 12 oz. **$1.49**

Make These Caissons go rolling along

(J) **U. S. Air Force Globemaster.** The mighty "Workhorse of the Air" . . . huge 22-in. wingspan, 17 in. long . . . of rugged plastic and metal. Carries load of plastic men and materials as it taxies along on its wheels. When loading door swings open, you unload a parade of military power down its movable ramp . . . a modern-day Trojan Horse! Has modern rocket launcher that fires 2 rubber tipped rockets. Mobile Howitzer that shoots 6 harmless plastic shells. Floodlight truck with movable pretend "searchlight." Swiveling radar scanner. Military vehicle with trailer hitch. With 10 plastic soldiers to handle and defend equipment

48 T 1320 MO—Ship. wt. 4 lbs. *Mail* **$4.99**

(K) **Army Transport Truck with 6 Soldiers.** All-steel truck has cab-over-engine design, grille details, clear plastic windshield, side windows (partially "rolled up"), rear window. Canvas top removes. About 18½-in. long. With durable plastic soldiers in combat action poses—each about 5½ in. high

48 T 1520—Ship. wt. 6 lbs. 6 oz.

(L) **Miniature Rolling Toys . . . all kinds,** 30-piece set. Includes Army tanks, trucks, cannons, tractors, planes, cars with free-rolling wheels, lots of moving parts. Enameled die-cast metal, each about 2 in. long. Imported.

48 T 1375—Ship. wt. 1 lb. 8 oz. **$1.99**

(M) **22-Pc. Set of Army Vehicles, Troops.** Free-rolling vehicles of rugged die-cast metal, big enough for child to handle easily. Features Radar Truck with radar scanner abt. 6 in. long. Station Wagon Command Car, Gasoline Tanker, Anti-aircraft truck with guns, 2 Jeeps. Howitzer cannon fires harmless plastic shells by spring action. 3 Planes. With 12 durable plastic soldiers about 2½ in. high

48 T 1430—Ship. wt. 2 lbs. 12 oz. **$2.99**

(N) **Giant Atomic Tank** really shoots . . . fires harmless soft plastic shells by spring bolt lock action trigger. Tank of sturdy polyethylene . . . moves on 4 concealed wheels with rugged steel axles. Realistic turret turns in a complete circle . . . can fire in any direction. Abt. 25½ in. long, with cannon attached abt. 33 in. long. Aluminum cannon abt. 17 in. long fits into turret, can be taken off for storage. With harmless shells. *Mailable*

48 T 1530 M—Ship. wt. 5 lbs. 4 oz.

U. S. Air Force Globemaster $4.99

Army Transport Truck with 6 Soldiers $3.99

30 Miniature Toys $1.99

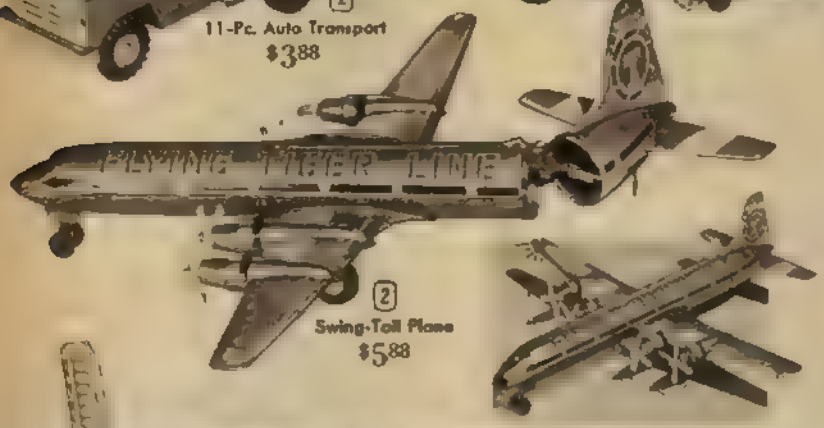
22-Pc. Military Set $2.99

Giant Atomic Tank actually "shoots" $3.59

Mechanical Toys

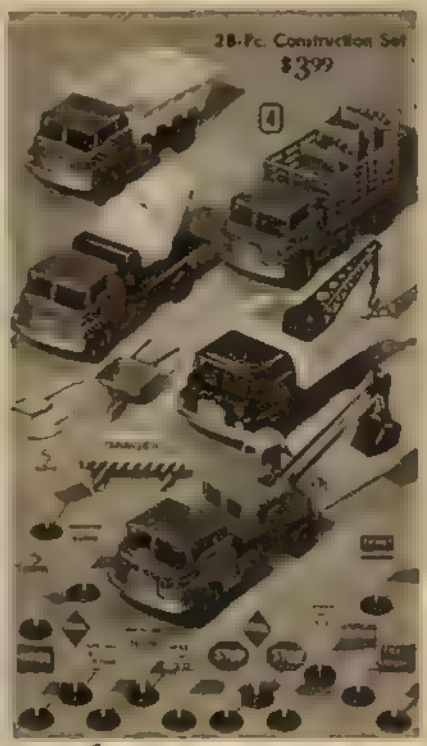
HOURS 'N HOURS OF FUN

1 11-Pc. Auto Transport $3.88



2 Swing-Tail Plane $5.88

3 30-Pc. Fire Set $2.99



28-Pc. Construction Set $3.99

4

1 Steel Auto Transport Hauls 9 New Cars. All have realistic rubber wheels and strong friction motors. 4-in. long autos, with nickel-plated hub caps, can be run up detachable ramp for loading, down for unloading. Cab has dummy exhaust stack and wheel, ladder. Abt. 15 in. long. Imported.
48 T 2949—Wt. 3 lbs. 8 oz. **$3.88**

2 It's the Swing-Tail Airplane Readying for take-off. Wing lights flash; propellers turn, swing-tail section opens, closes automatically. Motor sound is heard. Metal with lithographed motif of "Flying Tiger Line." Plenty of Stop 'n-go action. Adjust front wheels so plane moves across floor, forward or in circles. Abt. 18 in. long, 19½-in. wingspan. Imported. Needs three "D" batteries; order below.
48 T 2950—Wt. 3 lbs. . **$5.88**

3 30-Pc. Fire Department Set. Everything for the Junior Fireman. Big 13-in. fire truck with extension ladder, fire chief car, ambulance, police car, pump truck—all with friction siren motors. There's a rescue kit, alarm box, hydrants, danger and 1-way signs. Sturdy plastic. Imported.
48 T 2852—Wt. 1 lb. 4 oz. **$2.99**

4 28-Pc. Construction Set. Packed with fun for the young highway builder or repairman. Assortment includes plastic dump, stake, crane trucks; cement mixer and bags; power shovel, highway signs, etc. Imported.
48 T 2851—Wt. 1 lb. 4 oz. **$3.99**

5 Alpine Express. Thrilling ride to the mountains in two 3¼-in. cars. "Mystery" stop-go action. Metal; Alpine scenery. Abt. 32x6¾x6 in. high. Key-wound. Imported.
48 T 2805—Wt. 2 lbs. 8 oz. **$3.77**

6 Santa Fe Locomotive. Chugs as whistle "toots." Changes directions when it bumps object. 25 in. Imported. Order 2 "D" batteries below. *Mail.*
48T2922M—Ship. wt. 2 lbs. **$3.99**

7 45-Pc. Friction Motor Fleet. Consists of assorted metal cars including 9½-in. auto carrier with 4 rolling cars, trucks including plastic dump and one with box trailer, helicopter, road signs, etc. Imp.
48 T 2861—Wt. 4½ lbs. **$6.88**

8 Man From Space. Press antenna—he walks along moving his legs. See gears in plastic head revolve, eyes roll, lights flash. "TV Screen" shows moving space pictures. Lithographed metal. Abt. 15 in. high. Imported. Needs 2 "D" batteries, order below.
48 T 2816—Wt. 2 lbs. . . **$3.79**

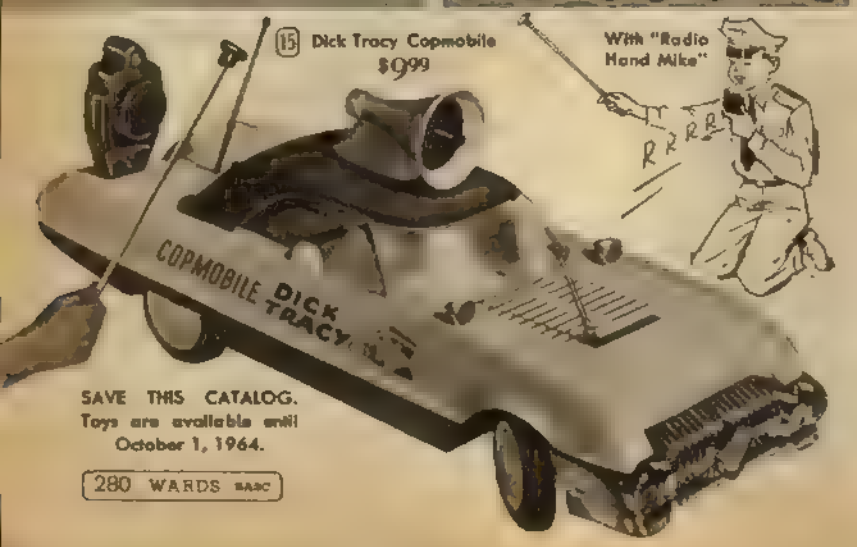
9 "Chirpy" the Singing Bird. Just like a living bird, "Chirpy" skips from perch to perch, singing happily. Just wind the precision mechanism and watch "Chirpy" go.
Cage of metal and plastic. About 9 in. high. Imported.
48 T 2880—Wt. 9 oz. . . . **$2.99**

10 Sleepy Poodle. Just wind her . . . watch her snooze, raise head as she yawns and blinks her eyes. She wags her tail and ears as beautiful Swiss-type music lulls her to sleep. Plush covered. About 11½ in. long. Wt. 1 lb. 4 oz.
48 T 2913—Imported. **$3.98**

11 Hustler Jet. Engine lights flash; canopies open and close on three pilots. Stop-go action; direction adjustable. Metal and plastic. Abt. 20 in. long, 12-in. wingspan. Imported. Order 3 "D" batt. below.
48 T 2949—Wt. 3 lbs. 8 oz. **$6.77**

12-14 3-Pc. Construction Set. Plastic Dump Truck (12) body raises, lowers. Bulldozer (13) blade moves up and down. Cement Mixer (14) rotates. Each moves forward, back. Each needs 1 "D" battery; order below. Abt. 7½ in. long. Imported. Wt. 1 lb. each
(12) 48 T 2970 . . . . . **$1.88**
(13) 48 T 2971 . . . . . **1.88**
(14) 48 T 2972 . . . . . **1.88**
Save 76c on 3-Pc. Set. Wt. 4 lbs.
48 T 2855 . . . . . 3-Pcs. **$4.88**

It's Fun To Pretend



15 Dick Tracy Copmobile $9.99

With "Radio Hand Mike"

15 Dick Tracy Copmobile. Pursue lawbreakers with this plastic police car—sleek, 24 in. long. It goes forward, stops, reverses, turns by touching antenna with special control stick. Use "radio hand mike" to project voice. Twist it . . . it's a police siren. Needs 2 "D" cells; order at right. *Mail.*
48 T 2856M—Wt. 5 lbs. . **$9.99**

16 Helicopter. Watch pilot operate plane in plastic cabin, propellers whirl as plane moves across floor. Suddenly, plane propellers stop; side door opens, out comes a space capsule, pulls in again, door closes, propellers start up, plane moves. Stop-go action. 15-in. long. 2 "D" batteries; order at right. Imported.
48 T 2811—Wt. 2½ lbs. **$4.66**

17 Space Survey X-09. Ship with "radar"—changes directions when it hits an object. Side lights flash, makes sonic sound. About 8½ in. long. Imported. Order 2 "D" batteries below.
48 T 2934 Wt. 1 lb. 5 oz. **$2.88**

18 Action Aircraft Carrier. Launch helicopter into the air, plane catapults from deck. Fire missiles by hand. As carrier rides along floor, 2 flight decks rise, lower. Stop-go action. Extra helicopter and plane. Metal, with Navy insignia. 20 in. long. Needs 2 "D" batteries; order below.
48 T 2952—Wt. 3 lbs. . **$5.99**

Batteries. Standard "D" cells. Heavy-duty for longer life. Ship wt. each 4 oz.
48 T 2339 X-Ea. **21c; 4 for 79c**

SAVE THIS CATALOG. Toys are available until October 1, 1964.

- *New merchandise*
- *Selling aids and catalogs*
- *Appointments and elections*
- *Manufacturers' promotions*
- *Plant and management news*
- *Fixturing and display products*

LINDBERG DEVELOPS NEW SERIES OF "DESIGNER'S SCALE" CAR KITS

A new series of model car kits, to be known as Designer's Scale—1 inch to 1 foot—has been developed by Paul W. Lindberg, president of Lindberg Products, 8050 Montcello Avenue, Skokie, Ill. According to Mr. Lindberg, the kits are designed to fill "a necessary gap between very large and small units."

Paul Lindberg

The first offering in the series is a motorized Drag Deuce with a Fiat body. Among its features are a 1960 Chrysler 413 cubic-inch engine, Weland manifold, two Carter four-barrel carbureters, Mallory ignition system, Hurst floor shift conversion, Halibrand disc brakes, 6.60-15 front wheel tires and 8.50-15 rear tires for Halibrand magnesium wheels. Also included are safety belts, a fire extinguisher bucket seats, a padded dash board, Ford transmission with Cragar adapter and many other "true-to-scale" extras found in cars built under National Hot Rod Association rules for competition coupes and used in all out drag racing on sanctioned drag strips.

Retailing at $6.98, the Designer's Scale kits come in large, illustrated four-color lithographed boxes, complete with instructions.

Lindberg's previously introduced large scale models include such kits as the Bobtail "T," 5-in-1 Customizing Red Demon and 2-in-1 Dragster (known as the Exterminator) all of which are reported to be selling well from coast-to-coast.

The Lindberg exhibit at the Travel and Transportation Pavilion of the World's Fair features actual size show cars, dream cars and experimental units. Enclosed in a huge glass case are 16 versions of Lindberg's ½-scale hot rod cars, which "sparkle like diamonds." Ken Rathke, national sales manager, says that additional cars will be exhibited as soon as Lindberg releases them.

ISAACSON PRESIDENT, CHIEF EXECUTIVE OFFICER AT GILBERT

The board of directors of the A. C. Gilbert Company, New Haven, elected Anson Isaacson president and chief executive officer, effective July 1.

The board has also named Jack Wrather as chairman of the board of directors. The two appointments followed the death on June 26 of A. C. Gilbert, Jr., who had held both posts

Anson Isaacson

Since March, Mr. Isaacson has been chairman of the executive committee of the board of directors, in which post he will continue, and chief operating officer of the company. Prior to joining Gilbert, he was for seven years vice-president of the Ideal Toy Corporation, and has over 15 years' experience in the toy field

Mr. Wrather is president of The Wrather Corporation, major Gilbert stockholder, and has been a member of the Gilbert board of directors and executive committee

COLORFUL JUMBO-SIZE BRICKS IN LEGO'S NEW BEGINNERS SET

The Lego Beginners Set (#105), a colorful new package of jumbo-size bricks especially designed for pre-schoolers, has been introduced by The Lego System

by Samsonite. Retail price on the item is $4.95

Each set has an assortment of 24 red and white plastic bricks which snap together and apart to build a variety of objects. In the same basic design as the standard Lego bricks, these new ones measure 4" by 2" by 1".

"With the introduction of our Beginners Set, Lego is opening a vast new market," Al Reckler, director of sales, said. "By starting children with Lego at an earlier age, we are creating new customers for the present and future."

CLAIRE DEMPSEY

Claire Dempsey, 39, an officer of Vornado, Inc., the parent concern of the 21-store Two Guys from Harrison chain, died suddenly on July 15 at her residence at 40 Washington Street, E. Orange, N. J.

Miss Dempsey was named assistant vice-president in charge of merchandising in 1958. Her duties encompassed the buying of toys and seasonal goods. Previously, her title was supervisor of housewares and toys, a post she was given in 1952. She joined the Two Guys organization in 1949 as a parts clerk.

enjoy exciting-action *Authentic Scale Models*

They're super-size—and actually fire missiles! Have the Atomic Tank and "Big-Jo" Cannon on your side in "battle"!

A GIANT ATOMIC TANK. Looks like the real thing! Rugged full-action atomic tank is perfect for action-minded boys. It's so big—over 36 in. long, 14 in. high, and 15 in. wide. Missile-firing cannon has 20-in. long aluminum barrel—is turret-mounted with full 360° swing. To fire, drop missile in chamber—pull back spring lever—then release. With 4 missiles. All polypropylene plastic.
X 923-4246 A—Shipping weight 3 lbs.* 3.44

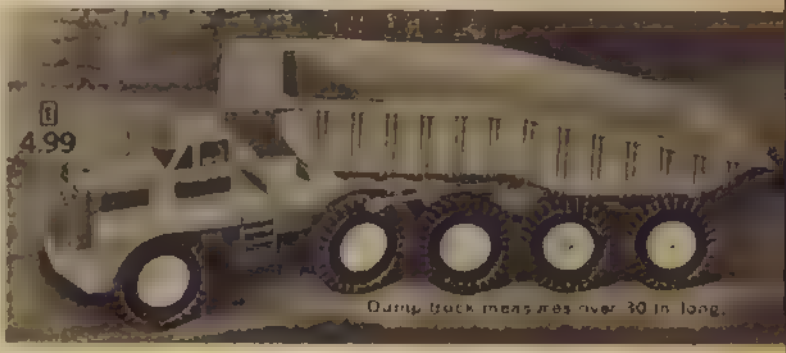
B GIANT-SIZE "BIG-JO" CANNON. Authentic replica of U.S. Army cannon that backed up American troops in World War II. Easy to load. Has trigger-controlled firing. Shoots 4 completely harmless soft-plastic shells (incl.). Moves easily over any "terrain" on big 8-in. wheels. Measures 32 in. long, 15 in. high. Sturdy olive-drab and silver-color polyethylene plastic.
X 923-4212 A—Shipping weight 3 lbs. . . 3.44

C MYSTERY TOOTIN' CHUGGING LOCOMOTIVE. All aboard! Train now leaving for a world of fun! Listen to this red and white Diesel locomotive "chug-chug" along as cheerful whistle "hoots" to clear the track ahead. Measures over 25 in. long. Made of tough, durable lithographed metal. Operates on two standard "D" cell flashlight batteries (not included—to order batteries see bottom of page 118).
X 923-4238 A—Shipping weight 2 lbs. 8 oz. 3.69

Locomotive "chugs" along as whistle "hoots"

Carries its own powerful fighting force

D IDEAL U.S.A.F. GLOBEMASTER TRANSPORT. Realistically-detailed replica of Air Force's famous transport plane. 22-in. long olive-drab Globemaster is made of rugged styrene plastic. Features movable ramp, down which roll a command jeep, a modern rocket launcher that fires 2 rubber-tipped rockets, a mobile howitzer that can actually fire its harmless plastic shells, a floodlight truck with movable searchlight, a radar scanner that really swivels, and a full complement of 10 toy soldiers—all made of tough polyethylene plastic.
X 923-4253 A—Shipping weight 4 lbs.* . . . Set 4.99



Dump truck measures over 30 in. long.

E ELDON GIANT DUMP TRUCK. A real giant in size and detail! Over 30 in. long! New lock-nut assembly of wheels prevents loosening. 3-position hand-crank for loading and unloading. Trailer unhitches. Visible motor in cab. Whitewall tires with colored hubs. Made of sturdy polyethylene plastic—takes plenty of hard use.
X 923-4220 A—Shipping weight 4 lbs. 4.99

*Semi-malleable—see page 81 for complete information.

Buy all your toys with Credit Command—see page 79.

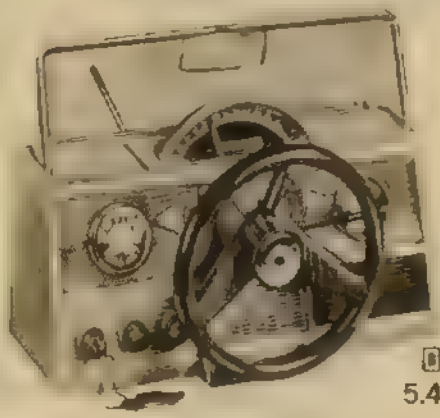
best of all they'll like exciting *Action Toys*

- *Fascinating "Traffic Control"!*
- *Offers remote-control action!*

A 2.88

A MECHANICAL TRAFFIC CONTROL GAME. Now the imaginative youngster can join in the thrilling action of "big mileage" races as he zooms from New York, through cities, past the seashore, to the golf range—just by controlling three mechanical wind-up cars with four hand-operated levers. Beautifully-detailed 14 x 19½-in. board in 4-color lithographed metal. With three 3⅜-in.-long cars of durable high-impact plastic. Fun for young "driving" enthusiasts.

X 923-4063 A—Shipping weight 2 lbs. 8 oz. 2.88



B 5.44

B REMCO "FIREBIRD 99" AUTO. Real life action for "miles" of fun. Designed like an authentic auto dashboard—completely motorized and battery-operated, with realistic moving parts. Child can switch on ignition, operate windshield wiper and directional signals, steer right or left, and blow the horn. Glove compartment holds map. Realistic speedometer shows acceleration, deceleration. High-impact plastic—13¼ x 6¾ x 9¾ in. high. Operates on two "D" batteries—not incl.*

X 923-1788 A—Shpg. wt. 3 lbs. 8 oz. 5.44

C 3.88

D 1.77

C TWO RACING CARS WITH "FIGURE 8" TRACK. Be a part of the exciting era of road racing with these mechanical racers. Just wind them up and watch them zip around crossover track. Lithographed steel cars feature free-rolling plastic wheels and motor stop-lever. Over-and-under crossover plastic track has "no-jump" guard rails for fast and smooth rides. Track measures 25 x 56 in. overall.

X 923-1895 A—Shipping weight 3 lbs. 3.88

D REMOTE-CONTROL MAGNETIC SKILL DRIVE GAME. Tests and develops your skill and control. "Drive" cars across the country, from city to city—over various obstacles. Create your own race course by rearranging obstacles. Cars are guided magnetically over course as you steer. Play alone for fun and practice, competitively for points, or with a group "against time." Set contains 21 plastic pieces including cars, bridges, tunnels, road blocks, steering wheel—plus diagrams for three race courses. Game board measures 14 x 10¾ x 3 in. high. No batteries needed.

X 923-4022 A—Shipping weight 1 lb. 8 oz. 1.77

G 3.44

H 4.44

E 2.44

E 24 PC. WIND-UP FREIGHT TRAIN SET. The hours fly by for young railroad engineers with this realistic HO scale model train set. Key wind locomotive pulls freight cars with plenty of power. Features extra-running clock spring motor and stop-and-go lever. Set includes locomotive, one open and one closed freight car, tank car, six interlocking unbreakable rails, and 14 cutout paper accessories. Sturdy plastic and tin plate construction. Measures 30 in. long. From West Germany.

X 923 4444 A Shipping weight 1 lb 2.44

G ALPINE EXPRESS SET. Take an exciting, scenic ride. Two trolley cars race up, down, and around the mountains—stopping at Alpine stations along the way. Three-dimensional platform is durably made of metal, beautifully lithographed in authentic mountain colors. Metal trolley cars have strong wind-up motors for exciting mountain racing fun. Platform is 7 x 32 in. long. From West Germany.

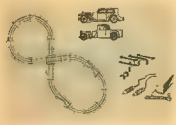
X 923-4030 A Wt. 2 lbs. 3.44

H MYSTERY TWIN TRAIN SET. Which route will the trains take—the inside "figure 8" layout, outside oval layout—or both! Youngsters are fascinated by the mysterious action. Lithographed steel layout has desert landscape with Indian village, cowboys, station, hotel, general store, stable and mine. With two trains, each with iron horse-style locomotive, coal and passenger cars. Two switches—one on each side of tunnel—control movements. Runs on two "D" batteries—not incl.* Has 3 D platforms—28½ x 11¼ x 3⅝ in. high.

X 923-4113 A Wt. 4 lbs. 10 oz. 4.44

SAVE THIS CATALOG toys will be available till Sept. 21, 1964. *Order batteries at bottom of page 118.

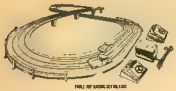
"O" GAUGE MODEL MOTORING
AURORA



Set includes 2 cars, 2 racing speed controls, 1 power pack, 12-15 inch curved roadway, 3 9-inch straight roadway, 1 9-inch terminal roadway, 2 6-inch straight roadway, 2 9-inch squeeze roadway and trestle parts.

No.	Retail
1704	$30.00

STIRLING MOSS RACING SET
AURORA



2 Thunderjet 500 cars race around 144 inch track. Contains 2 reversing speed controls, D.C. Power Pack, trestle posts, guard rails and posts.

No.	Retail
1302	$25.00

FIGURE "8" RACING SET
AURORA

Set contains 2 Thunderjet 500 cars, 2 racing speed controls, D.C. power pack and 102 inches of track along with necessary trestle posts.

No.	Retail
1307	$20.00

4-LANE RACING SET
AURORA

This model motoring set consists of 4 Thunderjet "500" cars, 4 racing controls, 1 power pack, six 9 inch radius curves, six 6 inch radius curves, fourteen 9 inch straight roadway, two 9 inch terminal straight, four 6 inch roadway, and 6 trestle posts.

No.	Retail
1308	$40.00

POWER "8" ROAD RACE SET
ELDON

Includes power packs, 2 cars, 2 rheostat switches with speedometers, bridge set, pre-wired power track, decals. Over 9 ft. of track makes layout 2 ft. 8 in. x 4 ft. 8 in.

No.	Retail
9517	$17.00

CHANGE-LANE ROAD RACE SET
ELDON

Includes 2 cars, 2 on-off switches, pre-wired power track, 2 change-lane tracks, fence, banked curve supports, decals and battery box. Operates on two No. 6 (1½ V.) batteries or power pack (not included). 6 ft. of track makes layout 2 ft. 8 in. x 4 ft.

No.	Retail
9516	$10.00

SKY-HIGH TRIPLE LEVEL
ELDON

Four interchangeable sports car bodies - with hand-painted drivers, interchangeable chassis, dual speed rear axle, carbon brush motors, clear windshield and rubber racing tires. Power pack (Underwriters Listed), 2 rheostat switches with speedometers, automatic 50-lap counter, Pre-Assembled track: 12 straight, 24 curved, 2 short straight, pre-wired power track, 5 adjustable raised level supports, 16 bridge supports, 4 bridge fence sections, 8 sections of new track fence, car decals and label set, new start-finish banner with colorful flags. Complete instruction manual.

No.	Retail
9817	$33.00

TRIK-TRAK RALLY
TRANSOGRAM

Set contains 9 plastic tracks with side walls (7 curved, 2 straight) having scenic backgrounds and a 6¼-inch battery operated plastic car (battery not incl.) Car follows the course set. In display box.

No.	Retail
3960	$8.00

12 Holiday Camper $3.88

13 Toboggan Roller Coaster $2.99

Fascinating to Watch

12 **Holiday Camper.** Wind the cars, place on highway—watch them go on a scenic tour of the countryside. Colorful lithographed metal scenery. Campers, children, boats etc., move as cars go around. Size about 28 inches long, 9½ in. wide. *Mail.* Imported
48 T 2962M—Wt. 2 lbs. 3 oz. **$3.88**

13 **Toboggan Roller Coaster** Whe-e-el Cars climb cog ramp, descend figure-8 slide. 2 wind-up cars 3¾ in. long chase each other up, down and around. Double level tracks, supporting arches lithographed metal. Easily assembled. Imported. Abt. 10x8x21 in.
48T2813–Ship. wt. 1 lb. 3 oz. **$2.99**

14 **Mighty Gorilla.** Battery-operated, remote control. Gorilla walks along floor, moves his head back and forth, beats his arms against his chest, growls. Import
Life-Like plush body abt. 11 in high, 7½ in wide at arms. Needs 2 "D" batteries, order on opp. pg
48 T 2951 -Ship. wt. 2 lbs. **$4.99**

15 **Pinocchio plays the xylophone.** Favorite character is back. Plays "London Bridge is Falling Down." Shuts off automatically at end of tune. Metal construction, except head is plastic trim. Overall abt. 10x10x10 in. Needs 2 "D" batteries, order opposite page
48 T 2859 -Wt. 2 lbs. 8 oz. . **$3.99**

16 **Clancy the Great . . .** is a lovable 27-in. high monkey—so life-like you'll think he's a real playmate. Take him by the hand, press tiny concealed switch, he skates right along with you. Toss plastic coins (incl.) into his hat, he'll skate toward you. Nods his head from side to side makes monkey sounds
Vinyl head, plastic body. His roller skates will not mar floors. Needs 3 "D" batteries, order opp. pg
48 T 2857M—*Mail* Wt. 9 lbs. **$12.99**

17 **Highway Tow-Truck** with flashing red light. Switch operates forward and reverse, also runs in circles. Another switch raises and lowers winch for towing. Sturdy, rust-proof construction of high-impact plastic and heavy-gauge metal. Heavy-duty rubber tires. Needs 2 "D" batteries, order opposite page
About 11½ in. long.
48 T 2954 Ship. wt. 1 lb. 12 oz **$4.99**

18 **Big Bruiser** Battery-powered wrecker packed with "go power"—realistic from its flashing red roof light to its safety-painted tail gate. 2 levers control forward-reverse action and operate electric winch, which has 15-lb. pulling power. Tows 15-in. damaged truck. Included are tools, and spare parts for repairs. Needs 4 "D" batteries, order opposite page. Abt. 25x.0x 8½-in. ht. *Mailable*
48 T 2801MO Ship. wt. 6 lbs. **$11.88**

14 Mighty Gorilla $4.99

16 Clancy the Great $12.99

15 Pinocchio $3.99

17 Highway Tow-Truck $4.99

19 Pretzel the Pooch $4.99

18 BIG BRUISER Over 25 in. Long $11.88

19 **Pretzel the Pooch** He's such a cute little rascal, it's like having a real live dog to play with. He does just about everything, too. Throw a ball into his open mouth and he'll catch it; pull him toward you . . . twist his ear and he'll give the ball to you, then walk away again. He walks forward and backward.
He's sturdily made of molded plastic, practically unbreakable. Simple mechanism, no batteries needed. He's large, too—18 inches long and 8 inches high. Collar and leash, plastic balls included
48 T 2953 M Ship. wt. 2 lbs. *Mailable.* **$4.99**

SHOP EARLY . . . PAY LATER . . . See Page 367

Sturdy Ride-ems

DURABLE POLYETHYLENE, STRONG AS THEY LOOK

Your Choice $2.99

Deluxe Tractor $8.49

It's GO All the Way with these Favorites

(A) **Locomotive.** Bell rings as young Casey Jones makes his run. Red with 5-in. wheels. Real steering. Polyethylene, steel frame. About 25 in. long, 13 in. from floor to seat. Pre-assembled. Ship. wt. 5 lbs.
48 T 1549 M—*Mailable* **$2.99**

(B) **Fire Engine.** Bright red with 2 removable ladders. 5½-in. wheels. Real steering. Rugged polyethylene; steel frame. About 23½ in. long. Measures 9½ in. from floor to seat. Easy to assemble. *Mail*
48 T 1584 M Wt. 5 lbs. **$2.99**

(C) **Jeep.** Military olive color. Steering wheel easily guides front wheels left or right. Big bumper. Polyethylene; steel frame. 5½ in. wheels. About 23½ in. long, 9½ in. from floor to seat. Easy assembly. *Mail*
48 T 1598 M—Wt. 5 lbs. **$2.99**

(D) **Good Little Farmer Deserves the Best Tractor.** Bigger and stronger than tractor (F) below. Has combination of rugged steel frame and flexible polyethylene body for [illegible] durability. Sur-grip auto-type steering wheel makes driving a breeze for toddlers. It's authentically detailed to look like the real McCoy. Big 11-in. polyethylene, no-mar rear tires, rear framework and bucket seat are heavy-gauge steel. Bright orange with chrome-color "engine," black trim. Abt. 27 in. long, 10 in. from floor to seat. *Mail*
48 T 1561 Easy to assemble. Ship. wt. 10 lbs. **$8.49**

Shop Early **Charge it Now . . . Pay Later . . . See Page 367.**

Your Choice $3.49

Seat Car or Tractor . . . polyethylene—steel reinforced

(E) **Ride Like the Wind on Seat Car.** Steer like a race driver from comfortable seat with wide backrest; foot mounts, crash bumper. Steel frame takes rough treatment, polyethylene body. Red color. 5½ in. plastic wheels. About 29 in. long, 8 in. from seat to floor. Easy to assemble. *Mailable.*
48 T 1597 MO—Ship. wt. 6 lbs.. **$3.49**

(F) **Tractor for Would-Be Farmers** takes them to the "fields" indoors, outdoors. Break-resistant polyethylene with silver-color trim. Steering wheel guides front wheel easily. Comfortably broad seat. 8¾-in. rear wheels on sturdy steel axle. About 21¾ in. long. 9½ in. from floor to seat. Easy assembly.
48 T 1557 —Ship. wt. 5 lbs. *Mail* **$3.49**

$4.49

"Roamer" Coaster Horse rolls easily on free-turning casters with strong, no-mar plastic wheels. Helps teach tiny tots to stand, walk. Palomino color. Molded of durable polyethylene, with comfortable saddle seat, hold-on bars. Abt. 17 in. high, 21 in. long.
48 T 5110—Ship. wt. 4 lbs. 8 oz. **$4.49**

$5.88

"Rocky" Merrily Rocks Back and Forth. Broad base and gently curved rockers assure a lively, rocking ride without tipping. Made of tough polyethylene plastic, handsomely detailed to look like a palomino pony. Broad, comfortable saddle seat, tubular steel rockers, hold-on handles. He'll prove hours of fun for your little cowboy. About 17 in. high, 25¼ in. long.
48 T 5108 M —Ship. wt. 6 lbs. 8 oz. *Mailable.* **$5.88**

$3.99

Riding Poodle. Big polyethylene red wheels roll smoothly; head and front legs turn for easy steering. Sturdily made of polyethylene plastic. [illegible] is "clipped" and "curled" to make her the prettiest white poodle a child could want. Abt. 20½ in. high, 21½ in. long. Holds up to 100 lbs.
48 T 5124 M —Ship. wt. 5 lbs. *Mailable...* **$3.99**

 For Spring Horses, other Riding Toys, see Page 328.

Just Say "Charge It" See Page 367

Battle of The BLUE and GRAY

OVER 200 PCS. $7.88

- **Bunker Actually "Explodes"**
- **Mortar Really Shoots Shells**

(D) **Realistic Historical Set with Over 200 Pieces.** Re-enact the vigorous battles, the danger, the drama, the glorious heroism of the War Between the States. Exciting action pieces include a battlefield Bunker that actually "explodes" when hit, a trench mortar that shoots harmless cannon balls.

Union Troops Storm Confederate Headquarters in a southern mansion valiantly defended by Confederate troops. All pieces are authentic, miniature replicas of personnel and military equipment of the 1860's. Colorfully lithographed steel mansion is about 11x7½ in., has plastic columns and portico.

3-Dimension Plastic Figures are minutely detailed in various action poses. Included are General Grant, General Lee, President Lincoln, President Davis among others. Realistic trench sections, terrain accessories, tents, horses, cavalry gear, flags and loads of other pieces in unbreakable molded plastic add realism to set. *Mail.*

48 T 2776M—Ship. wt. 9 lbs. Over 200-Pc. Set $7.88

BIG CAESAR

AS SEEN ON TV $8.88

- **Over 50 Realistic Pieces**
- **Huge Motorized Fighting Galleon**
- **2 Mighty Roman Legions Wage Battle**

(E) **Ready for Action!** Big Caesar relentlessly approaches to attack the formidable fortress! Will the proud castle fall before the onslaught of the giant ship? The great galleon (not a water toy) moves into action on hidden wheels at the flick of the switch . . . oars start to row . . . each thrust of the oars "pulls" the huge ship forward with a real sea-going motion.

A Mighty Roman Legion Lines the Deck ready for the attack while the sturdy gladiators of the castle gird themselves for battle. Catapults take aim, horse-drawn chariots ready for the charge.

Big Caesar is molded plastic, abt. 29 in. long, 17 in. high. Needs 4 "D" Cell batteries; order on Page 285. Fortress made of sturdy Fiberboard. All pieces beautifully detailed, molded plastic. *Mailable*

48 T 2719 M—Wt. 5 lbs. 8 oz. Over 50-Pc. Set $8.88

FORT APACHE

Over 100 Pc. Set $4.88

- **Shoot Side-by-Side with the Cavalry**
- **2 Cannons Actually Shoot Tiny Shells**

(F) **Build This Famous Cavalry Outpost.** Relive the rough-and-ready days of the Old West . . . defend the Fort against an attack by Indian Braves! This historical set gives hours and hours of fun-filled excitement . . . and it's so easy to put together.

Build a Real Stockade. Plastic pieces include two corner blockhouses with ladders, swinging gate with overhead Fort Apache sign and interlocking fence 4½ in. high. Realistic accessories, too: powder kegs, churn, anvil, well with pole and bucket, 20-star lithographed steel flag on pole plus many, many others.

Cavalry Headquarters Building is colorfully lithographed steel, 11x6x5 in. high; stovepipe, chimney.

Defend the Fort Against an Attack by 15 Indian Braves with Cavalry Men, Horses, 2 Shooting Shell cannons and harmless "shells" plus 35 pieces of Cavalry gear. Indian village: Tepee, Totem Pole.

48T2775M-Mail. Ship. wt. 5 lbs. Over 100-Pc. Set $4.88

SAVE THIS CATALOG
Toys Available until October 31, 1964

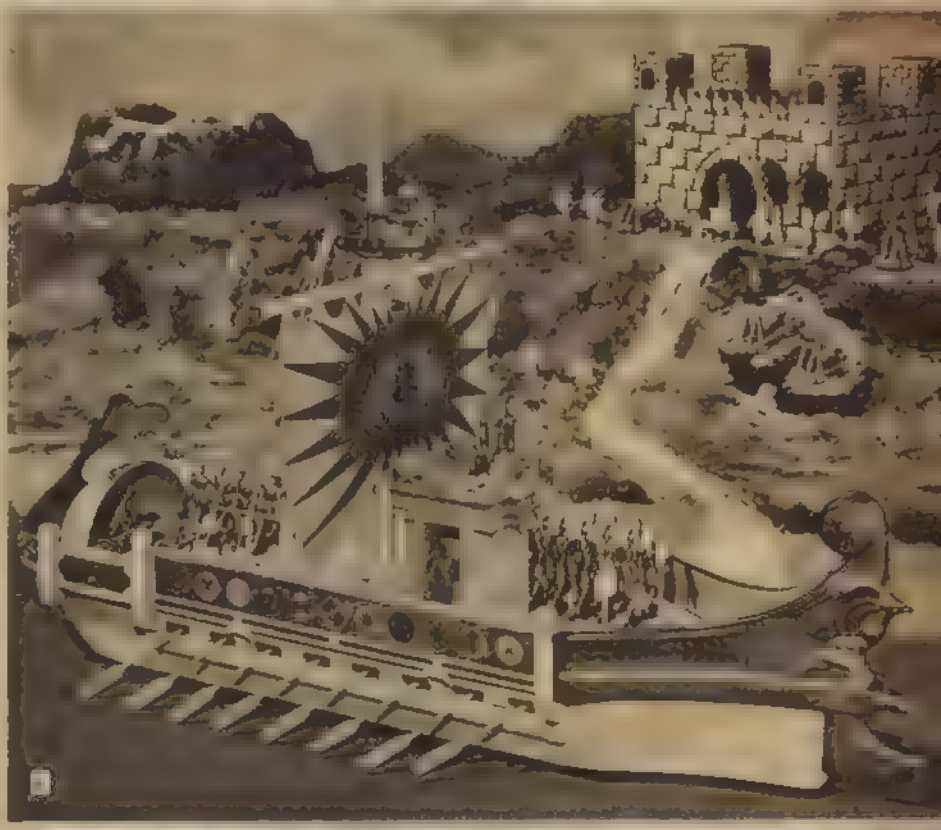


Photo by Diorio

This is the kind of startling realism that keeps Buddy L selling faster every year. Buddy L realism on your counters catches the eyes of youngsters and parents alike, compels the closer look, clinches your sales every time. Bet you looked twice at our unretouched photo. See what we mean? But realism is only a part of the soaring Buddy L success story. Dramatic originality in the greatest new variety ever, dependable top quality in rugged auto-steel, new gleaming colors, exclusive Spring Suspension*, puts Buddy L that step ahead.

5352 R-E-A Express

5353 Mister Buddy Ice Cream

5354 U.S. Mail Delivery

Here's an example to prove our point. A colorful trio of new Buddy L Step-In Vans, replicas of the largest truck fleets your customers will recognize and buy on sight. Give them prime space on your shelves alongside the many other new Buddy L's. Watch them all deliver your profits fast! Order now! You'll reorder Buddy L faster!

*patented

EXCLUSIVE INTERNATIONAL SALES REPRESENTATION
HENRY HAYS ORGANIZATION

BUDDY L CORPORATION

Tenth Floor 200 Fifth Avenue New York 10, N.Y.

"FLIP" THE FOOTBALL DOLL - Has Something Going For You

Take Advantage of the *GREATEST SPECTATOR SPORT!*

A Natural Sensation with Sure-Fire Built-In Sales Appeal

AVAILABLE IN ALL
14 NATIONAL FOOTBALL LEAGUE
AND ALL
8 AMERICAN FOOTBALL LEAGUE
AUTHENTIC COLORS AND EMBLEMS

IN SCHOOL COLORS WITH APPROPRIATE EMBLEM ON CHEST

SITS ERECT

TALK OF GETTING
PERSONAL!

Each Flip has two sets of self-sticking numerals 0-9. Personalize the doll with your favorite player's exact uniform numbers.

17½" TALL

Original creation, copyrighted, cuddly soft, of fine quality plush and chino cloth, expressive vinyl head, and vinyl hands, right hand clutching vinyl football. Sits erect

$5.00
Retail

Flip Sales Up with
FLIP

FLIP is individually boxed in color full open front display carton

NATIONALLY ADVERTISED

WRITE NOW FOR MORE INFORMATION

Charm ORIGINALS, INC.

3115 EAST 12th STREET **KANSAS CITY, MO. 64127**

Two-way Hand Phones **$3.77** without batteries

High-impact plastic receivers 8 in. long. 2 wall hangers. 25-ft. wire. Push button to buzz for attention. Order 2 "C" batteries below

49 U 2091 -Shipping wt. 1 lb. 8 oz... .Set $3.77

49 U 4665—"C" Battery. Shipping weight 2 ounces. Each 16c..... ....4 for 60c

Two-way Walkie-Talkie **$2.39**

Great way for friends to keep "in contact" from room to room, attic to basement in your own home. Two red plastic receivers; each 8½ inches long. 25 feet of wire. No batteries needed

49 U 1967—Shipping weight 1 lb. 1 oz...Set $2.39

Code Master Telegraph Set

7-in. Morse code instruction record

$2.92 without batteries

Easy way to learn telegraphy. Two transmitter-receiver units make it possible to communicate between any 2 points. Permits learner to send code by using buzzer, clicker or light bulb. High-impact plastic. Morse code molded into top of housing. 25-ft. wire. Instruction record, operator's manual included. Order 4 "D" batteries below

49 U 1956—Wt. 1 lb. 4 oz... .. .. ..Set $2.92

"D" Battery. Shipping weight each 4 ounces

49 U 4660..... Each 16c ..4 for 60c

Talk with a friend 300 to 800 feet away

COMMANDO Walkie-Talkie

So easy to use . . no wires, no aiming, no earplugs

$12.88 each without battery

Order two transmitter-receiver units and have the fun of 2-way conversations with your pals. Use indoors, house to house, in games, on camping trips, even boat to shore. They're as easy to use as your telephone. Just push button to talk, release button to listen. 3-transistor circuit. Transmits on Citizen's Band . . no license needed. Transmitter-receiver fits snugly in hand . . only 4½x2x1¼ inches deep. Plastic case has an olive-drab finish. 23-inch telescoping antenna. Perfect for ages 6 through 16. From Japan. Battery not included. Order one 9-volt battery below for each unit. Shipping weight each 9 ounces.

49 U 2180M—Each $12.88; 2 for $24.88

9-volt Transistor Radio Battery.

49 U 6417M—Shipping weight 4 oz....45c

DICK TRACY Two-way Wrist Radio

$14.99 each without battery

Not just a toy. It's a useful communication instrument . . for everyone from 8 to 60. It sends and receives messages both indoors and out, through walls, up to 1500 ft. Two units required for two-way communication. Operates on channel 16 of Citizen's Band. No license required . . complies with FCC regulations. Power pack attaches to belt. Antenna is recessed and extendable. Shock-and-impact-resistant plastic case. Order 9-volt battery above. Shipping wt. 1 lb. 4 oz.

49 U 2179M—Each $14.99; 2 for $28.88

THE BIG BLAST

Send your voice booming up to 100 yards

$6.88 without batteries

Just squeeze the trigger to send your voice booming. Amplifier is completely transistorized. Ideal for playground, spectator sports, boating or just plain everyday fun.

Lightweight and compact . . made of high-impact plastic; colorful blue and green. 12 inches long. Perfect for all age groups. Batteries not incl (order 4 "D" batteries above).

49 U 2174—Wt. 2 lbs. 1 oz...$6.88

THE BIG VOICE

Transistorized Public Address System works indoors or out

$9.88 without batteries

Speaker cabinet for desk use or wall mounting. Complete with shoulder strap for portability. Desk-style microphone stand. Microphone with special cable and clip on strap, also 25-ft. microphone extension cord. Blue and ivory-color plastic, 7½ inches high. Batteries not included (order 4 "D" batteries above at left). Shipping weight 2 pounds 9 ounces

49 U 2175. ... .$9.88

Full 12-chord Electric Organ in luggage-type portable case $34.99

From Italy comes our newest organ for children . . a portable to develop child's talent at home or away. Superbly made, it has stainless steel reeds for rich, full tone. Volume control slide bar. 30 keys and 12 chords. 6 pre set chords and 6 bass tones are played by the left hand which sets the rhythm. Right hand plays the melody. Easy number system is of special help to child who doesn't read notes. Music book. Extra books sold at right (49 U 616). Woodtone cabinet is covered with durable two-tone blue vinyl. 22x11x8 inches high

79 U 603C—Shipping weight 13 pounds $34.99

Note: Electric organs on both pages have on-off switch and are UL approved for 110-120-volt, 60-cycle AC.

8-button Electric Chord Organ $24.99

With left hand you play 4 chords and 4 bass notes to get resonant tones and definite rhythm. Right hand plays the melody with the help of an easy numbered note system. Volume control slide bar and fine quality stainless steel reeds. Walnut-grain vinyl covers the wood veneer cabinet, protecting it from scuffs, stains. 18x9x7 inches high. Music rack, 22 selection song book included

49 U 602—Shipping weight 10 pounds . $24.99

6-chord Electric Organ $19.99

Distinctive organ with chord player sounds resonant chords at a touch of a finger. Play sharps and flats, 2 full chromatic octaves on the 27, full-size black and white keys. 6 button automatic chord player adds fullness of tone to songs played. Key selector simplifies playing. Walnut grain plastic cabinet. 19x9x8 inches high

79 U 589C—Shipping weight 11 pounds . $19.99

Three Music Books for organ above. Carols, children's favorites.

49 U 590—Shipping weight 8 oz. . . . . Set $2.39

Get 18 different chords just by touching buttons on the Sears Electric Chord Organ

$44.99

See how easily children play tango, waltz, rhumba, other rhythms—without lessons. Secret . . a pre-set arrangement of 18 buttons for left hand: 6 bass tones for rhythm . . 6 major, 6 minor chords for accompaniment. Right hand plays melody. With "number selector" method, organ keys match number strip of sheet music. Loud-soft volume control slide bar, stainless steel reeds. Feather touch, fingertip action. 3 full octaves . . 37 treble keys, 18 bass buttons. Cabinet is mar-resistant vinyl in two-tone walnut grain . sealed onto wood veneer for long life. 4 steel legs. 24x10x30 in. high. Book of 22 melodies. Bench not included, order on facing page

79 U 604C—Shipping weight 18 pounds $44.99

Five Extra Music Books. "Number selector" method for 3 organs above

49 U 616—Shipping weight 8 ounces . . . . . Set $3.39

Golden-pipe Electric Reed Organ

$12.99

Rich in tone, this organ boasts a 27-key range, covering over 2 octaves. Made for key-selector system. Cabinet is scratch-resistant high-impact plastic . . walnut shade, brightened by gold-color trim. Organ measures 15x6x10 inches high. 16-song music book is included

79U621C-Shpg. wt. 11 lbs. $12.99

NO MONEY DOWN on Sears Easy Terms

4.88 Set

Patio ware dinner set

- 87 pieces, complete service for six
- Pretty blue/green design on sturdy white plastic
- Individual casseroles make serving great fun

PATIO WARE DINNER SET. Your "little hostess" will be thrilled with her very own dishes. And there are 87 pieces in all—enough to serve six of her friends royally. White polystyrene plastic. Set includes six each: plates, cups, saucers, goblets, butter plates, salad bowls, individual casseroles, forks, knives, spoons, paper napkins. Set also includes salad fork with cover and handle, 3 casseroles in assorted size, with covers, large salad bowl, salad fork and spoon, buffet grill, platter, warming stand, percolator with cover, creamer and sugar set, salt and pepper shakers.

X 921-4883 A—Shipping weight 3 lbs. 1 oz. 4.88

1 2.88 Set

2 2.99 Set

Princess "crystal-cut" set

1 36-PC. TEA SET. For the elegant little miss. Complete service for 4. Plates are metal, rest are polystyrene plastic. Four each: cups, saucers, plates, sherbet dishes, cutlery sets, napkins. Also, tea server, sugar bowl, creamer, floral centerpiece.

X 921-4834 A—2 lbs. 1 oz. 2.88

Blue hobnail set

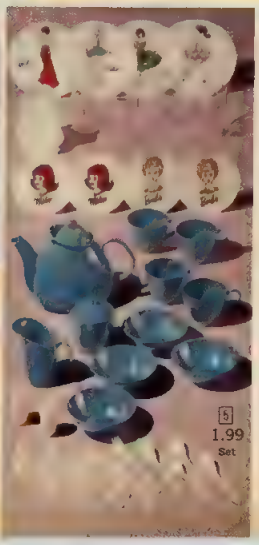
2 58-PC. HOBNAIL TEA SET. Six each: plastic plates, cups, saucers, goblets; metalized knives, forks, spoons, paper napkins. Also, butter dish with cover, salad bowl, pitcher, creamer, sugar bowl, cake and butter knives, salt/pepper shakers.

X 921-4875 A—1 lb. 14 oz. 2.99

3 1.99

4 1.99 Set

162 PENNEY



5 1.99 Set

36-pc. dinner set

3 LOVELY PLASTIC DINNER SET FOR FOUR. The very particular junior hostess will love the "crystal look" just like mom's best ware! Complete service for four in plastic with clear-cut crystal-look design. Set includes four each: plates, saucers, cups, knives, forks, spoons, goblets, napkins. Also included in set: silver-color metallized teapot with cover, creamer and sugar bowl.

X 921-4867 A—2 lbs. 1 oz. 1.99

Fun for tea party time

4 SIMULATED IRONSTONE TEA SET. 38-pc. set. Every young miss will be delighted with this pretty blue set. Designed with traditional beauty in mind. Set consists of four each: plates, saucers, cups, goblets, knives, forks, spoons, napkins. Also includes: teapot with cover, creamer, sugar bowl with cover, and lovely Lazy Susan.

X 921-4859 A—2 lbs. 1 oz. 1.99

5 BARBIE AND MIDGE® TEA SET. 44-pc. set. Especially designed for friends of "Barbie" and "Midge"! Complete service for four, in blue and white plastic with "Barbie" and "Midge" pattern. 4 each: plates, saucers, cups, knives, forks, spoons, goblets, salad bowls, napkins. Also teapot with cover, creamer, covered sugar bowl, napkin holder, salt/pepper shakers.

X 921-4842 A—2 lbs. 1 oz. 1.99

Order toys till Sept. 20, 1965

Little Girls Adore *Ginger*

She's lovable, cute, cuddly

Yes, Ginger is the cutest, chubby doll you have ever seen! Measuring 8" tall Ginger has a soft movable head with rooted hair. Yes, you can comb it as often as you wish! Her arms and legs are soft and movable too . . . *and even her hands!* Ginger is dressed in a red and white knitted playsuit with white socks to match. She has an impish expression on her face that makes kids and Moms just *have* to own her.

RETAILS AT

89¢

No. 1600

PACKED: Each in acetate cylinder with carrying handle.

3 doz. per carton. Banded 6 doz.

SHIPPING CARTON: 6 doz.

FAB-LU LTD.

OFFICE
131 West 28th Street, N. Y. C.

SHOWROOM
Room 651 — 200 5th Avenue

Puddle-Jumper carries bridge

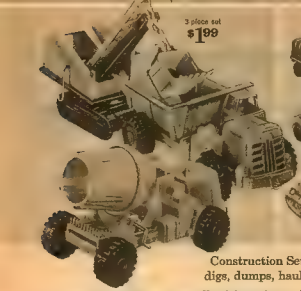
50-piece Armored Attack Set

Puddle-Jumper spans river over scissors bridge . . cannons shoot plastic shells . . land mine explodes

All of long-lasting polyethylene Includes 37 soldiers in action poses **$5.77**

Here's a force that plays war without one loss—it's break-resistant plastic. Look what you get: 20-inch Goliath tank, 18-inch tank destroyer, and 14-inch Puddle-Jumper—each with cannon that shoots harmless plastic shells (6 included). You also get spring-action land mine that explodes when driven over; supply truck, jeep and 37 soldiers. All pieces in olive drab color.

79 U 5459C—Shipping weight 5 pounds ..... Set $5.77



3 piece set
$1.99

Construction Set digs, dumps, hauls

Here is heavy-duty equipment for big construction jobs. *Power shovel* scoops and dumps; has swivel cab and hidden wheels. *Truck* hauls and dumps. *Cement Mixer* drum turns and dumps. All pieces made of shatterproof, flexible plastic, 12 to 14 inches long. Shipping weight 3 pounds.

49 U 5405.... Set $1.99

$1.99

9-piece Army Vehicle Set of flexible plastic

Free-rolling land armada, set for big push to the next objective. 2 tanks with swiveling turrets and guns guard a convoy of 2 cargo trucks, 1 armored car, 1 jeep, 2 armored personnel carriers and 1 personnel carrier armed with 8½-inch long cannon. Gun moves up, down, and swives. Vehicles measure about 7 in. long. All come in olive drab color. Extra pieces—3 soldiers in seated position. Shipping weight 2 pounds 8 ounces.

49 U 5446. ..... Set $1.99

1 **$1.79**

2 **$2.89**

3 **98c**

Fine-quality Imported Vehicles powered by strong friction motors

Carefully crafted of high-impact plastic (almost unbreakable). From British Colony of Hong Kong

1 **Custom Cargo Liner.** Diesel-type truck designed with wrap-around windshield. 12 inches long.
49 U 4208—Shipping weight 1 lb. 3 oz..... $1.79

2 **Custom Turnpike Liner.** Sleek design features sky-view dome. 10 wheels. About 18 in. long.
49 U 4207—Shipping weight 1 lb. 8 oz. .. $2.89

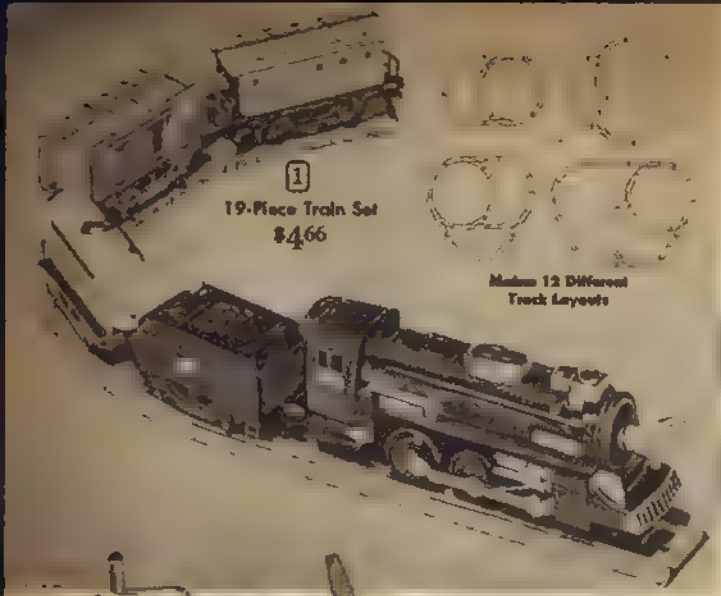
3 **T/C 600 Convertible.** Trunk opens. 12 in. long.
49 U 4288—Shipping weight 11 ounces.....98c

Giant Missile-firing Tank

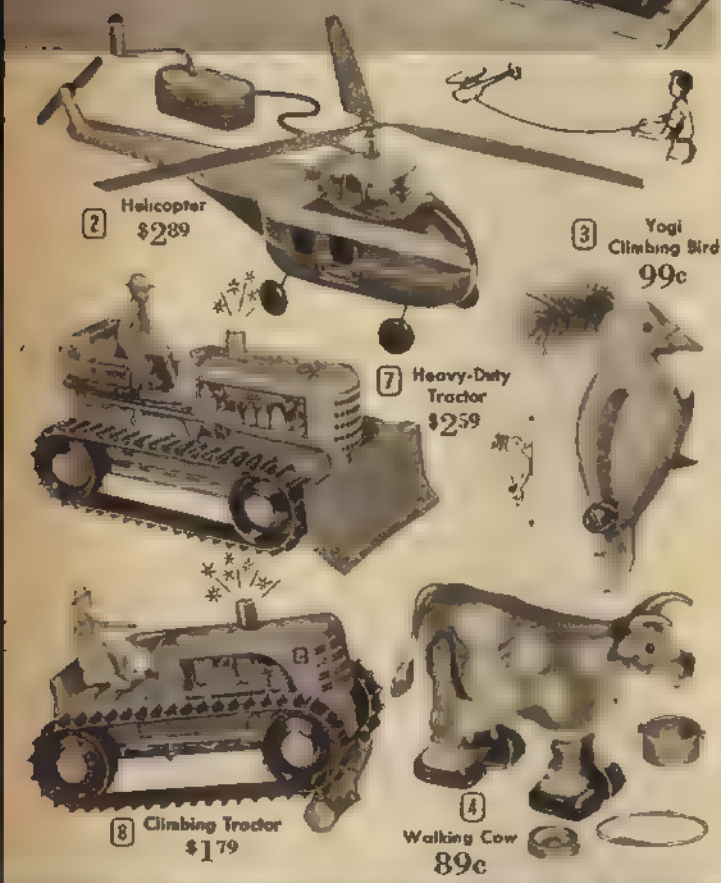
Over 2¼ feet long . . Turret swivels 360° **$3.77**

Pride of the toy tank corps, this one can win play battles all by itself. Load cannon with plastic missile (4 included). Swivel gun turret 360 degrees until target's sighted. Pull firing pin—zoom! Harmless plastic missiles soar up to 20 feet to score a hit. 17-inch long cannon barrel is aluminum. Rest of tank is tough, durable plastic, colored in army khaki. Rolls on concealed wheels. 14 inches high.

79 U 5456L—Shipping weight 6 pounds $3.77



Exciting Action Toys...



1 19-Piece Train Set. Supplies hours of absorbing fun for little train men. Big, battery operated locomotive with headlight, chugs along followed by Coal Car, Box Car, Tank Car and Caboose. Manual off/on switch.

Also included are 12 different tracks, 2 switch tracks—14 in all. Train, cars and solid track are all metal, colorfully lithographed to look very real. Train about 25 in. long. Imported. Needs 2 "D" batteries, order below.

48 T 2944—Ship. wt. 2 lbs. 10 oz. **$4.66**

2 Fly Your Own "Whirlybird" by remote control! Crank gear box, flexible rotor blades, landing wheels. Lithographed metal, about 9 in. long; cable about 36 in. Imported.

48 T 2891—Ship. wt. 1 lb. **$2.89**

48 T 2892—Like above, but 5½ in. long, cable 32 in. Ship. wt. 8 oz. **$1.49**

3 Yogi Bird walks up your walls, doors, windows (see small view) or any non-porous surface. Brightly colored plastic with bell that tinkles as he moves—fascinates everyone. Pull string to operate. About 5 in. high.

48 T 2963—Ship. wt. 4 oz. **99c**

4 Walking Cow. Just put it on a table with weighted string over the edge, walks to edge of table and stops—won't walk off. *Milk it too.* Fill with "milk," pump tail. Tinted plastic. With small milk pail. About 5¼ in. long.

48 T 2908—Imported. Ship. wt. 4 oz. **89c**

5 Big Jet Plane. Exciting automatic action—motors make noise like "real jet"—then lights flash in jet pods at rear. Plane moves across floor, forward or in circle "Stop-go" action.

Sturdy metal construction. Size about 15½ in. long; wing-span about 12 in. Needs 2 "D" batteries, order at bottom of page. Imported.

48 T 2947—Ship. wt. 1 lb. 10 oz. **$2.88**

6 Racing Cars . . . famous models you'll recognize—Porsche, Ferguson, Cooper, Lola Climax, Vanwall and Cooper Formula 1. Helmeted driver behind wheel. Strong non-breakable plastic, powered by friction motor. Cars measure abt. 6¼ in. long, 2½ in. wide, 1⅞ in. high. Imported.

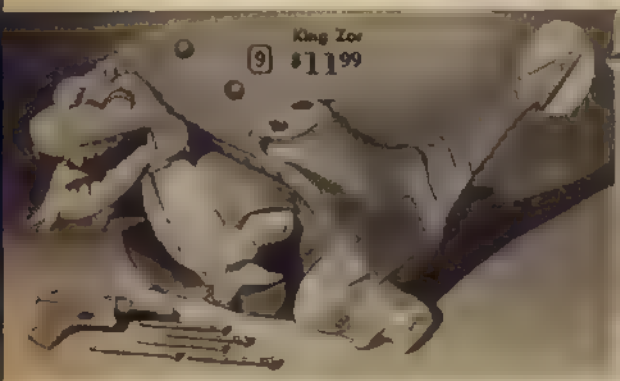
48 T 2955—Ship. wt. 1 lb. 6 oz. . . **$2.69**

7 Heavy-Duty Tractor with vinyl scraper climbs, emits harmless sparks! Diesel model with rubber treads powered by easy-to-wind, clock spring motor. Lithographed steel. Includes driver, key. Abt. 10 in. long.

48 T 2866—Ship. wt. 1 lb. 8 oz. **$2.59**

8 Climbing Tractor emits harmless sparks. Climbs over obstacles . . . has sure-grip rubber caterpillar treads for firm traction. Easy-to-wind, clock-spring motor with brake and key. Colorful lithographed metal with visible "motor" and molded realistic plastic driver. Abt. 8½ in. long.

48 T 2865—Ship. wt. 1 lb. 6 oz. **$1.79**



9 King Zor the Dinosaur. Looks like a prehistoric monster. He lumbers forward until his tongue strikes an obstacle. He roars angrily, backs away and turns in another direction. But King Zor has a sensitive spot—his tail. Shoot one of the darts from dart gun at his tail—Zor roars in protest, turns and fires ball at you when tail is hit. Sturdy plastic. Abt. 31 in. long. Comes with dinosaur gun, supply of rubber-tipped darts and plastic balls. *Mail.* Needs 2 "D" batteries, order at right.

48 T 2820 MO-Wt. 7 lbs. 8 oz. **$11.99**

10 Piper Cub Plane. Replica of the famous executive and sports plane. Large size—thrilling sight to see it rolling down the runway. Powerful friction motor moves it fast. Has clear plastic cockpit and spinning prop. 20½-in. wing span, fuselage about 14½ in. long. Imported.

48 T 2923—Ship. wt. 1 lb. 2 oz. **$1.89**

SAVE THIS CATALOG . . . Toys Available Until Oct. 1, 1964 . . . Handy Way to Buy Children's Birthday Gifts Throughout Year

11 Cadillac Sedan . . . drive in luxurious style . . . big, realistically detailed model. 17 inches long from shining bumper to shining bumper. Twin rear view outside mirrors. Metal body, rubber tires. Powerful friction motor. Imported.

48 T 2945—Ship. wt. 3 lbs. 3 oz. **$3.88**

Batteries for items on these two pages. Standard "D" cells. Heavy-duty for long life. Ship. wt. each 4 oz., 4, ship. wt. 1 lb.

48 T 2339 X · Each **21c** ..... 4 for **79c**

12 $3.99 Monorail

13 Gaylord $10.99

14 Police Car 98c

15 Beverly Hillbillies $7.88

16 Penny the Poodle $6.44

For Active Children

12 **Monorail**—All Aboard for Fun Time! Two-coach metal express train whizzes around "dreamland" on its own overhead track suspended on 10 rail pillars. Colorful cardboard base about 33½x23½ in. Instructions incl. Needs two "C" batteries, order below. Imported.
48 T 2997-Wt. 1 lb. 13 oz. **$3.99**

13 **Gaylord the Basset Hound** is the friendliest fellow around. He's clever and can do almost anything a real dog can—walk beside his owner, climb shallow steps—even "bark!" A hidden magnet enables him to catch a bone with his mouth.

Control his movements by gentle tugs of the leash. He goes forward—stops—backs up. Children love his comical, waddling walk and sad-eyed face. Sturdy plastic; batteries not included (order 4 "D" batteries below). About 23 in. long. *Mailable.*
48 T 2621MO—Wt. 6 lbs. **$10.99**

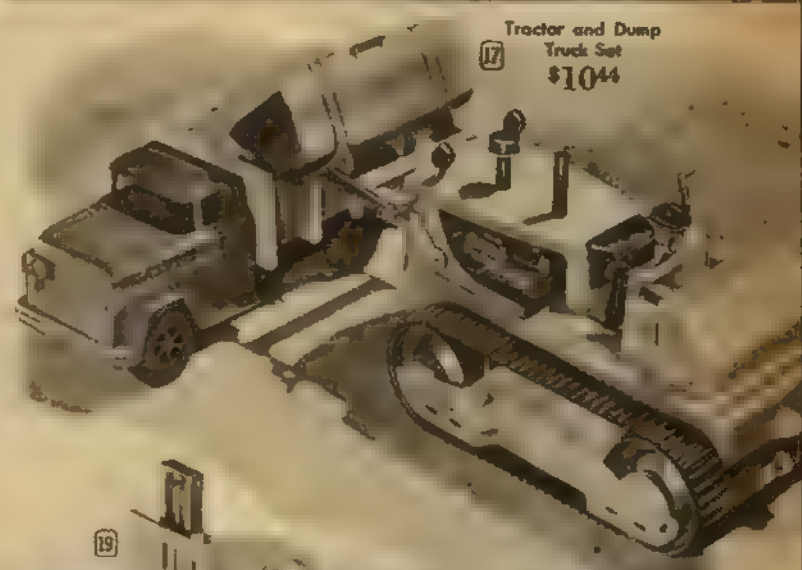
14 **Police Car** with siren and flashing light goes forward or backward—you control the action. This is exactly what Ir Crime Fighters need for chasing bad guys! Enameled metal, nickel-plated bumpers. About 7 inches long. Order 2 "D" batteries below. Imported.
48 T 2909—Ship. wt. 8 oz. **98c**

15 **Beverly Hillbillies**—they might have chugged off the TV screen into real life! In the "rattling" plastic car are removable replicas of Jed, Granny, Jethro and Elly May with an assortment of Hillbilly paraphernalia. Just wind it up and watch it go, making noises like an old Hillbilly truck! About 24 in. long. *Mailable.*
48 T 2876M—Ship. wt. 7 lbs. **$7.88**

16 **Penny the Poodle**—she's a perfect companion and a lovable little lady from her top-knot to her wagging tail. You can make her sit, stand or walk . . . even bark! Control her with the leash; no batteries needed. Made of pink and blue plastic—steel springs in moving joints. Abt. 15 in. *Mail.*
48 T 2854M—Wt. 2 lbs. 12 oz. **$6.44**

17 **Tractor and Dump Truck Set** Pick up a load in one place—dump it in another! There's lots of fun ahead with the colorful, plastic Jumbo Tractor, abt. 18 in. long. It has a big mechanical lift scoop, rugged two-engine pulling power, separate forward and reverse lever controls for each motor with realistic motor noise.

The bright, plastic Dump Truck has a mechanical lift, a tailgate and is abt. 17 in. long. Tractor needs 4 "D" batteries (not included, order below). Shipping weight 10 lbs. *Mailable.*
48 T 2853M—Both for only **$10.44**



17 Tractor and Dump Truck Set $10.44

19 Forklift $6.88

20 Tractor $6.88

18 Thunderbird $2.88

18 **Thunderbird Convertible.** Just like the one you see on the highway! Retractable steel top raises and disappears into trunk—automatically! Operates by remote control; forward, backward, right, left. Lithographed steel body. Needs 2 "D" batteries (not included; order below). About 11 inches long. Imported.
48 T 2844—Shipping weight 2 lbs. **$2.88**

Batteries for items on these two pages. Heavy-duty for longer play.
48 T 2339 X STANDARD "D" CELLS. Ship. wt. ea. 4 oz. Ea. **21c**, 4 for **79c**
48 T 2341 X STANDARD "C" CELLS. Ship. wt. ea. 3 oz. Ea. **16c**; 4 for **59c**

19 **Ford Forklift Truck.** 11-in. pallet lift raises, lowers by remote control to pick up goods. Steel truck goes forward or reverse with steering; lighted motor. Driver sits behind movable steering wheel. 9-way action; heavy-duty tires. Needs 2 "D" batteries (not included; order at left). About 14 inches long. Imported.
48 T 2808—Ship. wt. 4 lbs. **$6.88**

20 **Ford Industrial Tractor.** Big 20-in. steel model of the real thing—exciting nine-way action! Operates by remote control—steer it forward, reverse, run it over obstacles. Bulldozer dumps, raises, lowers—pistons light up. Push-button control operates front bucket, hand crank for back scoop. Needs 2 "D" batteries (not included, order at left). Imported.
48 T 2807-Ship. wt. 4 lbs. **$6.88**

WARREN Built-Rite GAMES

EVERYDAY SELLERS

CARD GAMES

7 Title Assortment

No. 4429

These full color cards are "Shaped" to fit small hands. Each box cello wrapped. Colorful display unit.

Each Set Complete. Only 29¢ each.

Warren Paper Products Co., Lafayette, Indiana

Prize Packages*

... are yours with A & H Dolls' complete series of beautifully costumed dolls (including the new "Teens in Bells") ... all packaged in A & H designed & created, crystal-clear plastic "Bells."

*WINNER, 1961 ONLY AWARD FOR ORIGINAL "BELL" PACKAGING.

A&H DOLL MFG. CORPORATION

200 FIFTH Av., N.Y. 10, N.Y. BE 9-5464
Plant: 43-12 80 St., Woodside 77, N.Y.

11 million copies of its fall-winter issue in early July. Last year, 10 million copies were sent out. The Sears book is its biggest in terms of total pages (1,764) and color pages (594).

Aldens, Inc., has mailed its 75th anniversary fall and winter catalog. The largest ever issued by the company, it contains 912 pages, 486 of them in color.

✧

SPIEGEL, Inc., has announced the appointment of Charles G. Burd as divisional vice-president in charge of credit. He had been corporate credit manager since 1962

✧

COLUMNIST Tony Weitzel reports that toy designer Marvin Glass has turned theatrical angel. He invited other potential backers to his Evanston home recently to hear a reading of a new play titled "Absence of a Cello"

... Retailing

(*Continued from page 62*)

was no place in town to buy toys of any consequence. Investigation revealed a 13,000 population, 5,000 kids in the schools, plus other hundreds of preschool age. There was a trading area of several thousand population, and the town was heavily populated with U.S. Armed Forces servicemen from Travis Air Force Base, most of them with large families.

What about advertising? It must be fit to the advertising media available in each town. Television, radio and newspapers are used.

Eureka is the only town having television stations and the programs offered there are gobbled up by the citizens of McKinleyville only a few miles to the north.

Foster's Toy and Hobby Shop is one of several sponsors of the "Romper Room" program. This is for kids from 2 to 5 years of age with five or six different youngsters appearing on each show five days a week. A woman in charge has the youngsters play with Romper Room toys

NEW! NEW! NEW!

LINDY LOONYS

Wild and Wacky Figures! Complete Instructions With Every Kit!

50¢ RETAIL

● Contact Your Jobber.. Get 'Em While They're Hot!

LINDBERG PRODUCTS

8050 N. Monticello Ave. Skokie, Ill.

N.Y. SHOWROOM 200 Fifth Ave. Room 316

CANADA International Games of Canada

240 Eighth Street, New Toronto, Ontario, Canada

Ball-tossing Tu Tu

TU TU TURTLE BY IDEAL. Want to play? Tu Tu does, and he's all set to "pitch." Place plastic ball in his mouth push him backwards—ball pops back at you to catch. Made of sturdy styrene plastic. Colored green, yellow, red. Set includes 2 plastic balls.
X 923-4097 A—Shpg wt. 2 lbs. 12 oz .. .2.88

BIG BRUISER WRECKER BY MARX. Powerful enough to haul any damaged play car or truck. Completely battery operated rear-wheel drive and electric winch with 15 lbs. of pulling power! You even get a damaged truck with replacement parts. Accessories include flashing red roof light, safety-guard tail gate and towing crash plate, operating steering wheel, windshield wipers and horn balloon-type tires, assorted repair tools. Wrecker is 25 in. long, truck 15 in. long. All plastic. Order batteries below
X 923-4386 A—Shipping weight 6 lbs. 9.99

"a left to the body . . . a right to the chin"

ROCK 'EM, SOCK EM ROBOTS BY MARX Exciting ringside action is yours with this thrill packed, skill-testing game. Boxing robots are completely hand-controlled—you call the punches! Make them move cautiously around the ring then "zing", pull the levers and they throw rights lefts. Hit your opponent on the chin a spring mechanism knocks his head off . . . press it back down and you're ready for another bout. 20 x 20 in. ring, 12½ in. boxers. High-impact plastic.
X 924 0623 A—Shipping weight 7 lbs . 7 44

"Knock his block off" with punches you control with levers!

7.44

V-RROOM Guide-Whip Racer

3.27

MOTOR ROAR RACER BY MATTEL. The starter gives the signal and "V-RROOM," you roar away, guiding your racer to an exciting finish! What fun . . . the faster you go, the louder the motor roars. Using the guide-whip and cord, spin racer in circles, steer it in and out, maneuver obstacle courses. Friction motor for self-propulsion. High impact plastic. 14 in. long. No batteries needed
X 923-8874 A—Shpg. wt. 2 lbs. 10 oz . 3.27

PENNCREST BATTERY PACK. 10 standard "D" cell batteries in a handy cardboard carrying case 1½ volts. For flashlights, games, toys. Made in Japan. 1 lb. 12 oz.
X 858-1316 A.....Pkg/10, 99c
X 858-1332 A—7 oz. Pkg/2, 35c
"C" cell battery pack
X 858-1324 A—3 oz. Pkg/2, 35c

REMOTE-CONTROL VEHICLES . . . guide them while standing up!

Operate wrecker winch — *Move them forward and back—in circles* — *Retract T-Bird's top*

WRECKER TRUCK. Pull up to the scene of an "accident" and tow the damaged car away. Powerful battery operated motor lets you move metal truck forward, reverse operate motor driven winch . . . all by push button remote control. Remote steering. Rubber wheels 10½ in. long. Uses 2 "D" cell batteries (order above). From Japan
X 923 8643 A—Shpg. wt. 1 lb. 7 oz. 2.77

POLICE CAR Stop speeders keep law and order with this remote control "prowl" car. Push buttons control forward and reverse motion. Siren sounds and green light works when car is on the move. Remote steering. Metal construction, rubber tires 11½ in. long. Uses 2 "D" cell batteries (order above). From Japan.
X 923 8668 A Shpg wt 1 lb 4 oz . 2 67

THUNDERBIRD. You're a real "sport" with this "sassy" convertible. Remote controls move "T Bird" forward back automatically steers right or left. Hard top automatically retracts and folds into trunk. High impact plastic 9½ in. long. Uses 2 "D" cell batteries (not included—order above).
X 923 8551 A Shpg wt 2 lbs . . 2.99

Buy toys with Credit Command! No down payment—see page 283.

bump-along **old-timer car**
shakes, rattles, and rolls—drive
almost falls out of his seat

3.77

- Over 10 inches long
- Realistically detailed
- Working headlights

OLD TIMER CAR. Delightfully shaky vintage auto bumps in all directions—hits obstacles and stops. Then it continues on a different course—entire car "shakes, rattles and rolls"—driver almost falls out of his seat. Sturdy metal. Uses 2 "D" batteries.* From Japan.
X 923-8569 A—Wt. 3 lbs. 7 oz. . . . 3.77

Buy all your toys with Credit Command—see page 28[illegible]

3.66

LOCOMOTIVE. Hits obstacles, vibrates, changes direction, keeps on going. Makes clacking sound, whistles, smokestack flashes. Uses 3 "D" batteries.* From Japan.
X 923-8676 A—Metal. 15 in. long. Wt. 2 lbs. 4 oz. 3.66

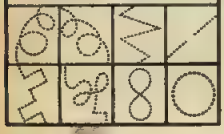
Remote controls make him "come to life"

2.99

SNIFFY DOG. A lively playmate for any youngster! Handle the push-button controls and make Sniffy "come to life." Make him walk, sniff, wag his tail, move his head from side to side, flop his ears, and move his eyes. Plush-covered metal body. Uses 2 "D" batteries.* From Japan.
X 923-8692 A—Shipping weight 1 lb. 1 oz. 2.99

[1] **3.99**

SEE "Automatic Pilot" Supercar take these courses—8 in all!



[1] **SUPERCAR.** Amazing version of the same "Automatic Pilot" Supercar that Capt. Mike Mercury uses on his daring TV adventures. Speeds along like magic on 8 different predetermined courses or zooms on the straightaway. Just select a course and plug in magic cam. Durable plastic construction—10¾ in. long. Zippy electric motor uses one "D" battery.*
X 923-4089 A—Wt. 3 lbs. 3.99

[2] **3.27**

[2] **NUTTY INDIAN.** Gaily painted and dressed in cotton felt, he gives out with chilling war whoops, beats his drum, and makes ceremonial movements. To round out this exciting performance he makes his tongue move and stares at you with piercing eyes. Has plush hair and long war bonnet. 12 in. tall. Uses 2 "D" batteries.* From Japan.
X 923-8858 A—Wt. 4 lbs. 3.27

* Not included—order on page 269.

SAVE THIS CATALOG—ORDER toys any time till September 20, 1965.

Go big-game hunting! Grizzly growls when hit—takes off in new direction!

[3] **8.47**

[4] **2.69**

[3] **BEAR HUNTING SET.** Makes any room a big-game hunting ground. Aim at the grizzly with the 28-in. over-and-under dart rifle—let him have it with both barrels (without reloading). 10½ in. plastic grizzly runs, growls and changes direction when hit. Uses 4 "D" batteries.* 6 suction cup darts. Not sold to residents of Del. or Mass.
X 923-4535 A—Shipping weight 3 lbs. 8 oz. 8.47

[4] **RABBIT HUNTING SET.** Have the time of your life "rabbit hunting." Develop your reflexes and hunting skills, too. 28-in. double-barrel plastic shotgun shoots 2 suction-cup darts with one loading. 9-in. long plastic wind-up rabbit runs along and falls over when hit. 3 darts incl. Not sold to residents of Del. or Mass.
X 924-0557 A—Shipping weight 2 lbs. 4 oz. 2.69

Charge!

Raise the plastic saber . . fire authentic cavalry guns $5.95

Become a "Horse Soldier" of the Old West. You pack a 26-inch cap-firing carbine . . a 9¾-inch cap pistol that shoots 8 soft bullets . . and a 26-inch plastic saber with scabbard. Plastic cavalry hat, canteen, belt with cartridge case, scabbard hanger and holster. Cotton bandana. (Not for sale in New York City or Mass.)
79 N 2605CG—Shipping weight 4 pounds.... $5.95

You're ready for any outlaw with this 4-weapon

Western Marshal Outfit

Fight it out with guns blazing. Use rifle for long-range duels . . fast-draw pistols for shootouts . . bowie knife for hand-to-hand combat. All look real. 32½-inch rifle has a strong steel barrel, nickel-plated working parts, walnut-colored plastic stock.

Rifle and repeating pistols fire roll caps. Knife flexible plastic. Leather holsters have rich dark saddle brown finish, [illegible] to 29-in. waist. Includes badge, [redacted] (Not for sale in New York City.)
79 N 2812CG—Shipping wt. 4 lbs.. $4.88

Miniature Sets for tiny tots

Rifle and Double Holster Set. 27-inch "flip-action" rifle in plastic and metal; two 6-inch pistols. Leather holsters, adjustable belt. Rifle shoots roll caps, pistol single caps.
79 N 2753C—Shipping weight 2 pounds.....$1.99

Double Holster Set. Two 5½-in. cast metal cap pistols. Black leather holsters with silver-color steerheads. Adjustable belt fits waists 18 to 24 inches.
49 N 2633 Wt. 8 oz. 99c

Roy Rogers Double Holster Set. Looks like big brother's. Guns are 6½ in. long, fire single shot caps. Top-grain leather holsters. Adjustable belt fits 16 to 21 in. waists.
49N2736-Wt. 11 oz. $1.77

Guns and Clothes Rack with real western look

$3.19

Helps junior keep his bunkhouse tidy. 6 horseshoe hooks for guns, holsters, pants, shirts and hats. Bright metal conchos, leather thongs. Solid pine, clear lacquer finish. 20x20 inches. Attaches to wall or closet door, hardware incl. Unassembled.
79 N 2734C—Wt. 4 lbs. $3.19

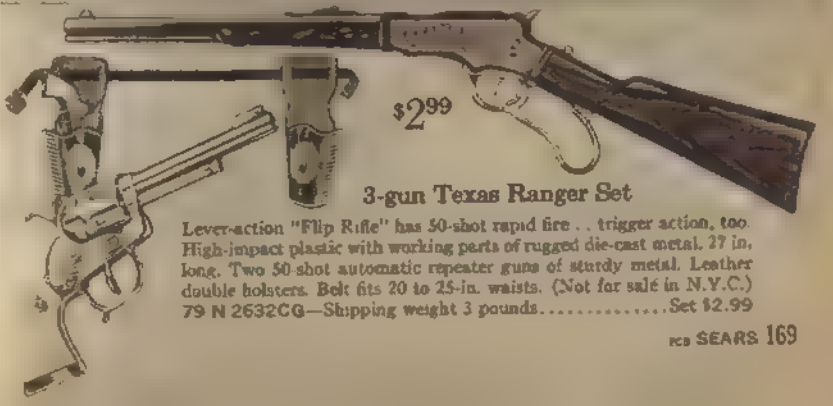
NOTE: *Caps are not included with any cap-firing toy*

Mattel's "Shootin' Shell" Buffalo Hunter Set

Lever-action 26-inch Winchester rifle ejects shell . . single or rapid fires. 9-inch Fanner pistol. Plastic and metal, both shoot caps or shells. Flexible knife with leather scabbard, holster and belt. Fits 25 to 34-inch waists. 9 cartridges, 30 bullet noses. (Not for sale in New York City or Massachusetts.)
79 N 2681CG—Shipping weight 3 pounds.....$5.32

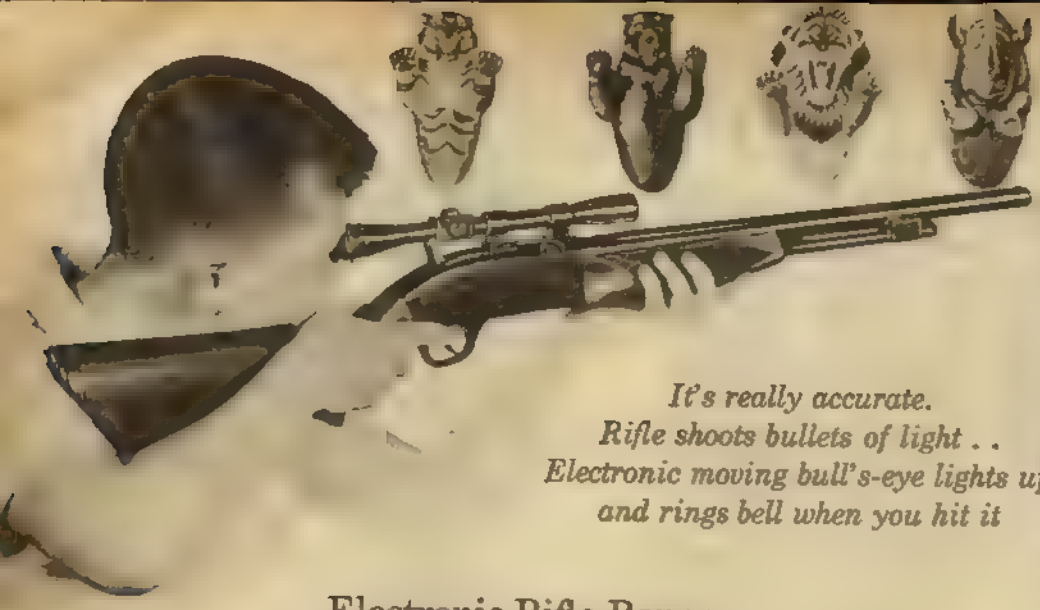
Mattel's Winchester Frontier Set

Gear up for wide-open spaces. "Shootin' Shell" 26-inch rifle has lever action, shell ejection . . single or rapid fire. 10¾-inch Fanner-50 pistol. Plastic and metal, both shoot caps. Dura-Hyde® plastic holster belt fit up to 28-inch waist. 2 cartridges, 6 bullet noses. (Not for sale in N.Y.C.)
79 N 2644CG—Shipping weight 3 pounds.....Set $3.87



3-gun Texas Ranger Set

Lever-action "Flip Rifle" has 50-shot rapid fire . . trigger action, too. High-impact plastic with working parts of rugged die-cast metal. 27 in. long. Two 50-shot automatic repeater guns of sturdy metal. Leather double holsters. Belt fits 20 to 25-in. waists. (Not for sale in N.Y.C.)
79 N 2632CG—Shipping weight 3 pounds.....Set $2.99



It's really accurate.
Rifle shoots bullets of light . .
Electronic moving bull's-eye lights up
and rings bell when you hit it

Electronic Rifle Range

Become a real marksman with this action-packed target set. 35-inch plastic rifle shoots at the speed of light with precision accuracy. Adjustable, telescopic-like sight lets you really zero in. Target with photo-electric cell 16x20 in. high. Includes 4 different wild animal heads that can be snapped on target. Score cards. Target uses 6 "D" batteries, rifle uses one 9-volt battery . . order both below.
79 N 2638LM—Shipping weight 9 pounds.....$14.66

Heavy duty 9-volt Battery. Shipping wt. 5 oz.
79 N 2670M.....Each $1.49

"D" Battery. Shipping weight each 4 ounces.
79 N 4660.....2 for 32c; 4 for 60c

Spring-action motor keeps bull's-eye in motion, and acts as a scoring "timer".

$14.66
without batteries

MARX DETECTIVE SET has "Chopper" tommy gun that goes "RAA-TAT-TAT" as muzzle recoils . . cap-firing .38 pistol that shoots soft plastic bullets. Official-looking wallet and badge

$3.66

You're fully armed to capture every crook in town. Bolt action tommy gun chatters like a real machine gun, barrel recoils. Sturdy plastic and metal, 19 inches long. Snub-nose metal pistol has revolving cylinder just like a real gun . . fires caps and soft bullets at the same time. With 16 play bullets. Slip pistol into black plastic shoulder holster. If suspects have any questions, show wallet with credentials.
Not sold in N.Y. City or Mass.
49 N 2639G—Shpg. wt. 3 lbs.....$3.66

Electronic Pistol Range $10.88 without batteries

Replica of .45 automatic target pistol shoots "bullets" of light. 16x13-inch high target . . as you score bullseye, word HIT lights up, bell rings. Plastic pistol uses one 9-volt battery, target uses 6 "D" batteries sold separately below.
49 N 2718CM—Shpg. wt. 4 lbs.....$10.88

9-volt Battery. Shipping weight 4 ounces.
49 N 6417M.....Each 35c

"D" Battery. Shipping weight each 4 oz.
49 N 4660.....2 for 32c; 4 for 60c

Fast, repeating rifle shoots plastic balls $2.99

Repeating action pumps 6 balls from 14-in. barrel. Includes 6 plastic-keg targets. Black stock. Shoulder strap. 28 inches over-all.
79 N 2640C—Shipping wt. 2 lbs.....$2.99

Tommy Gun ejects shells as it is fired $1.99

Now, capture underworld mugs with realistically detailed gun. Pull-back bolt lever controls firing action . . shoot once or continuously. Red recoiling muzzle. Plastic, 19 in. long. 8 play shells included.
49 N 2641—Shpg. wt. 1 lb. 6 oz.....$1.99

Remco's Hamilton's Invaders Grenade Pistol, Helmet Set $3.57

Protect against outer-space invaders with cap-firing pistol . . shoots 2 plastic grenades, too. Metallic blue helmet has built-in shaded goggles. One size fits any youngster. Caps not included.
49 N 2624—Shipping wt. 2 lbs...Set $3.57

JAGUAR . . . an authentic model in the grand manner

Only **7.99**

Dazzling big-scale XKE—21¾ in. long—⅛ actual car size! Doors open and close! Windows crank open . . . steering works!

Detailed rear suspension

Triple-carb., 6-cyl. engine

JAGUAR XKE SPORTS CAR KIT. Superbly detailed model of the 150 mph, aerodynamically designed original. Operating doors, windows, steering; front suspension with coil springs. Hood opens to show 3.8 liter engine with ignition wiring. Brightly chromed wire-spoke wheels. Flexible whitewalls. Bucket seats detailed interior 267 parts in all!
X 924 1001 A—Shipping weight 5 lbs. 7.99

1932 Ford "Big Deuce"

Only **10.99**

MONOGRAM "BIG DEUCE" STREET/SHOW ROADSTER KIT Most popular hot rod of all time—now in 1½-in. scale. 20½ in. long! Operating doors, trunk lid, windshield, steering, hood and tail lights (uses 2 "AA" batteries—not included). Sports a big 1960 Pontiac engine, loaded with brightly chromed customized equipment—oil pan, undercarriage, transmission! And 8 each of spark plugs, chrome-plated carburetors, air cleaners, manifolds, and exhausts. Le Mans mag wheels, realistic whitewalls. Full custom interior parts and much more!
X 924 1027 A—Shipping weight 7 lbs. 6 oz. 10.99

HUBLEY 1930 PACKARD KIT. Authentic detail of a real classic car. It actually steers! Custom cabriolet body by Dietrich. Chassis, running gear, steering mechanism of die-cast metal.

Hood removes to show engine detail. Heavy rubber tires with plastic wire wheels 2 sidemount spares with mirrors. 75 parts altogether—in metal, plastic, metal-coated plastic. Measures 9¼ in. long
X 924-0979 A—Wt. 2 lbs. . . 3.69

3.69

1930 Packard

CHEVROLET PHAETON KIT Build realistic car with die-cast metal body, frame, and motor. Worm-and-sector steering mechanism lets you turn wheels

Removable hood shows authentic "engine." Interior accessories and seats. Real rubber whitewalls, wire spoke wheels (2 extra in sidemounts). 60 parts in all, some of plastic and metal-coated plastic. 8¼ in. long
X 924-0987 A—1 lb. 10 oz. . 2.59

2.59

1932 Chevrolet

Big "T" Street-Show Pickup

Only **7.99**

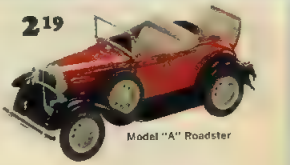
BIG "T" MODEL KIT. Big in size—16¾ in. long! Big in realism—has true custom details. Built around a 1924 Ford "T" roadster bucket and Model "A" pickup bed. Some of the many parts included are. Chevy 283 V-8 block, Edelbrock manifold, 3 Stromberg carburetors, real-action steering, custom exhaust system, '37 Buick transmission, 15-in. wheels, Racemaster drag slicks on rear. You get various front ends. Interiors include one with "TV," "radio," and "telephone." 203 precision parts in all—97 of them have bright chrome plating
X 924-1019 A—Shipping weight 5 lbs 7.99

206 PENNEY — SAVE THIS CATALOG—order toys now—and any time until September 20, 1965

1930 MODEL "A" FORD KIT Fizzy roadster die-cast metal plastic and metal-coated plastic. Build with top up or down. Real steering mechanism. 7½" long.

Hood lifts off to display detailed metal engine; rumble seat opens. Equipped interior. Rubber whitewall tires with spoke wheels, sidemount spare. Assembles easily with screwdriver
X 924 0995 A—1 lb. 5 oz. . . 2.19

2.19



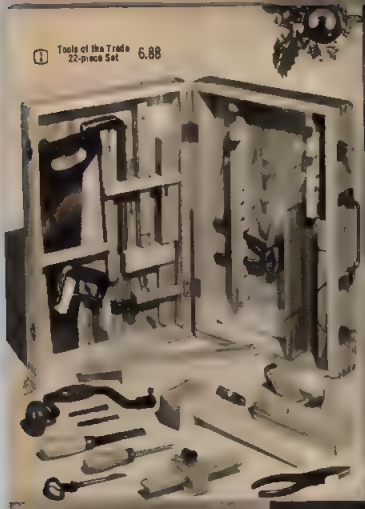
Model "A" Roadster

MONOGRAM 1934 DUESENBERG KIT. The mighty "Duesie" is now yours. Supercharged torpedo phaeton with custom coachwork by Weymann is in ½ in scale, 9¼ in. long. Tan body black top, simulated upholstery

Total of 150 parts, many chrome-plated. Fully detailed 320-HP straight-8 "engine," spoke wheels, 9 lights, luggage rack, 2 windshields, removable hood and top, interior parts.
X 924-0961 A—1 lb. 2 oz . . 2.19

2.19

1934 Duesenberg



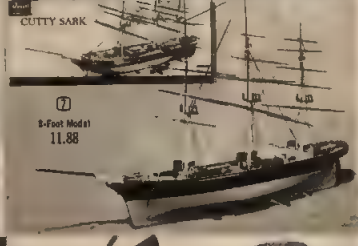
1 Tools of the Trade 22-piece Set 6.88

2 11-piece Tool Set 2.88

3 9.98

4 16-Model Kit 2.79

6 Camera with Film 2.29



7 3-Foot Model 11.88

8 Set of Two 9.89

9 Kit 6.77

1 **He'll fix it just fine . . . with these** precision Play Tools, designed just for him! 22-piece tool kit includes saw, hammer vise clamp, ruler square level, pencil, plumb line, plane, pliers wire-cutters, chisel, screwdriver, hand screw, scribe hand drill with two bits mallet, miter box, nail box. Well crafted of wood and metal, and housed in a sturdy wooden carrying case about 14½ by 9½ by 3 inches. Box has metal handle and fasteners. A great gift for a young carpenter's Christmas.
27-R 4009. . . . . 6.88

2 **Low-priced** 11-piece Tool Set in brightly enamelled metal tool box with handy carrying handle and clasp. Set includes hammer, saw foot ruler mallet, pliers screwdriver, square, pencil nails and sandpaper. Box about 14 by 8 by 2½ inches. Give a little worker his start as a junior carpenter.
27 R 4010 . . . . . 2.88

3 **Transmit and receive** private communiqués with this two-way battery-powered Walkie Talkie Set. Each unit can transmit and receive. Sturdy Plastic cases, each measures 6¾ by 2 by 1¾ inches. Each unit operates on two "D"-size batteries (included). Each unit has pull-out non-operative aerial.
27-R 4115. With wire. . . . 9.98

4 **Hand-painted Bird Model Kits.** Fifteen assorted bird models, boxed, painted, ready for assembly. Each bird stands about 2 inches high, consists of six pieces including stand. Models include Robin, Cardinal, Sparrow and Bobolink etc. Pieces snap together or may be glued for permanent models. Realistically modelled and painted. A "fun gift for the bird fancier.
27-R 4012.... 2.79

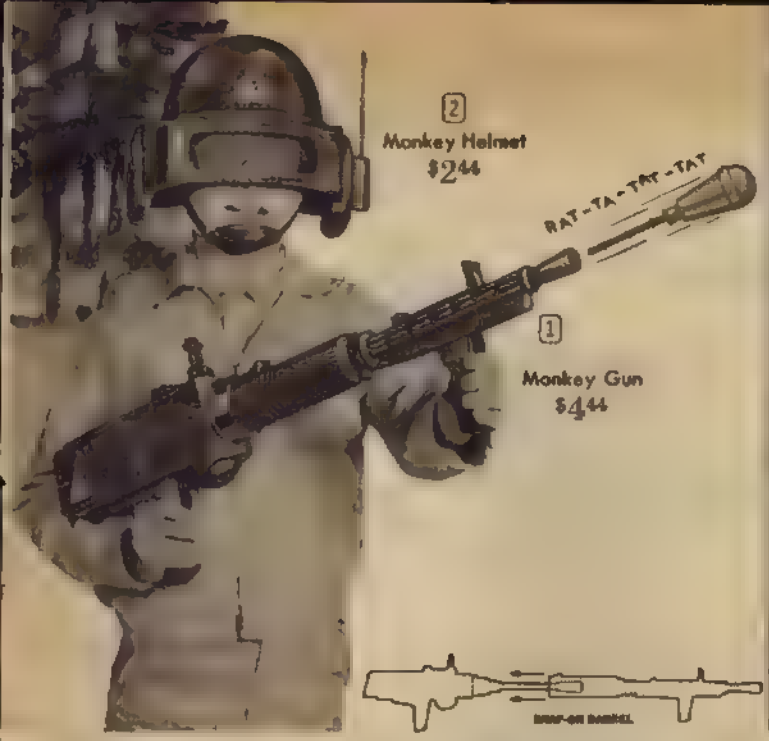
5 **Weird-Oh Customizing Kits.** A touch of the macabre! Three wildly far-out characters for you to assemble and display. Designed to look **unlike** anyone you know! "Leaky Boat Louie" "Davey the Psycho Cyclist and "Digger the Way-out Dragster"—each model measures about 8 inches by 6 inches high and comes complete with brightly coloured feathers false hair, braid, glitter and assembly instructions. Kids will have a ball with these real-gone Weird-Ohs.
27-R 4016. Set of three 3.79

6 **Plastic Snappy Camera**—comes complete with two rolls Black and White 120 film; lens cover and carrying strap. Camera has three exposure settings (bright, cloudy, dull) three distance settings regular or bulb shutter mechanism. Bulb shutter for taking indoor pictures, keeps lens open till shutter lever released. A good buy for the "shutter-bug"
27-R 4018. . . . . 2.29

7 **Cutty Sark Boat Kit.** Measures a big 36 inches in length. Realistically crafted with intricate details, cord and tackle blocks for rigging cradle-type stand, pre-formed rat lines. Yards can be positioned at any angle. Long-wearing Plastic in three colours. Complete with 20 figures of ship's crew, plus full instructions for assembly. Makes a beautiful display model.
027-R 4501..... . . . 11.88

8 **Keep in touch!** Dial Phones Set can be used as inter-com set-up between rooms in house. Dial your party—bell rings on second phone. Reception is loud and clear. Phones have light, and sturdy bases. All-Plastic construction. Each operates on two "D"-size batteries (included). Set includes 66 feet of wire. Phones measure about 5½ by 7¼ by 4½ inches high. Receiver length 8 inches.
27-R 4021. . . . . 9.89

9 **Do-it-yourself Crystal Radio Kit.** Easy-to-assemble all you need is a screwdriver! Includes strong Plastic cabinet about 6 by 4 inches; headphone, station tuner, fixed crystal, ground and antenna plugs; radio parts. No batteries required. Just follow the illustrated assembly instructions and soon you'll be receiving your favourite programs on your own private radio. A long-time favourite . . . a sound buy!
27-R 4032. 6.77



Realistic Fighting Gear for BACKYARD SOLDIERS

(1) **Monkey Gun Is Three Guns in One.** Use as automatic pistol or add the barrel extension to convert pistol into tommy gun. Insert grenade and have the added weapon power of a long range rifle grenade. Automatic pistol has realistic motorized sound effects. Set made of sturdy plastic. Includes 2 "grenades." Needs 2 "D" batteries, not included. Order at right.
48 T 3348 M About 24 in. long. *Mailable.* Ship. wt. 3 lbs...

(2) **Monkey Helmet.** A replica of the helmet that protects U. S. guerrilla fighters in the mountains and jungles of far off lands. Movable visor tinted to shield the eyes. Adjustable chin strap holds helmet securely in place. Extension radio antenna for make-believe reception. Plastic.
48 T 1731—*Mailable.* Shipping weight 1 lb. 2 oz. . . $2.44

(3) **Military Combat Equipment** for backyard maneuvers. Water-repellent duck PUP-TENT complete with tie ropes, metal stakes and wood center poles. About 36x42 inches. HELMET with authentic camouflage net. LONG RANGE MORTAR fires four polyethylene "rockets" (included), has adjustable range finder, firing angle and calibrated distance scale. EXPLODING BUNKER actually "blows up" when hit by fired rocket. Set also includes plastic WALKIE-TALKIES with 25 feet of wire. Needs 1 "C" battery, not included. Order below.
48 T 3349 M—*Mailable.* Shipping weight 8 lbs. . . . . Set $9.99
48 T 2341 X—"C" CELL BATTERIES. Ship. wt. each 2 oz. . . Each 16c, 4 for 59c
48 T 2339 X—"D" CELL BATTERIES. Ship. wt. each 2 oz. . . Each 21c; 4 for 79c

SAVE THIS CATALOG. Toys Available Until Oct. 1, 1964

(4) **Handsome Leather Double Holster Set** with complete new pocket styling for extra fast draw; top grain cross strap. Attractive Cordovan color. Easily adjustable belt has 12 bullets in clips, smart Western style engraving on belt buckle. Fast shooting, repeating cap*-firing metal pistols for backyard cowboys. *Mailable.*
48 T 3351—Ship. wt. 2 lbs. 8 oz... . $3.98

(5) **Double Fast Drawin'** with this handsome set. Genuine leather double holster in Black and White. Tubular pockets decorated with real Western style "jewels." Contour belt with six "silver" bullets in plastic clips; garrison buckle for easy adjustment. Repeating cap*-firing metal pistols with easy-action triggers. *Mailable.*
48 T 3352—Ship. wt. 2 lbs. 2 oz..... . ....$2.97

(6) **Shootin' Irons for the Two-Gun Hero.** Genuine leather holsters trimmed in Natural and Black colors. Screened pocket with embossed back, decorated with flower embossed cross strap. Wide girdle belt screened and decorated with three plastic bullets and clip. Two single-shot cap*-firing metal pistols to tote on his hips. *Mailable.*
48 T 3353—Ship. wt. 1 lb. 6 oz.....$1.97

(7) **Two Pint-Size Single-Shot Metal Pistols** for the toddler. Top grain leather holster and belt in Natural and Black colors. Pocket decorated with filigree conchas. Slide buckle on belt. Ship. wt. 1 lb.
48 T 3354—*Mailable*... . $1.88

*Note. In accordance with State laws, Delaware residents, and minors under 16 in Ohio may order only guns that do not shoot caps. Guns not sold to residents of Utah. No caps included with guns.

(8) **Single Holster** for the man who needs only one fast gun. Genuine leather holster in Black and White colors. Tubular pocket with cross strap and Western style concha decoration. Wide girdle belt decorated with 6 plastic bullets and clip; garrison buckle. Repeating cap*-firing metal pistol. Ship. wt. 1 lb. 4 oz.
48 T 3350—*Mailable.* $1.97

For Sharpshooters

1 Ricochet Smoke-Noise Rifle. One of the loudest play guns of them all. Pull trigger and gun bangs, whines and smokes with ricochet sound of a real gun. Needs no ammunition. Durable steel construction with plastic, wood-grained stock. About 30 in. long. *Mailable.*
48 T 3423 M—Ship. wt. 2 lbs. 14 oz. **$3.66**

2 Mattel's Colt 6-Shooter Rifle loads like a pistol, fires like a rifle. Revolving cylinder; cartridge ejector. Plastic wood-grain finish stock and grip; steel barrel, metal cap*-firing mechanism. 6 Play bullets, Shootin' Shell target, 6 cartridges, 24 bullet noses. Abt. 31 in. long. *Mail.*
48 T 3414 M—Ship. wt. 1 lb. 12 oz. **$3.69**

3 Cap*-Shooting, Bolt Action Rifle. Loads and reloads from cartridge chamber. Bolt action cocks gun for firing, automatically ejects shells. Fires 50 roll caps.* Walnut wood-grained plastic stock; soft rubber bayonet. 2¾-in. plastic safety cartridge included. About 35¼ in. long.
48 T 3410 M—*Mail.* Wt. 1 lb. 14 oz. **$2.49**

4 Automatic Smoke Rifle. You'll hear a loud bang and see harmless smoke coming from the barrel. Cocks and recoils like a real carbine. Needs no ammunition. Wood-grained plastic stock, metal barrel. About 31 in. long. *Mailable.*
48 T 3432 M—Ship. wt. 2 lbs. 2 oz. **$2.44**

5 Mattel Shootin' Shell Winchester Rifle. Lever action and shell ejection. Secret trigger for rapid firing of roll caps.* Magazine holds extra Shootin' Shells. Includes 2 cartridges, 6 bullet noses. Abt. 26 in. long. Metal and plastic. *Mailable.*
48 T 3413 M—Ship. wt. 1 lb. 6 oz. **$2.27**

*Please see Notice on Page 257.

6 Fort Apache Cavalry Set. Rifle and Cavalry pistol of high-impact plastic; metal firing mechanisms. Both shoot plastic bullets and caps.* Flexible plastic saber plus sheath, Cavalry cap, neckerchief, 24 bullets, 3 metal cap adapters, holster, belt and pouch, saber holder.
48 T 3373 M—*Mail.* Ship. wt. 3 lbs. **$5.44**

7 Burp Gun. Realistic machine gun sounds, sparkling muzzle. Camouflage coloring. High-impact plastic. About 23 in. long. Needs 2 "D" batteries (not included, order Page 257). *Mail.*
48 T 3324M—Ship. wt. 1 lb. 12 oz. **$3.49**

8 Bazooka. Pull trigger and "whammo," about 30 feet away the enemy's Pill-Box "explodes" (falls apart). Pop another rocket into the tube, adjust the sight, settle the bazooka on shoulder-rest and fire. 3 Plastic rockets, Pill-Box, Plastic Helmet. Abt. 39 in. long.
48 T 3346 M—*Mail.* Ship. wt. 4 lbs. **$4.95**

9 Skeet Shoot. Step on foot control of 15-ft. pneumatic target release, and 14-in. high skeet house tosses a flying, metal-rimmed target "bird" into the air. Lever-Matic, repeating plastic and metal rifle abt. 34-in. long. Harmless cork-ball ammo. Target inserts, target rim incl.
48 T 3357M—*Mail.* Wt. 5 lbs. 8 oz. **$7.95**

10 Commando Set. Helmet with camouflage on top, insignia on front (3 extra insignias). Elastic chin strap. 45-Automatic clicker pistol. 2 Cap*-shooting hand grenades fire from 1 to 4 caps* at the same time. 20-in. cap*-firing tommy gun. All high-impact plastic. *Mail.*
48 T 3318M—Ship. wt. 1 lb. 8 oz. **$2.99**

$26.66

Electric Toy Typewriter has nylon type, back-space key and ball-bearing carriage that moves smoothly

Plug it in . . enjoy the convenience and clean-typing of an adult electric. Nylon type assures sharp impression . . pica style characters. 56 characters . . alphabet, numerals, punctuation. Takes paper 8½ inches wide. Two-tone green, molded plastic shell. UL listed for 110-120-volt, 60 cycle AC. About 11x14x4 inches high

49 N 1715—Shipping weight 11 lbs $26.66
49 N 1776—Extra ribbon. Black. Shipping wt. 3 oz. . 79c

$3.99

Dial Typewriter, LARGE and small letters

Takes paper 8½ in. wide. 74 metal characters . . large and small letters, numbers, symbols, punctuation. Modern styling. Red crackle finish on metal. About 11x10x5 in. Comes in its own smartly styled carrying case

49 N 1731—Shipping weight 3 pounds $3.99
49 N 1732—Extra ribbons, 2 black, 2 red. Pkg. 2 oz. 29c

$2.19

Dial Typewriter . . 38 characters

Dial a letter, tap corresponding key . typewriter prints it. Capital letters, standard like keyboard. Numbers and punctuation marks. Takes 8½-inch wide paper. Sturdy plastic. Over-all 11x12x4 in. high.

49 N 1724—Shipping weight 2 pounds 8 ounces . . $2.19
49 N 1714—2 extra Ribbons. 1 black 1 red. Pkg. 2 oz. 29c

World Globe $1.66

Metal globe . . a great help in learning geography . . keeping up with world affairs. 9-in. diam. 11½ in. high. Plastic graduated arm. Metal base. Wt. 2 lbs. 10 oz.

49 N 1836. . . . . $1.66

A child's Typewriter that OPERATES LIKE A BIG ONE

Lever action returns carriage and advances paper 1 line . . 28 keys type a total of 57 characters

Typewriter and Case $12.88 Typewriter only $9.99

It's made like big portables . . and the die cast metal type and plastic key mechanism are so strong you can type as many as 5 carbon copies. All controls are on outside, including ribbon reverse. Brake keeps ribbon smooth. Top comes off for easy cleaning. Blue plastic housing, white trim. About 11x10x4 in. high. From Japan.

Typewriter with vinyl case and accessories. Includes typing paper, envelopes, carbon paper, ruler, eraser and paper clips.
79N1796C2—Shipping wt. 12 lbs. $12.88
Typewriter only.
79 N 1795C—Shipping wt. 10 lbs. $9.99
Extra ribbon. Black.
49 N 1893—Shipping wt. 3 oz. 69c

Educational Flash Cards

Study math, facts, languages . . look at card, give the answer

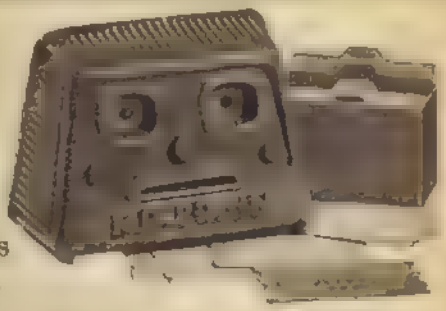
79c to $1.69

Mathematics to learn by sight or pictures
49 N 1760—Add subtract. Grades 1 to 3.
49 N 1761—Multiply-divide. Grades 4-6
49 N 1764—Picture-numbers. To grade 1
Shipping weight 10 ounces. . . . Each set 99c

Words and facts to learn by sight, pictures.
49 N 1763—Flash words set 1. Grades 1, 2
49 N 1766—Flash words set 2. Grades 1, 2
49 N 1762—Picture words. Grades 1 to 3
49 N 1770—U.S.A. facts. Grades 3 to 7.
Shipping weight 8 ounces. . . . . Each set 79c

English to learn by sight or pictures.
49 N 1765—Picture-alphabet. To grade 2
49 N 1767—Phonetic Drills. Grades 1-3
Shipping weight 1 pound . . Each set $1.69

French and Spanish to learn by pictures
49 N 1711—French Nouns
49 N 1712—Spanish Nouns
Shipping weight 1 lb. 12 oz. Each set $1.69



Electronic Mr. Brain $3.99

Answers 256 questions on science, geography, history. Just insert a pre-coded answer card in mouth. If correct, green eye lights up . . if wrong, red eye lights up and he buzzes. 10x4x7 in. high. Plastic. Includes "D" battery, 128 large cards.
49 N 1681—Shpg. wt. 4 lbs. 8 oz. $3.99
49 N 1682—128 extra cards. Pkg. 1 lb. 88c

Electromatic Quiz Game $1.66

Fun for 5 to 12 year olds. Bulb flashes when they correctly answer any of 850 questions about arithmetic, nature, spelling or reading. "AA" battery included
49 N 1752—Shipping wt. 1 lb. . $1.66

Draw portraits, landscapes, cartoons, almost anything . . . easy to operate . . no batteries or electricity needed

DRAW-A-MATIC

$3.34

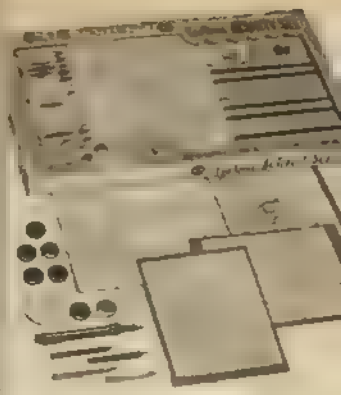
Designed for anyone from 8 to 80 . . it encourages and inspires all who want to draw, but feel they have no talent.

The Draw-a-Matic viewer is an all new and totally different automatic drawing machine. Just set up picture in front of viewer . . image is reflected for easy copying. You can even have someone sit in front of the machine and you can draw their silhouette.

Set includes: large viewer, shadow box, 2 animated cartoon figures, easel, drawing paper, pencils, pencil sharpener, eraser and easy-to-follow instruction sheet.

Measures 8½x9½ inches high.

49 N 1620—Shipping weight 2 lbs. . . . $3.34



Sears Exclusive Funtime Art Set

$1.99

Paint, pencil and crayon by number . . do free-hand coloring, too.

100 assorted pictures to color, 8 coloring pencils; sharpener, 8 paint tablets; brush, mixing pan, 16 crayons, combination crayon holder-sharpener.

Shipping weight 2 lbs.

49 N 1626..... $1.99

Electric Drawing Set with sheets, pencils and sharpener **$4.99**

1 Drawing set for everyone. 10x4 illuminated drawing [illegible] sheets, pencils, eraser, sharpener. 15 watt bulb. Order complete drawing portfolio from subjects below. UL approved for 110-120 v. 60 c. AC.

49 N 1624 Shipping weight 2 pounds 14 ounces $4.99

2 PORTFOLIO KITS FOR DRAWING SET
Contains guide sheets and drawing paper

Custom Styling (cars, boats, etc.) 49 N 1603 Wt. 8 oz. 78c

Walt Disney Cartoons. 49N1708 Wt. 8 oz. 78c

Barbie, Midge, Ken Fashions. 49 N 1717 Wt. 8 oz. 78c

Monsters Drawing Kit 49N1721 Wt. 8 oz. 78c

Be an artist with the Electric ENLARG-A-GRAPH by Emenee **$5.99**

Trace from illuminated transparencies of all the projected images larger or smaller. 44 transparency sheets (or 8 sets of Enlarg-a-Graph only), portfolio, drawing paper, coloring pencils, eraser, sharpener. 16x9x8 in. case. Order 4 "D" batteries.

49 N 1655C Shipping weight 5 lbs. 2 oz. $5.99

"D" Battery. (See above.) Shipping weight each 4 ounces.
49 N 4660 2 for 32c, 4 for 60c

Extra Transparencies for Enlarg-a-Graph.
49 N 1896 Pkg. of 88 Cartoons and Fairy Tales
49 N 1897 Pkg. of 78 Military, History, Sports
49 N 1887 Pkg. of 48 Horror and Monsters.
Shipping weight, package 4 ounces. Each pkg. $1.66

Pre-sketched Sets Pencil-by-number

$1.94 each

Sears exclusive. Match numbered areas to paint pictures. 10 full size on [illegible] cils, plastic pen, sharpener, 10 color-keyed 12x9 in. pictures.

49N5173 South Pacific
49N5174 Oriental Travel
49N5175 Western World
Wt. 1 lb. 6 oz. $1.94

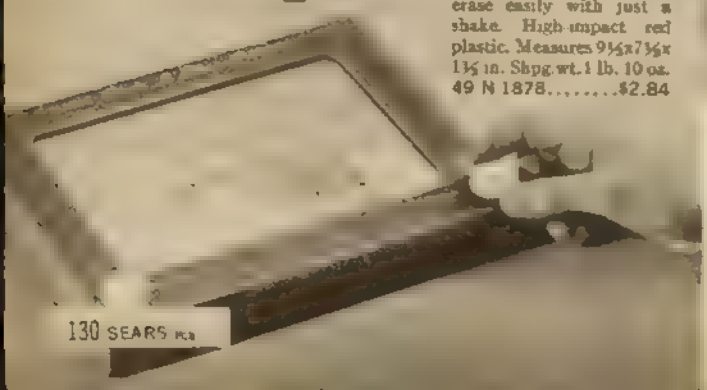
Etch-A-Sketch . . Draws like magic

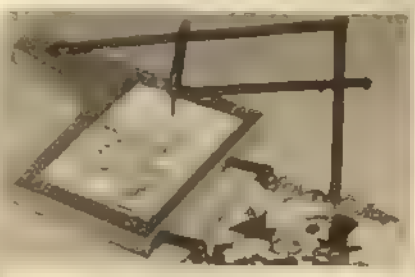
$2.84

Turn the knobs . . lines, circles, diagonals appear under frosted glass base.

Forms pictures, letters, intricate designs, and all erase easily with just a shake. High-impact red plastic. Measures 9½x7½x1½ in. Shpg. wt. 1 lb. 10 oz.

49 N 1878.....$2.84





Sketch-A-Graph **$2.27**

Enlarge or reduce almost any color drawing in perfect proportion.

Extends to 24 inches. 3 ball-point pens draw in red, blue or green. Suction cups hold copy flat. Red plastic graph, 14 inches high. Drawing paper, sketch book.

Shipping weight 1 lb. 10 oz.

49 N 1893.....$2.27

Magic Designer **$4.32**

Set about Nanny's arms . . magically draw beautiful designs to color . . can also be used for embroidery, etc. 7x8-inch metal base.

Discs, pencil, instructions.

49 N 1838 . Wt. 1 lb. 11 oz. . $4.32

130 Extra Paper Discs.
49 N 1809—Wt. 6 oz. . . . Pkg. 89c

Contents ..... P. 2
11th Hour Report .. P. 4
Annual Survey .... P. 315
Toy News ..... P. 405

MARCH 1964

Playthings

TOY FAIR ISSUE

The National Magazine Of The Toy Trade

MURRAY

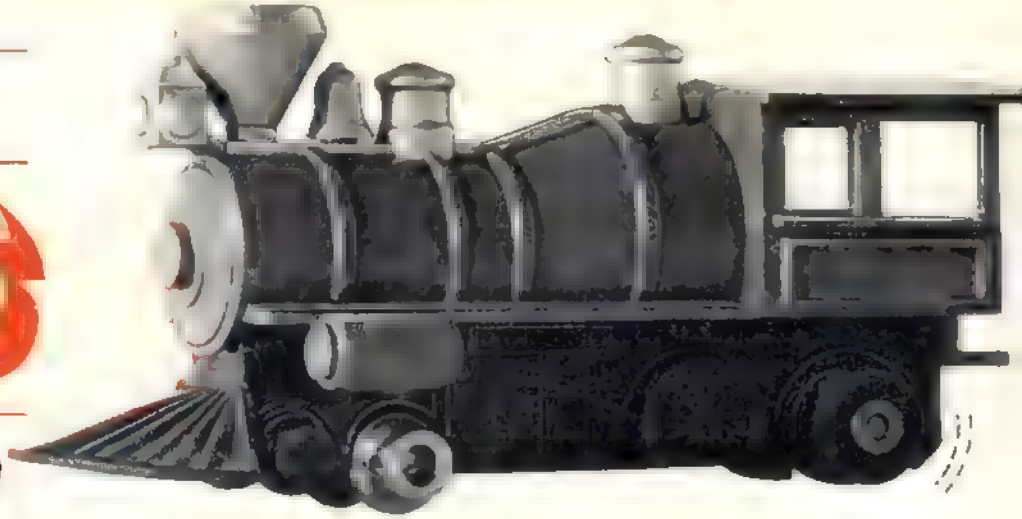
See the line with more for '64 at the Toy Fair Visit Murray's Showrooms at 502-8 Fifth Avenue Bldg. See the largest and finest line of Bicycles • Park Cycles • Velocipedes • Tot Rods and Racers • Autos and Fire Engines • Tractors

NEW! Murray Super Diesel Tractor
Featuring Improved Seating Position • Chrome Finish Motor Block • Polyethelene Rear Fenders • Simulated Smoke Stack • Ignition Key • Motor Tone Gear Shift • Also available in standard quality model, plus two types of trailer attachments

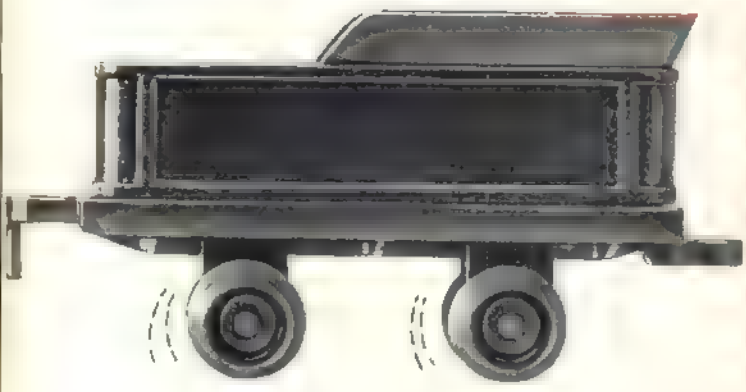
COMMENDED by PARENTS

THE MURRAY OHIO MFG CO • NASHVILLE 4, TENNESSEE

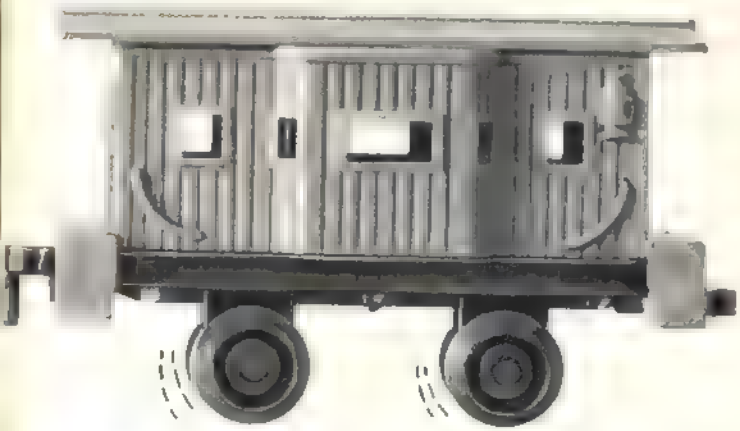
It's taken us 86 YEARS



to produce our first electric trains...but it was worth the wait!



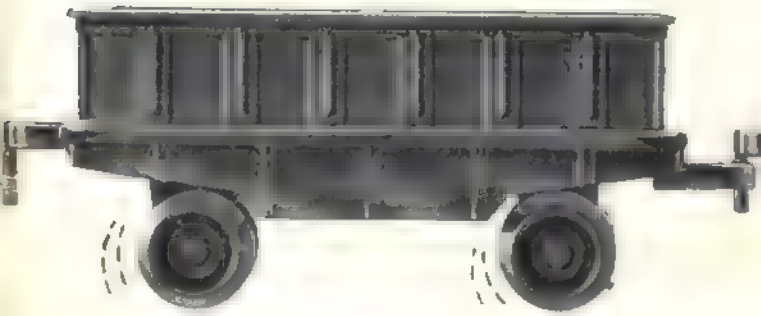
After all, it takes a while to create a product like the new Tootsietoy Electric Train — packed with all the railroading realism and adventure kids love. There's a steam engine, tender, gondola car and caboose—realistically detailed and finished in sparkling colors. And plenty of accessories the kids love, too—crossing signals, telegraph poles and crossing guards. Positive lock HO track is a cinch to put together—it's even pre-wired for instant and easy operation. The Tootsietoy Electric Train is made for little hands, with all the safety and quality you expect from Tootsietoy. Packaging? As beautiful and appealing as the products! And it's priced to sell! Only $11.00 retail—and that includes a 3 Volt transformer and 22" x 30" layout. When you think about it, this had to happen sooner or later. Aren't you glad we waited? See the Tootsietoy Electric Train at our new Space at Toy Fair, 1022-24 in the 200 Fifth Ave. Building.

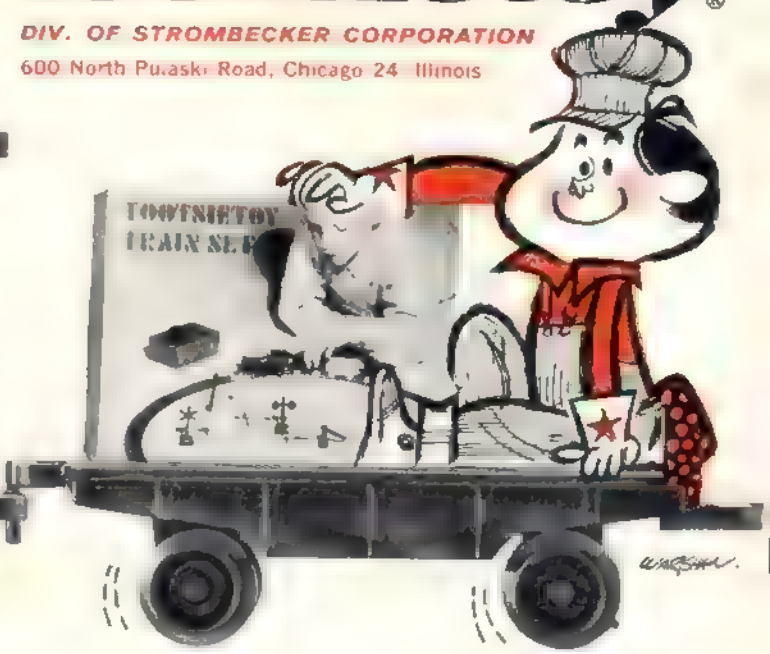


tootsietoy®

DIV. OF STROMBECKER CORPORATION

600 North Pulaski Road, Chicago 24, Illinois





MURRAY

See the largest and finest line of Bicycles • Park Cycles • Velocipedes • Tot Rods and Racers • Autos and Fire Engines • Tractors

NEW! Murray Super Diesel Tractor
Featuring Improved Seating Position • Chrome Finish Motor Block • Polyethelene Rear Fenders • Simulated Smoke Stack • Ignition Key • Motor Tone Gear Shift • Also available in standard quality model, plus two types of trailer attachments.

COMMENDED PARENTS MAGAZINE

THE MURRAY OHIO MFG. CO. • NASHVILLE 4, TENNESSEE

LINE UP

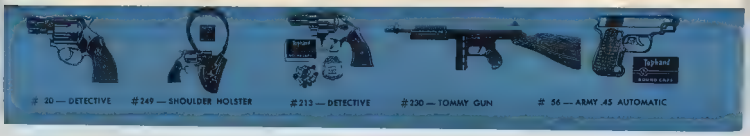
. . . with Nichols. Watch your sales increase. For cops and robbers of all ages Nichols has designed excitingly realistic Pistols and Holster Sets. Priced from 29¢ to $5.98. Kids want 'em — Parents buy 'em. Write for our free catalog and see our complete line of Western, Military, Detective Rifles and Guns. Also newly designed and packaged Holster Sets. All Nichols Toys are quality made and fast sellers.

"GUNSMITHS TO MILLIONS OF COWBOYS"

WRITE FOR FREE CATALOG

NICHOLS

INDUSTRIES, INC. Jacksonville, Texas



20 — DETECTIVE #249 — SHOULDER HOLSTER #212 — DETECTIVE #230 — TOMMY GUN # 56 — ARMY .45 AUTOMATIC

New 4-Level Parking Lot Garage with Car Wash

$7.84

A WARD EXCLUSIVE! *The very newest in multi-level parking and super service stations . . a wonderful, "money-making investment" for the young business tycoon. Sleek, modern and efficient . . with ground-floor service area, and "minute" play car wash plus generous, multi-level parking.*

THE MOST COMPLETE PARKING LOT-GARAGE IN TOWN! Now you can offer your customers not only a grease job and an oil change, but a wash job as well while they park. "Automatic" car wash adds "dollars" to your income. And, the new turn table car-lift is manually operated needs no batteries. Takes cars up quick as a-wink to any of the three parking levels. There are exit ramps, too, from all levels to the street. 8 plastic cars plus loads of accessories. Metal, easily assembled with nuts, bolts.

48 T 2710 M—About 25x14½x16¼ in high. Ship wt 10 lbs. $7.84

2-Level Service Station $2.79

HERE'S ONE OF THE BUSIEST SERVICE STATIONS IN TOWN. There's a crew of four mechanics, a grease rack that moves up and down, 8 late-model cars plus pumps and accessories . . all of sturdy plastic. Hand-operated elevator raises and lowers cars up to the tri level parking area needs no batteries. Station is made of brightly lithographed steel, about 25x14x8 in high. Assembly instructions included

48 T 2758 Ship. wt 4 lbs. 8 oz. $2.79

Wards "Day and Night" Service Station $3.88

DRIVE RIGHT IN for quick, convenient parking or speedy efficient service Hand-operated elevator moves cars up to the rooftop parking area, ramp returns cars automatically to street level

Over 20 pieces, plastic attendants, cars, decals, signs and accessories. Station is sturdy, brightly lithographed steel, abt 26x13¾x11½ in high Easily assembled

48 T 2798 M—Ship wt 4 lbs. 5 oz $3.88

Wind-Up Garage

Watch the Cars Speed Down the Ramp and into the Garage

$2.98

ALL YOUNGSTERS WILL LOVE THE EXCITEMENT of this new Service Station-Garage. Just wind it up . the elevator lifts the cars to the top they speed down the horseshoe ramp, back to the elevator, and up again *to a Wards exclusive, too* . completely assembled Colorful plastic and metal with 3 racy looking, metal cars that keep the action going About 15½x10¾x5 in. high

48 T 2739—Ship. wt. 1 lb 10 oz. . . . $2.98

"Charge It" See AID, Page 359

PUPPETRINA
The Big New Action Doll

FASHION WIG For Little Ladies

Lovable Dolls

A **KISS ME** . . Raise her arm and she will pucker up and give you a kiss. 17-inch vinyl and poly toddler, with moving eyes, rooted curly hair, movable arms and legs, dressed in pretty checked cotton dress. Weight 2 lbs.
10-3343 retail $5.00 . . . . . **Your Cost $3.50**

B **PATTI CAKE** . . . Cuddly infant! 20 inches. Squeeze her tummy and she gurgles and claps her hands. Cloth body, cotton stuffed, moving eyes, pixie hair, vinyl infant head and curved arms and legs. Dressed in red cotton suspendar type dress. Weight 3½ lbs.
10-3214 retail $7.95 . . . . . **Your Cost $5.35**

C **PUPPETRINA** . . . Your fingers make her act and do all the things you want her to. Special pocket in back of doll for hand to be inserted for manipulation of doll's arms and head. Dressed in beautifully tailored sailor outfit. 22-inch, vinyl head and arms, poly legs, long rooted hair which can be fashioned, waterproof eyelashes, moving eyes. Weight 4 lbs.
10-3344 retail $14.95 . . . . . **Your Cost $9.97**

D **SUSAN AND HER BEAUTY PARLOR ENSEMBLE** . . . 15-inch vinyl and poly toddler, fully clothed, with moving eyes. Has two acetate wigs, which can be interchanged, striped cotton dress, slacks and blouse, coverall beauty apron. Weight 2½ lbs.
10-3343 retail $5.95 . . . . . **Your Cost $3.97**

E **FASHION WIGS** . . . for little ladies . . . fits girls 5 to 14 years of age. Rooted acetate hair, elastic headband. Can be combed, sprayed, or waved like real hair. Specify color: brunette, blonde or platinum. Weight 1½ lbs.
10-3346 retail $3.95 . . . . . **Your Cost $2.65**

F **MUSICAL BABY** . . . 12-inch soft body, cotton stuffed, vinyl head, curved arms and legs, moving eyes, rooted hair, flannel body with cotton dress. Head rotates and body moves, while music plays. Music box enclosed in back of doll. Weight 2 lbs.
10-3347 retail $5.00 . . . . . **Your Cost $3.50**

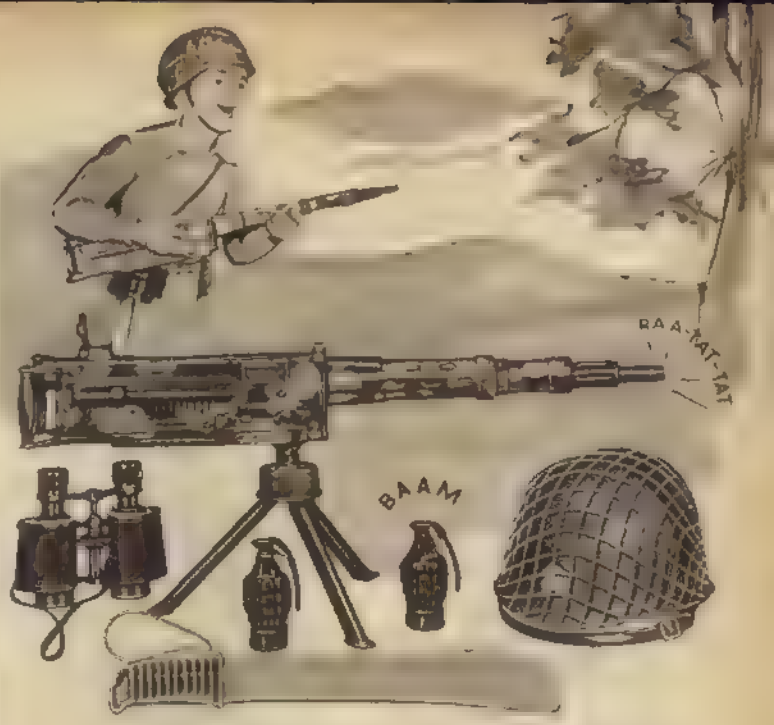
G **BUNDLE OF JOY** . . . 20-inch vinyl/poly drinkwet doll with Wonder Feeding bottle, milk disappears—refills automatically. Moving eyes, rooted hair, dressed in cotton dress. Layette consists of Flocked cotton dress, white fleece jacket, booties, diaper. Weight 3 lbs.
10-3348 retail $7.95 . . . . . **Your Cost $5.35**

$4.99

When out on patrol, you need Remco's Camp Set

Your backyard becomes a jungle campsite when you pitch this olive-drab headquarters tent. Water-repellent cotton canvas duck. 42x36x36 in. high, comes with ropes, metal stakes, wood poles. Also included mess kit; 1-pint canteen; and camouflaged helmet . . all of high-impact plastic

49 N 2547—Wt. 4 lbs. 12 oz. $4.99



.50-caliber machine gun goes rat-a-tat-tat as red flasher muzzle recoils realistically and shell cartridges fly out. Throw cap-firing grenades and hear them land with a "bang".

JUNGLE GUNNER SET $3.99

This all plastic military equipment will really put you in the role of an aggressive jungle fighter. Pull-back 23-in. machine gun is camouflage-color and is mounted on a sturdy detachable tripod. There's more fire-power: 2 "exploding" grenades (use single-shot caps, not included). Polyethylene helmet has netting and sergeant's stripes. Use binoculars to sight advancing enemies. Flexible machete is your protection in close combat, can be used to "cut away" underbrush, "mark" jungle trails.

79 N 2645C—Shipping weight 3 pounds . . . $3.99

$3.22

A new way to "attack" . shoot the sponge rubber balls around or over almost any object, with Kenner's

Gun that shoots around corners

You aim and shoot without being seen with this new "secret weapon"! Entire barrel pivots 180 degrees while automatic mirror sight swings to proper angle. Use it to "periscope spot" targets. Semi-automatic, air powered. Plastic, 21 in. long. Comes with 10 soft rubber balls.

79 N 2623C—Shipping weight 2 pounds . . . $3.22

Rapid-fire Machine Gun $3.88 without batteries

Blast back with realism. This 29-inch .50 caliber camouflaged gun flashes, recoils, makes rat-a-tat-tat sound. Plastic. Uses 2 "D" batteries (order below).

79 N 2729C—Shpg. wt. 3 lbs. . . . $3.88

"D" Battery. Shpg. wt. each 4 oz.

79 N 4660. . . . . 2 for 32c; 4 for 60c

Mattel's Guerrilla Poncho Gun Set

$3.97

Plunge into enemy territory fully equipped. Camouflaged 50-shot machine gun fires bursts or single shots (roll caps, not incl.). Plastic and metal, 25 in. long, sounds exceedingly real. Bolt action. Plus, camouflaged vinyl poncho, flexible knife with scabbard, "Special Operations" beret.

79 N 2676C—Shpg. wt. 3 lbs. $3.97

$1.99

Monkey Division Plastic Field Kit

You're a daring member of the fighting Monkey Division, set for action with pistol, cap-firing grenade, whistle and camouflaged helmet. When the fighting lets up, relax with your canteen and mess kit. All items olive-green plastic.

49 N 2648—Shpg. wt. 2 lbs. . . . $1.99

$1.88

Contact headquarters with Signal Ray Gun

Relay important messages through space with Morse blinker code. Red, white and green lens allows variety of signals. Built-in buzzer. 8-in. plastic. Has 2 "C" batteries.

49 N 2687—Wt. 12 oz. . . . $1.88

Mattel's Guerrilla Gun

$2.37

Attack . . . with barrel smoking. Fires 50 times in bursts or single shots, sounds real, with or without roll caps (not included). Bolt action. Plastic and metal. 25 inches long.

79 N 2675C—Shipping weight 2 pounds . . . $2.37

Drop behind enemy lines

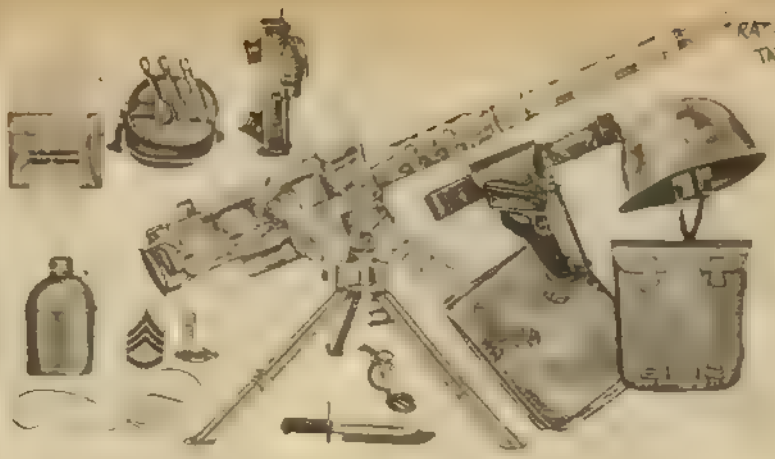
Slash through underbrush with your machete . wipe out machine gun nests with your rat-ta-tat tommy gun, bullet-shooting .45 or hand grenades. You even have map, compass and field pack.

PARATROOPER JUMP MASTER

Only Sears has this 22-piece set of authentic fighting gear $5.99

You've buried your "chute". Now set out on your mission with 19-inch Tommy gun, 7-inch cap pistol that shoots 8 plastic bullets, 2 grenades, holster and belt. Wear helmet with chin strap, insignia. Carry machete, field pack, map with case, canteen, mess kit. All plastic. Also wrist compass, ration box.
Not sold in New York City or Massachusetts.
49 N 2642G—Shpg. wt. 5 lbs. 12 oz. $5.99

166 SEARS NOTE: No caps with any gun



GUNG HO Commando Outfit by Marx

Machine gun roars, flashes . . ammo belt actually moves $8.88 Without batteries

Enough firepower and equipment to handle any assignment. Big battery powered 31-inch machine gun . . .45-cal. pistol with holster, belt. Also field pack with shoulder straps, camouflaged poncho and helmet, plus all the field gear shown. Plastic. Order 3 "D" batteries. *Not sold in New York City*
79 N 2607CG—Shipping wt. 6 lbs. $8.88
"D" Battery. Shipping weight each 4 oz.
79 N 4660 . 2 for 32c, 4 for 60c

Jungle Fighter Set

Launch grenades with the cap-firing M-1 carbine . . then "go in" with your .45, knife, mask and beret $4.95

Blend into the covering terrain with camouflaged gear. 27½-inch carbine gently lobs 2 plastic grenades 20 feet. 7½-inch metal pistol fires 50 caps. Plastic knife in sheath. Cover face with sturdy mask, elastic vinyl beret. Belt totes ammo pouch, sheath and holster—all leather, olive-drab color. Fits 22 to 28-in. waist.
Not sold in New York City
79 N 2816CG Shpg. wt. 3 lbs. $4.95

The Leatherneck Set for underage Marines

$2.89

No matter how rugged the battle is, a Leatherneck always wins. Set includes camouflaged helmet, machete that's flexible, .45 automatic that shoots 8 soft bullets and fires caps. Belt and holster with pouch in olive-drab color, hand grenade. All plastic. *Not sold in New York City or Massachusetts.*
49 N 2604G—Shpg. wt. 2 lbs. . $2.89

Fighting Sergeant Set puts you in charge

$3.96

Lead your platoon with 35-inch bolt-action rifle that actually ejects cartridge after each firing. Shoots roll caps. Has sling strap. Bayonet knife is soft, flexible . . mounts on rifle. Helmet has net camouflage and sergeant stripes. Canteen holds ½ pint of water. Includes 2 grenades, whistle, infantrymen's insignia. All plastic.
79 N 2622C—Shpg. wt. 4 lbs $3.96

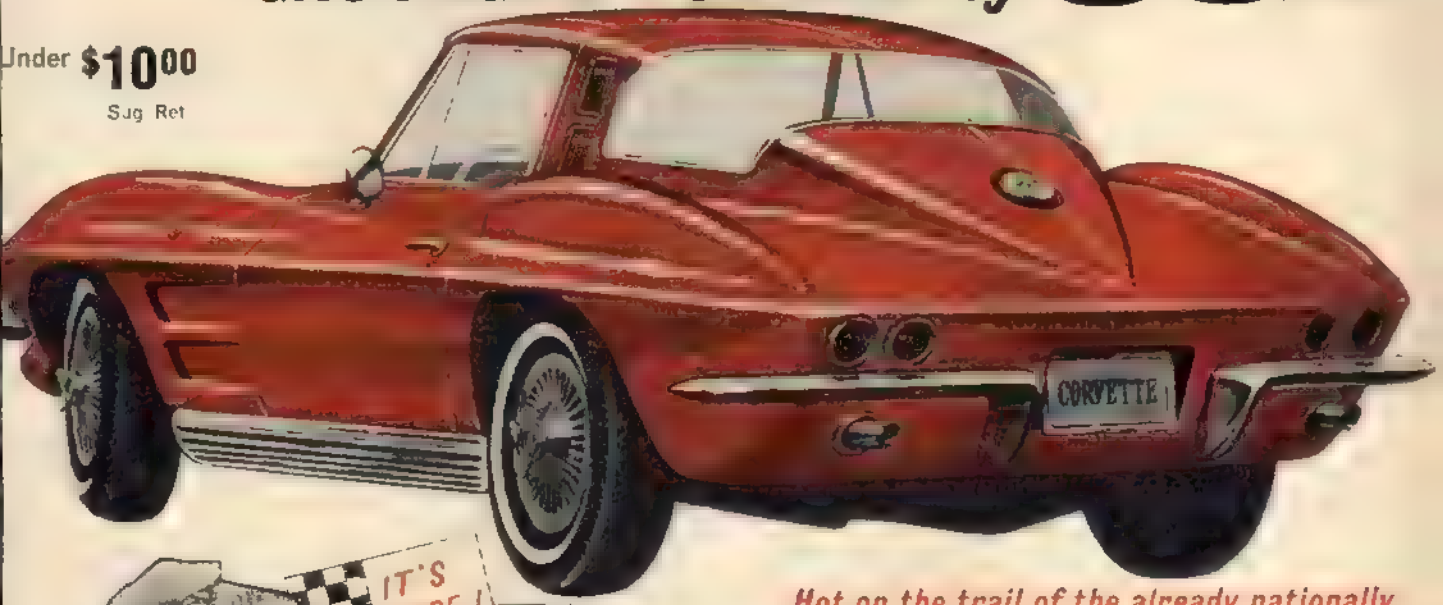
Military Toy Chest has 5½ cubic feet of space $11.49

Roomy chest, about 31x16x20 inches high, stores all that important equipment. Solid wood, olive drab. Rope grips. Unassembled.
79 N 9083K—Shipping wt. 22 lbs. $11.49

'64 Corvette Sting Ray

GAS ENGINE-POWERED by COX

Under $10.00
Sug Ret



Hot on the trail of the already nationally acclaimed "Buick Riviera" by COX...

The No. 2 entry in the new Cox line-up of gas engine powered 1/20 scale sports cars can be your No. 1 seller right now

Dramatic is the only way to describe the fast-back Sting Ray with its aerodynamic design, wrap-around bumpers, and full length wind-splits on hood and rear decks.

Dynamic is the only word for its all-out performance — in drag strip, circular track, and straightaway competition! Steel x-frame chassis with dual rear wheel geared drive. Cox .049 engine fully installed. Dragslicks. Complete chrome accessories and simulated knock-off hub caps. Precision dashboard detail with simulated upholstery! Instant snap-on plastic body!

Another terrific boost to Hobby Car Racing from Cox, *world's oldest maker of model racing cars.*

Full "powered" introductory pack... Full dealer markup

The Corvette STING RAY pack comes to you ready for action and sales go-go-go ... including fully made up car and eye-stopping 3 dimensional 10½" x 18" window and counter display. When set up, (10 seconds), the car comes zooming out of the display with a suggestion of living action, leading to LIVE SALES ACTION at the cash register.

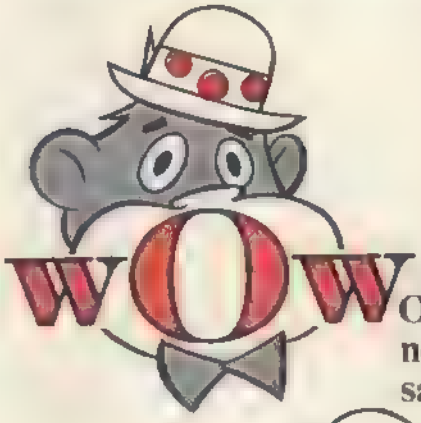
Nationally advertised in leading Model Car Publications and featured in multiple page stories

COX

L. M. COX MFG CO., INC. • P. O. BOX 476, Santa Ana, California
National Sales, Milt Grey Sales, 8693 Wilshire Blvd., Beverly Hills, Calif.

See the complete COX line at Permanent New York Showroom — Room 420, 200 Fifth Avenue Building

WOW it's Petite Princess Fantasy Furniture



WOW One of Ideal's hot new lines for year-round sales, going on TV now!

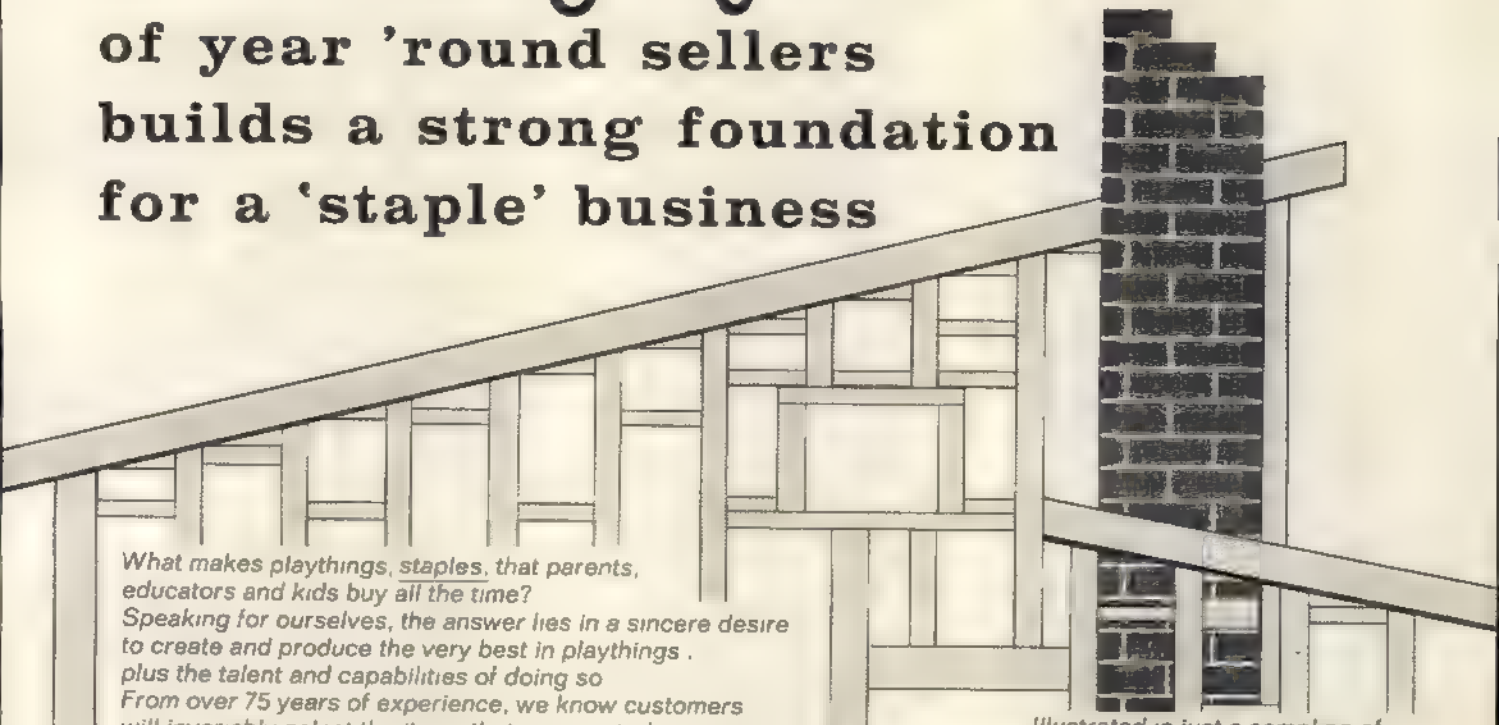
There are MORE in '64

WATCH FOR THE NATION'S NO. 1 TOYS FOR GIRLS AND BOYS

ON THE NATION'S NO. 1 SHOW FOR GIRLS AND BOYS

THE "MAGILLA GORILLA" SHOW... IT'S IDEAL

Standard Toykraft's line of year 'round sellers builds a strong foundation for a 'staple' business



What makes playthings, staples, that parents, educators and kids buy all the time? Speaking for ourselves, the answer lies in a sincere desire to create and produce the very best in playthings . plus the talent and capabilities of doing so From over 75 years of experience, we know customers will invariably select the items that are created on a rock foundation of quality and educational play value.

For these reasons, Standard Toykraft's line is power-packed with volume-producing, new smash hit merchandising tie-ins, imaginative new toys and sales compelling innovations, all designed to help you build a solid foundation for good business.

Illustrated is just a sampling of the great new Standard Toykraft line Send for the complete full color catalog which features:

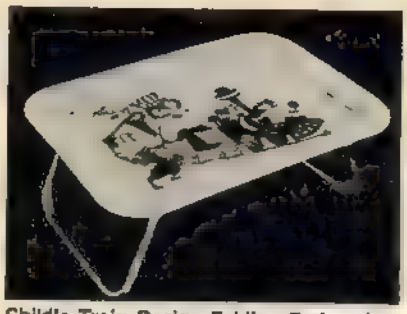
- GAMES • PLAY COSMETIC SETS
- FOOD MIX SETS • NURSE SETS
- MAKE BELIEVE DRESS-UP SETS
- GIRLS CRAFT SETS
- PENCIL-BY-NUMBER SETS
- PAINT-BY-NUMBER SETS
- COLORING SETS
- PRE-SCHOOL ACTIVITY SETS
- EDUCATIONAL TOYS
- SELF-SERVICE MERCHANDISE

Standard Toykraft INC.
SINCE 1887

OFFICES • PLANT: 95 LORIMER STREET • BKLYN. 6, N. Y.
SHOWROOMS: NEW YORK • 200 FIFTH AVENUE • SUITE 557
CHICAGO • 1454 MERCHANDISE MART • SAN FRANCISCO • 1355 MARKET ST.

TOY FAIR!
HOTEL NEW YORKER
ROOMS 814-815
Also at our
N. Y. Showroom

Boys and girls of all ages can play darts and/or baseball with 18" diameter dart board. Complete with nine brass darts and set of rules, game comes in double-vue package. Knight Dartboard Corp., 372 Classon ave., Brooklyn 38, N. Y.



Child's Train Design Folding Bed or Lap Tray Table is ideal for youngsters watching TV. Has folding brass legs, measures 12½" x 17½"; suggested retail is $1 MarshAllan Mfg. Co., 1971 W. 85th st Cleveland 2.

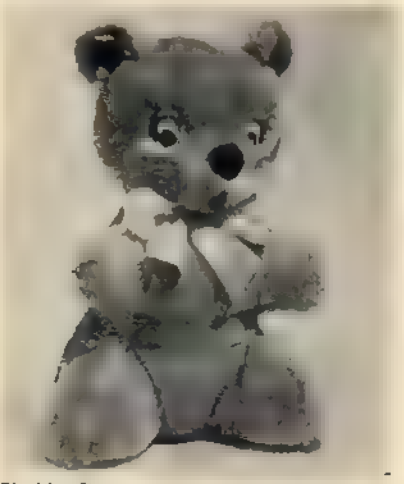
1928 white Mercedes replaces the 1908 Mercedes Grand Prix Racing Car in "Models of Yesteryear" series. Car has a red interior and silver trim; suggested retail of $1 28. Fred Bronner Corp., 251 Park ave. South, New York.

My Favorite Martian Hat is based on TV show, comes in assorted colors. Made of 100% felt, the hat features steel spring antennas with bells; 59¢. Benay-Albee Novelty Co., 52-01 Flushing ave., Maspeth, L. I., N. Y.

New line of authentic horses of the west in realistic color are molded in polyethylene for long life. Children can ride horse without mothers help as toy has step up frame and stirrup. Moulded Products Inc., Maple Plain, Minn.

Sir Duncan is a new spin top that features perfect balance, light weight and smooth operation. When wound correctly, the top's string measures 60" long. Suggested retail is 79¢. Donald F. Duncan, Inc., Chicago ave., Evanston, Ill.

"Surf Lung" is equipped with an adjustable harness for a snug fit, helps youngsters stay at surface without effort. Valve snorkel is built into regulator housing, permitting breathing underwater. U. S. Divers Co., Santa Ana, Calif.



Chubby Bear is made of hi-pile plush in assorted colors. Toy is 20" tall, features felt tongue, novelty eyes, pom-pom nose ribbon around neck and is cotton stuffed. My Toy Co., Inc., 200 Fifth ave., New York 10.

Aimed at future basketball stars, Bill Russell All-Pro Ball & Goal Set has official basketball, cotton net, steel rim, pump, needle, net holders, Bill Russell instruction booklet, Gabriel-B&M, Inc., 200 Fifth ave., New York

Sensible

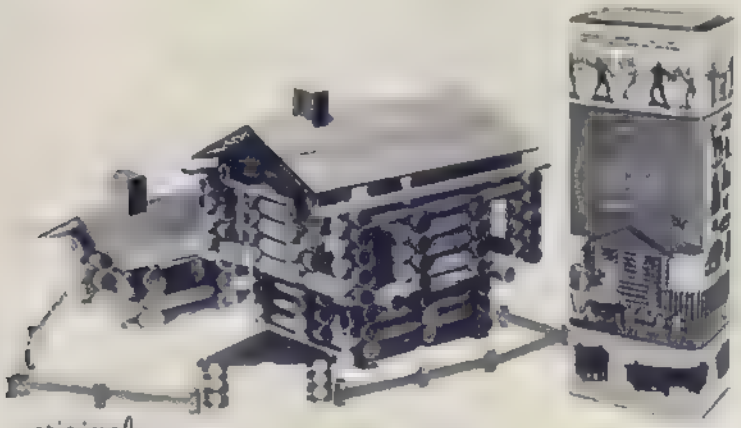
"TEACH-A-TOT" TOYS

PLASTIC AND PROMOTIONAL EDUCATIONAL TOYS AND MATERIALS

Promotional Educational Plastic/Wood Playthings. Coordination preschool play tools and basic construction materials for children of all ages. Safe, durable, non-toxic—engineered and priced for mass market distribution.

DIVISION OF PLAYSKOOL MANUFACTURING COMPANY

APPROVED-TESTED PLAYSKOOL RESEARCH

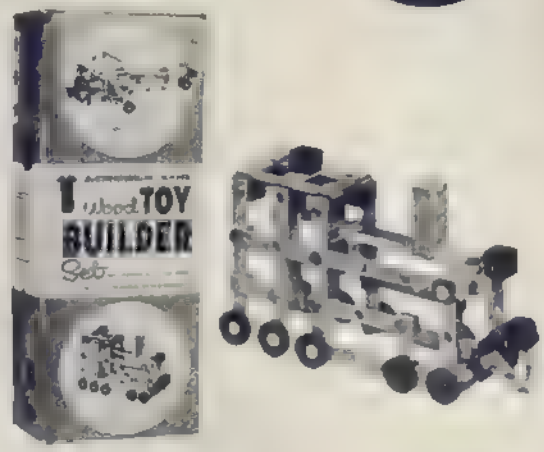


original

LINCOLN LOGS

America's National Toy

The best seller for far more than one quarter century. Round Wood Log Building components to construct realistic pioneer forts, cabins, stockades, houses. Approved for school use to teach the "expansion to the west." All sets interchange. All packed in space saving sealed square can containers.



LINCOLN LOGS

Wood TOY BUILDER

Wood girders, blocks and wheels with plastic nuts and bolts make unique, imaginative construction. Packed in space saving, full color sealed square container.

PLAYSKOOL MANUFACTURING COMPANY ✱ 3720 N. KEDZIE AVE. ✱ CHICAGO 18, ILLINOIS

Rm. 426 ✱ 200 Fifth Avenue ✱ New York 1933 S. Broadway (No. L-41) Los Angeles 7

PLAYSKOOL PRESS

Impulse profitmakers

COMPLETELY NEW... POPULARLY PRICED...

PLAYBOOKS, GAMES, PLAYBOARDS

Now Playskool offers an assortment of 6 titles in each of 3 categories. Produced by the best children's art sources.

"MARK IX" Magic Phono The very finest preschool playtool concept... acclaimed by children, parents, educators and merchants!* 9 volt system with cast metal pan construction guarantees longer play life, better fidelity, stronger transistorized amplification, protection against handling abuse. Also for '64—a library of "Learning While Listening" records by Playskool, for reading readiness and entertainment.

**Correspondence on file*

AUDITORY PLAY TOOLS ✻ ARTS & CRAFTS MATERIALS FOR CREATIVE PLAY

DIVISION OF PLAYSKOOL MANUFACTURING COMPANY

THE appleton LINE

Over 60 years experience in making fine quality Juvenile Furniture including PEG DESKS and MUSICAL ROCKERS. Promotionally priced for volume sales.

THE APPLETON JUVENILE FURNITURE CO.

Hampshire, Illinois

Battle Jacket with accessories $3.77

Cotton twill jacket adjusts. 2 pockets, grenade hook, place for name, rank. Cap-shooting pineapple grenade, pistol, belt, knife with sheath. Plastic. Shpg. wt. 1 lb. 8 oz.

49 N 2613 ..... $3.77

Jungle Combat Patrol Set

2-way electronic Walkie-Talkie and 36-inch Bazooka really work $4.99

There's the enemy. Contact other patrollers from hidden positions with Walkie-Talkie—needs no batteries. With 2 plastic phones, message pads and 25 ft. of conductor wire. Plastic mess kit, canteen, helmet (adjustable), camouflage leaves. Bazooka lobs up to 20 feet. 2 plastic rockets.

79 N 2683C—Shipping weight 4 lbs. Set $4.99

Versatile Monkey Gun It's 3 weapons in 1 $3.66

For any battle. Use as a pistol, slap on barrel, it's a tommy gun. Pull trigger, hear loud burst. Shoots 2 soft-tip grenades. Plastic, 24 in. Order 2 "D" batteries.

49 N 2634—Wt. 3 lbs. 3 oz. $3.66

"D" battery. Shpg. wt. ea. 4 oz.

49 N 4660 2 for 32c, 4 for 60c

"Long Range" Bazooka shoots up to 30 feet $3.87

The enemy pillbox is 30 feet away. Pop plastic rocket into tube chamber, adjust telescope sight and fire. *Whammo!*

The enemy's position is wiped out. Bazooka is 39 in. long. Includes 3 rockets, pillbox.

79 N 2606C—Shipping weight 4 lbs. . $3.87

Helmet with movable visor $1.99

U. S. jungle fighters use one like it. Pull radio antenna up, "receive" attack information. Chin strap. Plastic. 1 size fits all.

49 N 2635—Shpg. wt. 1 lb. 8 oz. . . $1.99

Jungle Mortar and target $2.99

Knock out the enemy's pillbox. Gauge elevation and firing distance of shells. 60 mm mortar is 19 in. long. 4 plastic shells.

49 N 2685C—Shipping weight 3 lbs. . . . $2.99

Okinawa Gun and Bandolier $3.73

Looks like a real, man-size automatic rifle. Put bandolier with shells over your shoulder. Carry weapon by its top-grip. 39-in. gun has bipod to support muzzle. Fill the magazine with 5 soft plastic shells and let 'er rip. Plastic gun, bandolier. Olive green color.

79 N 2611C—Shipping weight 6 pounds . $3.73

REMCO MONKEY DIVISION

Get plenty of battle action with grenade shooting-pistol, machete and cap-firing hand grenade

OKINAWA INVASION SET $4.38

The enemy hasn't got a chance when you use this 10-piece plastic arsenal. Pistol shoots roll caps and fires 2 grenades. Belt has pistol holster and machete scabbard. Grenade fires cap on impact. Special cap is [illegible]. Whistle and machete of soft harmless plastic. No caps.

49 N 2610—Shipping weight 2 pounds . . $4.38

All Holsters on this page are made of top-grain cowhide leather . . so supple, smooth and exceptionally long wearing —and all sets are exclusive with Sears

You "slap leather" lightning-fast with this

Quick-Draw Double Holster Set

Two "Texan" repeaters practically jump out of the no-snag holsters

$3.88

Stand-off tubular-style holsters let you wear guns "butts back" for fast action or forward for slick cross-draw 10¼-in. pistols fire roll caps . . cylinders revolve. Nickel-plated metal, simulated bone handles. 6 silver-color play bullets

Holsters and full-contour belt have Desert Suntone finish that resists stains. Western-style tooling with contrasting background. Fits 22 to 29-inch waists.

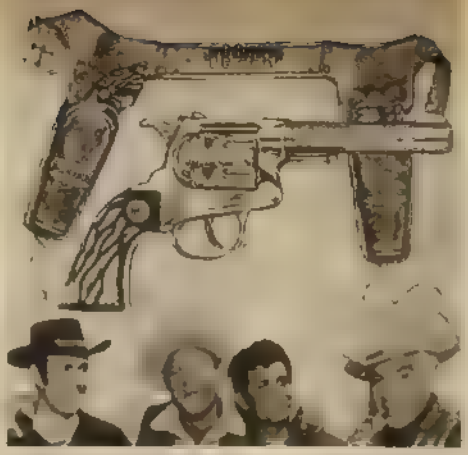
49 N 2819G—Shipping wt. 2 lbs. . $3.88

$3.99

Paladin "Have Gun Will Travel" Set. Your calling card and two 250-shot repeaters warn who you are. Shiny black leather holsters tote 9¼-inch pistols. Leg ties, 6 play bullets. Belt fits 23 to 30-in. waists. Case with 25 cards and Paladin's photo.

49 N 2625G—Shipping wt. 2 lbs. 12 oz. . . $3.99

NOTE: Gun sets on this page not for sale in New York City. Caps not included with any cap-firing toy.



Bonanza Family Double Holster

$3.99

Hire on at the Ponderosa . . tote the Cartwrights' two 9¼-inch repeaters that fire 250 caps. Embossed leather holsters, leg ties. 6 gold-color play bullets. Belt fits waists from 23 to 30 inches.

Shpg. wt. 2 lbs. 12 oz.

49 N 2630G . . . $3.99

Roy Rogers Double Holster

$2.99

Low-slung holsters have bullet clips on pockets and sleek Desert Suntone finish. Two 8-in. metal repeaters break open to load 50 caps. Fits 20 to 29-inch waists.

Shpg. wt. 1 lb. 6 oz.

49 N 2820G. . . . $2.99

Quick-Draw Single Holster

$2.99

Nickel-plated 10¼-inch repeater fires 250 caps. Western-style tooling and Desert Suntone finish on holster, contour belt. Fits 22 to 28-in. waists. Wt. 1 lb. 2 oz.

49 N 2818G. . . . $2.99

Top-Hand Double Holster

$2.95

Hip-hugging contour belt and fast-draw stand-off holsters boast a stain-resistant Desert Suntone finish. Two 8-in. metal pistols fire 50 caps. Fits 22 to 28-in. waists

Shpg. wt. 1 lb. 8 oz.

49 N 2809G. . . $2.95

Wrangler's Double Holster

$1.97

Deeply embossed Western design highlights these Desert Suntone finish holsters. Two 7½-inch metal repeaters fire 50 caps. Fits 21 to 26-in. waists. Wt. 1 lb. 4 oz.

49 N 2808G . . . $1.97

Top-Hand Single Holster

$1.88

Fast-draw embossed holster has stain-fighting Desert Suntone finish. 8-inch break-action metal repeater fires 50 caps. Fits 21 to 26-inch waists.

Shipping weight 1 lb.

49 N 2806G. . . . $1.88

Sears new Jungle Carbine with grenade launcher offers junior commandos thrill-of-a-fighttime

Camouflage-color dead-ringer for the Army carbine is of sturdy plastic has durable metal working parts. Shoots roll caps. Built in, spring-operated launcher lobs grenades up to 20 feet. Easy to handle. Comes with 2 realistic-looking polyethylene grenades. 27½ inches long

79 N 2814C—Shipping weight 2 pounds... $1.99

Action-packed Rifles $1.99

Bolt-action Training Rifle . . easy to load

1 For the boy who wants an authentic model. Pull bolt back and slip non-firing plastic cartridge into chamber

Bolt action cocks rifle for firing 50-shot roll caps. Hinge-leaf sight, shoulder sling. 35 in. long

79 N 2628C–Shpg wt. 2 lbs. $1.99

Be like today's soldier with M14 Recoil Rifle

2 Battery-powered model of U.S. Army automatic rifle adds realism to backyard battles. Recoiling muzzle rat-ta-tat sound. Uses 2 "D" batteries. 34 in. long.

79 N 2612C–Shpg. wt. 3 lbs. $1.99

"D" Battery. Shpg. wt. each 4 oz.

79 N 4660—2 for 32c; 4 for 60c

For bold young troopers . . M1 Rifle with bayonet

3 Have fun pretending to seek out and defeat deadly enemies with this high impact plastic model of M1 Garand rifle. Fires roll caps, die-cast metal mechanism. Comes with 9-in. soft plastic bayonet and plastic carrying sling 31½ in. long

79 N 2603C–Shpg. wt. 2 lbs. $1.99

Pump-action Shotgun ejects shells

4 It's open season on fun for junior hunting fans because the pump action is real in this exciting Upland Gunner outfit by Marx. Shoots caps, comes with dog whistle hunting license and 3 shotgun-type shells. Plastic 33 in. long

79 N 2620C–Shpg. wt. 3 lbs. $1.99

Mattel's Winchester with secret trigger

5 Hidden trigger gives every marksman the rapid-fire lever action he wants. Shoots caps and Shootin' Shells, ejects cartridges. Includes 2 cartridges, 6 plastic bullet noses. Plastic stock easy to hold steady. 26 in. long.

79 N 2794C–Shpg. wt. 2 lbs $1.99

Kadet Training Rifle sends cork balls flying

6 Topple that target. Just load front of barrel with half a dozen cork balls, pull trigger. You get fast lever action every time. Kadet handbook, 10 cork balls included. Wooden stock with shoulder sling. 24 inches long

79 N 2686C–Shpg. wt. 2 lbs. $1.99

Famous-name Play Rifles with fine detailing . . all have smoking action

Marx Telescope Rifle zeros-in distant targets

7 The boy who wants to be a champ sharpshooter knows he needs a rifle with a "scope" sight. Telescope sight makes far-away targets seem close. Fires roll caps. Bolt action loads and ejects cartridges, cocks trigger. 3 play cartridges. Metal and plastic. 40 in. long.

79 N 2688C–Shpg wt. 3 lbs. $3.88

Mattel's Winchester ejects up to 8 bullets

8 Take your choice . . this rifle's secret trigger gives rapid-fire lever action, triggers off single shots, too. You see smoke when you fire roll caps. Loads 8 metal play bullets in housing. Has wood-grained plastic stock and steel barrel. 33 inches long

79 N 2649C—Wt. 2 lbs.. $3.77

Daisy Saddle Gun makes bullet ricochet sounds

9 Blast the bandits out of their hide-away with this unusual gun. Hear crack and noise of ricocheting bullets, feel recoil, see smoke. Barrel is of heavy-gauge steel. Plastic stock, forepiece. 30 in. long.

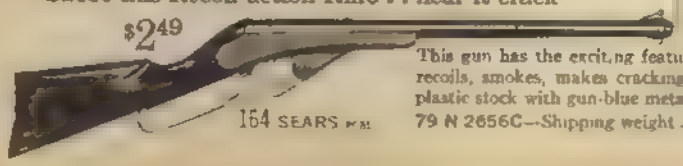
79 N 2601C Shpg. wt. 3 lbs. $3.66

Daisy's Spittin' Image cracks, recoils, smokes

10 Exact reproduction of the famous rifle that helped bring law and order. Cock the gun and start firing . . thrill to realistic response. Plastic stock, metal barrel. 34 inches long.

79 N 2636C—Wt. 3 lbs.. $4.66

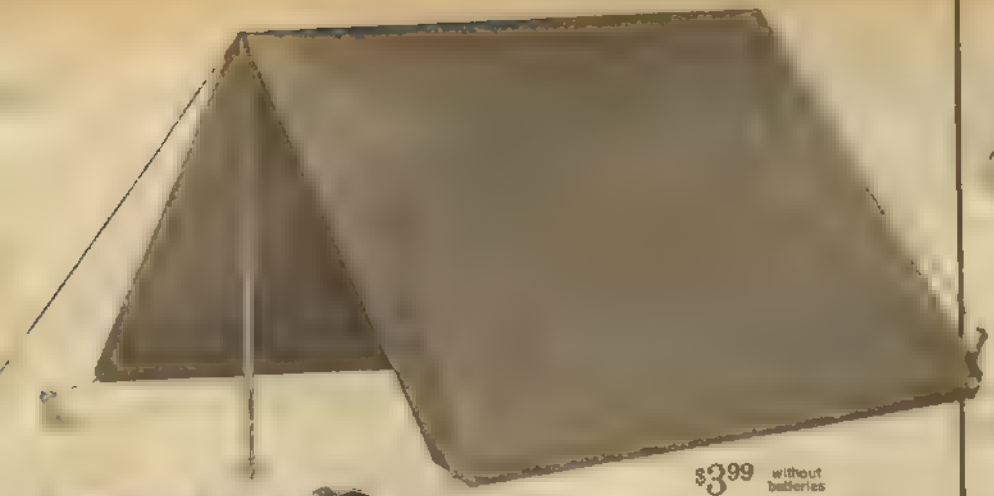
Shoot this Recoil-action Rifle . . hear it crack



This gun has the exciting features of a real carbine . . cock it, fire it—it recoils, smokes, makes cracking sound. You'll admire its rugged grained plastic stock with gun-blue metal barrel. 31 inches long

79 N 2656C—Shipping weight 3 pounds $2.49

NOTE: Caps are not included with any cap-firing toy shown on this page



$3.99 without batteries

Western Explorers Pup Tent Set

Tear resistant, waterproof polyethylene pup tent is 39x80x36 inches high, comes with 6 wooden ground stakes and tent poles. Also magnetic compass, whistle plastic canteen, cup and cap. Plastic mess kit with knife, fork, spoon, adjustable binoculars, plastic dagger, metal flashlight. Order 2 "D" batteries
79 N 2430C—Shipping weight 4 pounds . . . Set $3.99
"D" Battery Shipping weight each 4 ounces.
79 N 4660 . . . . . 2 for 32c, 4 for 60c

Child-size folding Fiberboard Playhouses

Military Pillbox $3.97

Camouflaged gun slits, door, escape hatch. 31x31x38 inches high. Folds for storage. Unassembled.
79 N 5022C—Shipping weight 8 lbs $3.97

Firehouse $5.97

Gaily printed. For helmet set, see page 59. No accessories. Folds flat. 44x38x54 in. Unassembled.
79 N 5023L—Shipping weight 13 lbs. . . . $5.97

Explorer's Belt $4.99 without batteries

Leather saddle bag belt with 4 blade knife, flashlight with 300-ft. beam. Order 2 "D" batteries on facing page. Also binoculars, whistle, strip bandages, harmonica. Fits 22 to 34-in. waists. Wt. 2 lbs. 8 oz.
49 N 2475 . . . . . $4.99

Talking Walkie Talkie $3.77 without battery

Push the button, hear one of 11 recorded commands . . "Charge," "Enemy aircraft approaching" many more. Made of durable polystyrene, 13 inches high. Order 1 "D" battery on facing page. Shipping wt. 1 lb. 3 oz.
49 N 4699 . . . $3.77

12-piece Magic Set $2.29

Keep all your friends guessing. Contains 11 magic tricks like mystic smoke, phantom cards . . lots more to prove the hand is quicker than the eye. With instructions and extra book of 101 tricks. Shpg. wt. 8 oz.
49 N 5024 . . . . . $2.29

A hideaway at home

Tun-L-Fun

Extends up to 10 feet long

$6.99

It's a private hideaway . . a spur to the imagination . . a fun-filled way to play favorite games like chase 'n' tag. Gay polka dot cotton cloth covers 24-inch diameter hoops. Extends to 10 feet but collapses quickly to an easy-to-store 3-inch thickness. Hoops are strong, tempered-spring steel.
79 N 4744L—Shipping weight 8 lbs. $6.99

FUN FOR AGES ONE TO SIX AND UP. A brand-new kind of chair that twists, rocks and scoots—doubles as a child's TV chair, beach chair, rocking chair. ■ Red and white or brown and white ■ Made of almost indestructible polypropylene plastic, makes no noise, can't mar floors. **Stock this one big; it's going over great! And packed with each chair is a "silent salesman" promotion piece that does the selling for you! Be ready to sell the chair everyone will be asking about — write for catalogue sheet and full information today.**

ITEM	COLORS	YOUR COST EACH	MIN. PACKAGE	WEIGHT	SUGGESTED RETAIL
300	red/white brn./white	6/36 @ 5.13 36/72 @ 4.86 72, up @ 4.49	½ doz.	29.5 lbs.	$8.98

TIP-N-ROK®

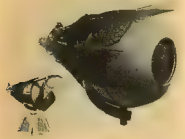
NEW FROM INFANSEAT, MANUFACTURERS OF THE ORIGINAL infanseat BABY CARRIER ■ INFANSEAT CO., ELDORA, IA.

HUMAN HEART
PYRO

Heart sections are hinged for easy observation of inner chambers. All parts of the heart are identified with numbered decals and a chart that is placed on the display stand. A booklet is included that explains the workings of the human heart.

No.	Retail
C-372	$3.00

HUMAN EYE
PYRO



All parts of the eye are easily located and identified with the "quick locator" decals and an identification table mounted right on the stand. A colorful booklet explains the workings of the human eye.

No.	Retail
C-371	$3.00

MONKEY DIVISION WALKIE TALKIE
REMCO

Sound travels like magic through the tubes right to a waiting ear. Works indoors or out. Complete with 15 feet of tubing.

No.	Retail
328	$1.20

FIREBIRD "99"
REMCO

Dashboard with ignition key switches on windshield wipes. Operates on 2 D batteries. Directional signals work, real horn, adjustable mirror, glove compartment, accelerating speedometer. Size: 13¼ x 6¾ x 9¾ inches.

No.	Retail
209	$8.00

COMBAT FIELD PHONES
REMCO

Simple to work, realistic. Complete with Signal Generator, reel, 20 feet of wire and two electro-magnetic phones. Light runs on one D battery (not incl).

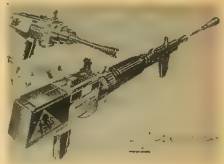
No.	Retail
326	$7.00

ELECTRONIC WRIST RADIO
REMCO

Loud clear 2-way voice transmission, electro-magnetically powered. Has 25 feet of wire. Secret code buzzer signal system, telegraph click system. Includes pair of radios. Operates on 1 C-battery (not incl.).

No.	Retail
350	$4.50

MONKEY GUN
REMCO



Three guns in one with the action of an assault force. An automatic pistol, a powerful tommy gun or a long range grenade rifle. Comes complete with two harmless grenades. Operates on 2-D batteries (not incl.).

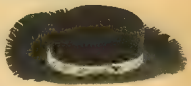
No.	Retail
323	$6.00

HELMET AND GUN SET
REMCO

Contains camouflage helmet with attached plastic leaves and aiming gun. Carded for self-service display.

No.	Retail
357	$1.00

FRINGED RODEO HAT
CORONA



Made of 100% Virgin Wool Felt. Colors are red, blue, black, brown and grey. With sweat band and Indian motive plastic hatband. Sizes are small, medium and large.

No.	Retail
201	$2.00

JUNIOR TOOL BELT SET
INDUSTRIAL SAFETY

8 piece set consisting of high detailed miniature regulation gear made of full grain leather. Regular size alloy steel tools, 300 foot beam flashlight, folding rule and roll of friction tape. In display box.

No.	Retail
404	$4.00

SMALL FRY TOOL BELT
INDUSTRIAL SAFETY

8 piece set. Decorated heavy leather-like Adjustable Belt. Consists of flashlight, rubber-like tools including hammer, pliers, screwdriver, wrench and pencil. In window box.

No.	Retail
199	$2.00

TOOL SET
NEW YORK GAME

10 piece tool set in metal case. Includes hand saw, screwdriver, hammer, pliers, etc. Box measures 12¼ x 5¼ x 3¼ inches.

No.	Retail
70SP	$3.00

No. 65SP – Smaller tool set than above.

No.	Retail
65SP	$2.00

No. 75SP – Larger tool set than above.

No.	Retail
75SP	$5.00

KING ARTHUR'S SHIELD SET
PET TOY

Excalibur and shield set in high relief durable. Plastic completely play safe.

No.	Retail
424	$3.00

KING ARTHUR'S HELMET
PET TOY

High relief plastic battle helmet with dragon on top. Face shield raises and lowers.

No.	Retail
425	$3.00

SMALL FRY CAMPING SET
INDUSTRIAL SAFETY

Heavy leather-like adjustable belt with large size pouch molded to same. Large canteen with carrying strap and 1¾ inch compass, 200 foot beam flashlight, with ring attachment.

No.	Retail
201	$2.00

COMBAT FIELD PAK
MINER

A roomy knapsack of O.D. textured plastic with two army ration cans and whistle. Printed with official-looking seal Poly-bagged with header.

No.	Retail
1141	$1.00

ARMY MESS KIT SET
COLECO

Features army type canteen and cup; mess kit with knife, fork and spoon; authentic looking army pin.

No.	Retail
1922	$1.00

JR. FIRECHIEF OUTFIT
COLECO

Includes big realistic helmet with Chief's insignia, safe-play hatchet and water-squirting fire extinguisher.

No.	Retail
1920	$1.00

"RAGGEDY ANN & ANDY"† DOLLS

have moved to their

NEW EXCLUSIVE HOME

at JOY OF A TOY knickerbocker

1107 BROADWAY, NEW YORK 10, N. Y., SUITE 500

† © John B. Gruelle, 1918-1937; Renewed by Myrtle Gruelle, 1945-1962

Monogram

(A) **JAGUAR XK-E** — 21¾" long with 12" wheelbase. Opening and closing doors crank operating windows, operating front suspension, steerable. Authentic detail with bucket seats, chrome plated dash panel, racing steering wheel, wire spoke wheels, white wall tires.
PC98/732 **LIST $10.95**

(B) **BIG DEUCE** - Authentic one-eighth scale model of famous '32 Ford Roadster. 20½" model with fenders, running boards, white top and with or without hood. Or it will make a conventional Street Roadster or traditional Highboy, high on frame. Operating head and tail lights, folding windshield, Pontiac engine, realistic steering.
PC88/997 **LIST $14.98**

(C) **THE BIG "T"** — America's most fascinating car model! Big in size ⅛" scale: 16¼" long, 8½" wide, 7⅝" high. Start with 1924 Ford "T" roadster and shortened Model "A" pick-up bed. Custom interior with bucket seats, Chevy mill, triple carbs, and cut down "T" radiator or chopped '32 Ford shell. 203 perfect parts, components or parts from 11 standard makes. Can be steered or motorized.
PC78/732 **LIST $10.98**

LITTLE T — 100 precision parts for assembly as pick up with shortened bed roadster with turtledeck. Steerable wheels, Chevy 283 engine.
PC92/99 **LIST $1.49**

(D) **MERCEDES** — Body and fender assembly molded in one piece. Interior completely detailed. Spoke wheels, removable top, removable hood.
PC87/199 **LIST $2.98**

(E) **DUSENBERG** — ½" scale model of classic '34 Torpedo Phaeton. Authentic design, superb detail, 150 parts including chrome plate. 9¼" long.
PC81/199 **LIST $2.98**

(F) **1955 CHEVROLET CUSTOMIZING KIT** — ½" scale model of popular Chevy with big 130 part kit to make stock hardtop, convertible, custom continental, etc. Red or blue.
PC83/139 **LIST $1.98**

(G) **40 FORD PICK-UP** - Operating doors, hood and tailgate. Windows raise and lower. Wire wheels, '37 DeSoto bumpers, '57 Chevy rear fenders, and more.
PC91/139 **LIST $1.98**

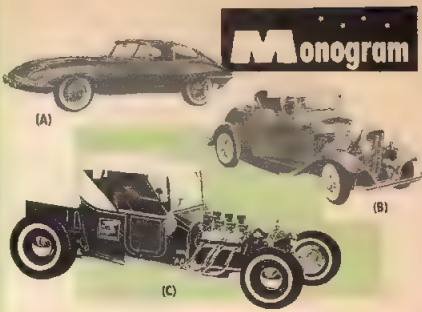
(H) **57 T BIRD** -- Choice of assembly: regular hardtop, regular convertible, custom hardtop, bubble top. Doors open and close, white wall tires.
PC89/139 **LIST $1.98**

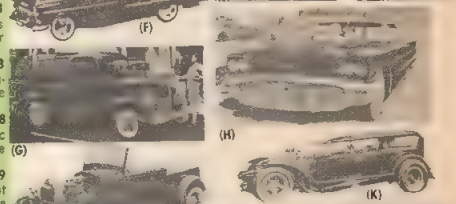
(J) **BLUE BEETLE** — Customized 1929 Ford Model A Pick-Up, Cadillac engine. Top and bed cover removable. Completely detailed. Complete skin diving gear, and a surf board included.
PC93/99 **LIST $1.49**

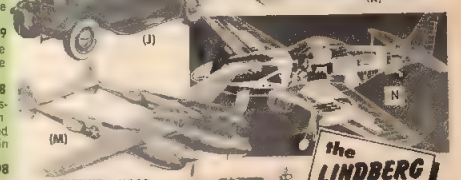
(K) **LI'L COFFIN** — Faithful copy of the big car that won National Hot Rod show in '62. Mag wheels, head rests and roll bar, steerable front wheels, simulated padded interior.
PC94/99 **LIST $1.49**

(M) **P-38 TWIN-BOOM FIGHTER** — Completely detailed. Door in nose opens to show machine guns. Cockpit canopy opens. Pilot entrance ladder retracts. Landing gear.
PA97/139 **LIST $1.98**

(N) **PHANTOM MUSTANG** Authentic model with detailed transparent fuselage and wings to watch inside realistic working action. Powered by two electric motors, included in kit, and controlled from remote control panel on display pylon. 144 plastic parts in 5 colors. ⅜" scale.
PA67/333 **LIST $4.98**



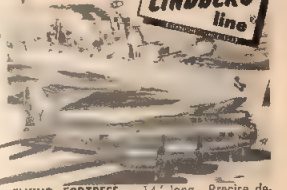




the LINDBERG line

CUSTOMIZED SERVICE TRUCK — front wheels steer, hood opens, windshield collapses, cab roof comes off, crane lifts and rotates 360° . . . actually lifts and tows car, rear train suspension working winch, supporting jacks extend and drop. 10".
301/199 LIST $2.98

BATTLESHIP HOOD — 26½" motorized model. Main gun turrets operate and guns elevate electrically. Ship will travel pre-set patterns in water: figure eight, circle, or straight line. Molded in gray plastic.
763M/333 **LIST $4.98**



FLYING FORTRESS — 14" long. Precise detailing worked into this famous World War II Bomber. Four individual kit motors included. Each propeller separately motorized.
305M/267 **LIST $3.98**

RENWALL

ANDREW JACKSON SUBMARINE -- 25" long. Control room accurately reproduced in exact scale. Torpedo stacks, reactor-powered turbines, galleys, ward-rooms, launching tubes, "Electronic Brain" center.
654/199 **LIST $2.98**

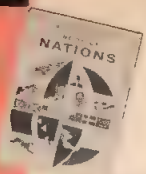
FIGHTER-RACER-CARRIER 3 motorized scale models accurately designed, finely detailed Japanese Zero, Grand Prix Racer, Carrier Hornet.
GB63-1/200 **LIST $3.00**

RAND McNALLY

GEOGRAPHIC TREASURE CHEST — With 12" full meridian globe and Globe Guide. Plus book of Nations, describing every country in the world with pictures, maps and diagrams; and large 3' x 4' World map and United States map.
1227/1080 **LIST $18.00**

BOOK OF NATIONS — With full color maps and up-to-date information
3413/287 **LIST $3.95**

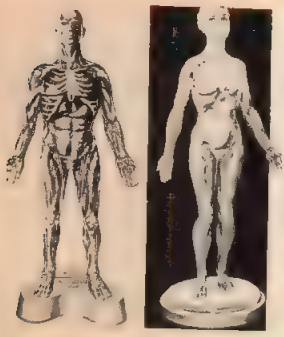
WORLD PORTRAIT GLOBES IN RAISED RELIEF



(A) **THE BALBOA** — 12" globe mounted on brass finished semi-meridian and base. Full color Globe Guide is included.
7016/667 **LIST $9.95**

(B) **THE AQUA-SPHERE** — 12" globe on double-ring satellite mounting; permits full use of all outstanding features; measures great circle air distances, tracks satellites, compares time zones, brings any place on earth into easy view.
7048/1130 **LIST $16.95**

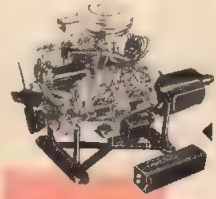
(C) **THE OCEANOGRAPHER** — 12" World Portrait globe on double action mounting that brings any part of the world into instant view. Thousands of places on land and under the sea are clearly identified
7041/863 **LIST $12.95**



THE VISIBLE MAN—kit form of authentic laboratory model, accurately scaled, enables identification and study of all organs. All bones and muscles clearly defined, realistically textured 16" high. Handbook included
800/333 **LIST $4.98**

THE VISIBLE WOMAN—All organs perfectly detailed for study and identification. Access to internal parts through removable abdominal wall. Includes second set of parts showing internal condition of 7 months pregnancy use is optional. 15½" high. Introduction to Anatomy included
804/333 **LIST $4.98**

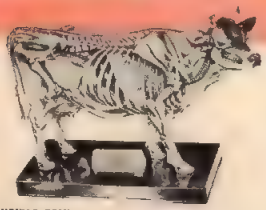
NATURESCOPE — A 5-power specimen magnifier reveals details, patterns, configurations of leaves, grass, seeds, skin, hair, etc. Complete with supply of snap-together slides, re-usable, and illustrated booklet
818/167 **LIST $2.49**



VISIBLE V-8 — ¼ scale through engine with over 200 components included to develop fully operative model: does everything but burn oil. Complete with miniature battery-operated drive motor, and mechanics manual.
802/732 **LIST $10.95**

RENWALL

BOTANY KIT — A new educational concept which includes a real, ventilated greenhouse, complete with soil, seeds, tools, and accessories. Enlarged 3 dimensional take-apart model of a flower shows all parts, and with mechanical scroll, explains what is happening inside growing plants. Botany manual included.
815/667 **LIST $9.95**



VISIBLE COW — Perhaps our most important domestic animal in transparent "hide" that reveals important anatomical details: how milk is produced, the 4 stomachs storing up to 40 gallons of food, why she "chews her cud." Plus authoritative booklet on bovine anatomy.
816/399 **LIST $5.95**

THE VISIBLE TROUT — The favorite of America's fresh water fisherman in a 16" long beautiful and instructive model. One side simulates the speckled body, the other shown in intricate detail the compact organic and bone structure. Complete with stand. Exciting to build, educational to study and keep.
817/333 **LIST $4.98**

Famous-name Guns . . noted for superior action features . . fine craftsmanship

$3.77 each

Marx Telescope Cap Rifle ejects cartridge

1 Always one of our most popular rifles because any boy knows you can't be a champ sharpshooter without a "scope" sight. Bolt action loads and ejects cartridge, cocks trigger. Fires rolled caps. 3 play cartridges. Plastic stock, metal barrel. 40 inches long.
79 U 2688C—Shipping weight 3 pounds $3.77

Daisy's Spittin' Image cracks, recoils, smokes

2 Exact reproduction of famous "Rifle of the West" that helped bring law and order to the Old West. Just cock it and start firing. Hear loud crack, feel the recoil, see smoke pour out. Heavy-gauge metal barrel with plastic stock. 34 inches long.
79 U 2636C—Shipping weight 3 pounds..... $3.77

Mattel's Winchester ejects up to 8 bullets

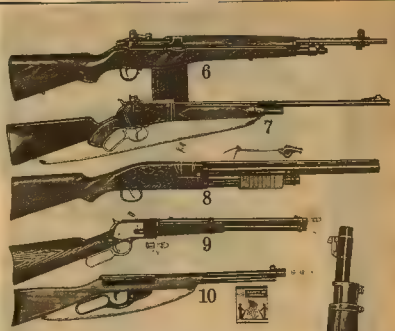
3 Has secret trigger for rapid-fire lever action. Triggers off single shots, too. Smokes when you fire roll caps. Loads 8 metal play bullets in housing. Plastic stock, steel barrel. 33 inches long
79 U 2649C—Shipping weight 2 pounds..... $3.77

Daisy Saddle Gun . . hear "bullets" ricochet

4 No need to yell "bo-l-l-ag" when you start spraying "bullets" around the rustlers' hideout with this Daisy—it does it convincingly by itself! Also hear crack, feel recoil, see smoke. Heavy-gauge steel barrel with plastic stock. 30 inches long
79 U 2601C—Shipping weight 3 pounds..... $3.77

Western Gun, Clothes Rack

Horse shoes and branding iron designs give this rack a real western look and may even remind Junior to keep his bunkhouse tidy. 6 horse shoe hooks for holding guns, holsters, pants, shirts, hats. Bright metal conchos and real leather thongs. Solid natural pine with clear lacquer finish. Hanging hooks on back. 20x20 in. over-all. Unassembled.
79 U 2734C—Shpg wt. 4 lbs. . . $2.99



Never before at Sears . . so many Rifles with so much action at so low a price

$1.98 each

Bolt-action Training Rifle loads like real gun . . ejects cartridge, shoots caps

5 Pull bolt back and slip non-firing plastic cartridge into chamber. Bolt action cocks gun for firing 50-shot roll caps. Hinge-leaf sight, shoulder sling, plastic stock 35 in. long.
79 U 2628C—Shipping weight 2 pounds..... $1.98

M14 Battery-powered Recoil Rifle

6 Authentic model of the automatic rifle now being used by U.S. troops. Has recoiling muzzle and loud, rat-ta-tat sound. Uses 2 "D" batteries (order below). 34 inches long.
79 U 2612C—Shipping weight 2 pounds..... $1.98
79 U 4660—"D" batteries. Wt. ea. 4 oz. . . Ea. 16c; 4 for 60c

Big Game Cap Rifle really smokes

7 Replica of famous .348 caliber rifle, even down to the fancy scroll-work. Lever opens housing for loading roll caps. Black steel barrel, peep sights. Plastic stock. 34 inches long.
79 U 2765C—Shipping weight 2 pounds. . $1.98

Pump-action Shotgun ejects cartridges

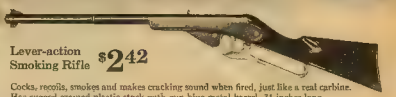
8 Upland Gunner outfit by Marx shoots caps, ejects cartridges and features real pump action. Includes dog whistle, hunting license and 3 shells. Plastic. 33 inches long.
79 U 2620C—Shipping weight 2 pounds. . . . $1.98

Mattel's Shootin' Shell Winchester

9 Shoots caps and Shootin' Shells and ejects cartridge. Even has secret trigger for rapid-fire, lever action. 2 cartridges and 6 plastic bullet noses. Plastic stock. 36 inches long.
79 U 2794C—Shipping weight 2 pounds..... $1.98

Kadet Training Rifle fires cork balls

10 Just load front of barrel with half a dozen cork balls, pull trigger. Fast lever action. Kadet Handbook included. Wooden stock with shoulder sling. 24 inches long. 10 cork balls.
79 U 2686C—Shipping weight 2 pounds..... $1.98



Lever-action Smoking Rifle

$2.42

Cocks, recoils, smokes and makes cracking sound when fired, just like a real carbine. Has rugged grained plastic stock with gun-blue metal barrel. 31 inches long
79 U 2656C—Shipping weight 3 pounds..... $2.42

NOTE: caps are not included with any cap-firing toy

You've never seen such shootin' irons! Carry these 3 guns and you'll rule the Old West: rugged lever-action Rifle—flashy Pistol with white bull-head handle—50-shot Derringer

Western Marshal 9-piece Outfit

$4.88

Be prepared for any type gun-play. Use rifle for long-range duels . . fast-draw pistol for shootouts . . full-size derringer if trapped. All look real.

Rifle has 32½-inch steel barrel, nickel-plated working parts, walnut-colored plastic stock. Rifle and repeating pistol fire 250-shot roll caps. Derringer fires 50-shot roll caps. Both holsters attach to belt . . leather with dark saddle brown finish, fits 23 to 29-inch waists. Includes badge, 3 silver-color bullets. Not for sale in New York City

79 U 2735CG—Shipping weight 4 lbs. .Set $4.88

NOTE: *Caps not included with any cap-firing gun*

$5.32

Mattel's "Shootin' Shell" Buffalo Hunter Set

Lever-action 26-inch Winchester rifle ejects shell . single or rapid fires. 9-inch Fanner pistol. Plastic and metal, both shoot caps or shells. Flexible knife with plastic scabbard, leather holster and belt. Fits 25 to 34-inch waists. 9 cartridges, 30 bullet noses. Not for sale in N.Y.C. or Massachusetts

79 U 2681CG—Shipping weight 3 pounds. . . . . .Set $5.32

$3.87

Mattel's Winchester Frontier Set

Gear up for wide-open spaces. "Shooting' Shell" 26-inch rifle has lever action, shell ejection . . single or rapid fires. 10¾-inch Fanner-50 pistol. Plastic and metal, both shoot caps. Black Dura-Hyde® plastic holster, belt . . fits up to 28-inch waist. 2 cartridges, 6 bullet noses. Not for sale in New York City

79 U 2644CG—Shipping weight 3 pounds. . . . . .Set $3.87

$2.97

3-gun Texas Ranger Set

Lever-action "Flip Rifle" has 50-shot rapid fire . trigger action, too. High-impact plastic with working parts of rugged die-cast metal. 27 in. long. Two 50-shot automatic repeater guns of sturdy metal, bronze color; have stag grips. Rawhide leather double holsters, adjustable belt.

79 U 2754CG—Shipping weight 3 pounds. . . . . .Set $2.97

$1.99

Marx Detective Set

Has "Chopper" Tommy Gun, "bullet-shooting" pistol, holster, wallet and badge

Only $3.49

You're fully armed to raid crooks' hideout. Belt-action Tommy gun chatters like a real machine gun, barrel recoils. Plastic and metal, 19 in. long. Snub-nose metal pistol has revolving cylinder . . fires caps and soft bullets at same time. With 16 play bullets. Slip pistol into black plastic shoulder holster, use wallet to show your credentials.

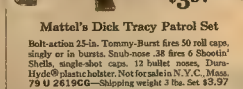
49 U 2639CG—Shpg. wt. 3 lbs. . . . Set $3.49

Detective Holster Set

Pistol and holster as above. With 8 bullets.

49 U 2678CG-Shpg. wt. 1 lb. 2 oz. Set $1.99

Both items above not for sale in N.Y.C. or Mass.



$3.97

Mattel's Dick Tracy Patrol Set

Bolt-action 25-in. Tommy-Burst fires 50 roll caps, singly or in bursts. Snub-nose .38 fires 6 Shootin' Shells, single-shot caps. 12 bullet noses, Dura-Hyde® plastic holster. Not for sale in N.Y.C., Mass.

79 U 2619CG—Shipping weight 3 lbs. Set $3.97

$1.99

Tommy-Burst Gun, the same one Dick Tracy uses to capture underworld mugs. Smokes, fires 50-shot roll caps . . has sliding bolt action for single shot or bursts. 25 inches. Plastic, metal mechanism.

79 U 2725C—Shipping weight 2 pounds. . . $1.99

JOHNNY SEVEN ONE-MAN ARMY!

A big 36 inches long . . . lets you "knock out" tanks, flush snipers, take out pill boxes—all with one gun!

JOHNNY SEVEN GUN. Puts all other guns to shame, because it does so many things! Grenade launcher lobs grenades near or far, smack into "enemy" position. Anti-tank rocket is long range—no need to expose yourself to "strafing" or snipers' "pot-shots." If you've used up these weapons, and the enemy is closing in, disperse them with the missile launcher and armor-piercing shells—WOW! —you're a military juggernaut! To finish the skirmish, take prisoners with the 12-shot repeating rifle, rapid-fire tommy gun with rat-tat-tat sound, and cap-firing pistol all in the same gun. No batteries needed. Caps not incl. High-impact plastic. Not sold to residents of Mass., Delaware.

X 923-1614 A—Shpg. wt. 3 lbs. 11 oz.....6.22

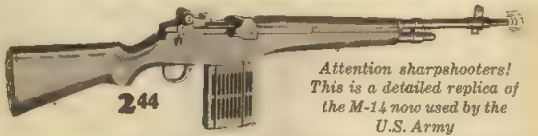
JUNGLE-FIGHTER OUTFIT. Completely camouflaged to blend with surroundings. Sanforized® cotton twill jacket has patch pockets matching trousers. Decorated with ranger's and sergeant's emblems. Plastic helmet.

Sizes: Small (ages 4-5), Medium (ages 6-7), and Large (ages 8-10). *State size* when ordering—Small, Medium, Large.

X 923 2729 B—Shpg. wt. 1 lb. 8 oz.....4.44

U. S. ARMY HOLSTER SET. "You're in the Army now" with this pistol and holster set. Military green holster and belt have U. S. Army insignia. Snap-fastened flap locks realistic, cap-firing metal pistol in holster. Embossed eagle buckle on handsome military belt. Plastic knife has military-green leather sheath. Plastic hand grenade. This item not sold to residents of New York City.

X 923-9013 A—Shpg. wt. 1 lb. 8 oz.....2.44



Attention sharpshooters! This is a detailed replica of the M-14 now used by the U.S. Army

M-14 INFANTRY RIFLE. An amazingly realistic copy of the famous U. S. Infantry weapon. It's 34¾ in. long, made of rugged, high-impact plastic that has an overall metal and wood-grain effect—hard to tell it from the real thing! What's more, it has a recoiling barrel and rapid-fire sound. Uses 2 "D" batteries (not included—order on page 289). Use Credit Command—see page 283 for details.

X 923-1887 A—Shipping weight 2 lbs.....2.44

BOLT-ACTION TRAINING RIFLE. Modeled after the famous 1903 Springfield rifle. Pull back the bolt, insert the "bullet," and you're ready for mock firing. Bolt action also ejects shell casing, and cocks gun for firing 50-roll caps (not incl.). Has shoulder strap for steady firing. All pieces made of high-impact plastic, except die-cast metal cap-firing mechanism, bolt, hinge-leaf sights. 31 in. long.

X 923-2687 A—Shipping weight 2 lbs.....1.97

FIELD-TENT SET. Great to use after a long campaign, or when you've advanced far ahead of your "command post." Erect the easy-to-set-up tent in a hurry and you've got a shelter or "field headquarters." Rugged cotton canvas duck 8 x 6 ft. high. Adjustable helmet camouflaged with realistic leaves. Includes canteen and mess kit for "chow" break. Helmet, canteen, mess kit are plastic.

X 923-9005 A—Shipping weight 5 lbs.....5.88

Combat field kit—realistic copies of "captured" German gear

BATTLE-SQUAD SET.** Souvenir equipment lets you imitate a German soldier. Mannlicher design rifle has telescopic sight. With cap pistol holster, belt, poncho, helmet. All pieces are made of plastic.

X 923-1606 A—Shpg. wt. 5 lbs.....4.88

** Not sold to residents of N. Y. C.

Ring the bell and light the bull's-eye!

silent electronic rifle

shoots bullets of light!

15.99

ELECTRONIC RIFLE RANGE. Improve your marksmanship with this moving-target rifle game. A full-sized, 35½-in. authentically designed plastic rifle shoots harmless, accurate bullets of light. Equipped with telescopic-like sight. The target has timing motor that keeps photo-electric bull's-eye in motion and acts as a scoring timer. When you score a hit, the bull's-eye lights up and a bell rings. The sensitivity of the bull's-eye can be set for beginners or experts. Interchangeable animal-head targets. Target uses 6 "D" cell batteries (not incl.—see page 268 to order). Rifle uses 9-volt transistor battery (not included). Score card included.

X 923-2653 A—9 lbs. Semi-mail—see page 284.. 15.99

- Tommy-Burst® Gun
- Snub-Nose Pistol
- Dura-Hyde® Holster

4.33

DICK TRACY
Patrol Squad Set

DICK TRACY SET. Gangsters beware! With two guns you're a real crime stopper! Tommy-Burst® gun has sliding-bolt action—fires bursts or single shots. 7-in. snub-nose revolver has six "Shootin' Shells." Neat-fitting, smooth-draw Dura-Hyde® plastic holster lets you get the "drop" on them. Guns fire caps (not included).

X 923-4105 A—Shpg. wt. 2 lbs. 8 oz.....4.33

Shoulder Holster Set. Same holster and pistol as above, plus ID card, badge and target.

X 923-2919 A—Shpg. wt. 1 lb. 8 oz.....2.99

Guerrilla gun and booby trap set

Versatile booby trap comes in handy when raiding the "enemy"

GUERILLA GUN FEATURES.

- Realistic detail
- Single or rapid fire
- Smoking barrel

2.97

GUERRILLA GUN AND BOOBY TRAP SET. Guerrilla gear gives you all the versatility you need for a successful campaign. Gun has authentic-looking jungle camouflage, fires rapid burst of caps like a real tommy gun—fires single shots too! Sling carrying strap, bolt action. Uses caps (not incl.) Booby trap can be used in a variety of ways: delayed fire demolit on blaster, attack signal, as booby trap. Gun can be ordered separately—see below.

X 924 1886 A—1 lb. 12 oz. Set, 2.97

X 923-1770 A—Gun only. 1 lb. 1 oz ... 2.44

"Little Burp®" guerrilla gun

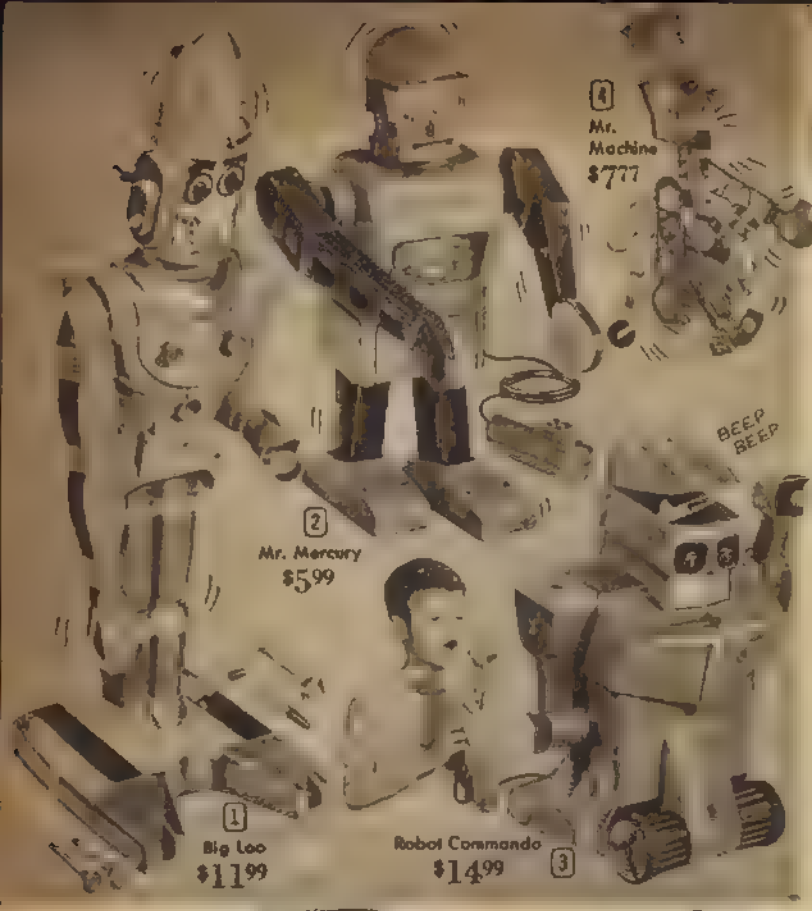
1.37

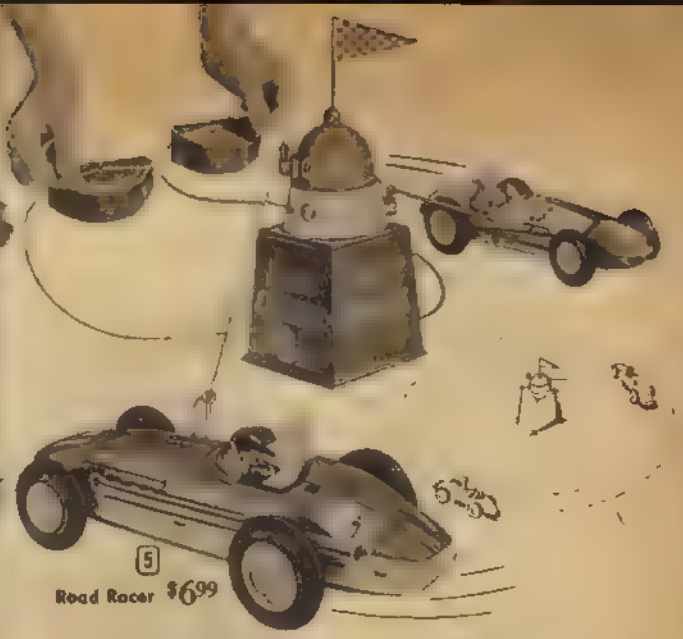
- Realistic!
- Lightweight!
- Easy-to-handle!

LITTLE BURP GUERRILLA GUN. A compact jungle gun that's the perfect size for close in-fighting. Camouflaged, with wire stock and smoking barrel! Turn the crank for rapid-fire bursts, pull trigger for single shots. Easy to load, fire, and handle. Fires caps (not incl.). Rugged plastic construction, metal firing parts.

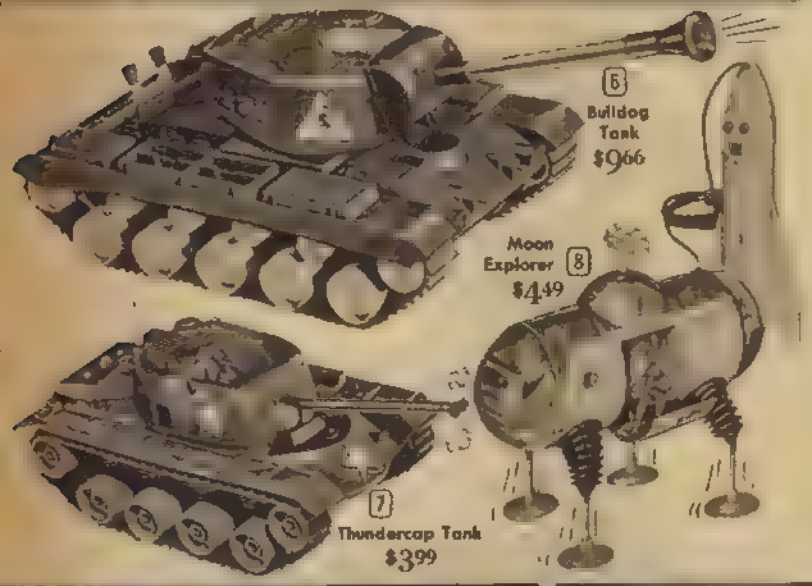
X 923-5094 A—Shpg. wt. 13 oz.....1.37

SAVE THIS CATALOG—toys will be available till September 20, 1965





Thrill-Packed Toys



1 **Big Leo.** Giant plastic Moon Robot over 3 ft. tall. He works, fights, blinks eyes, squirts water, even talks! He bends, swings right arm, right hand picks up things; 4 plastic balls fire from left arm; soft-tip rockets shoot from base, 2 darts fire from chest. Scanner target scope spots enemy, compass tracks him. Musical whistle, clicker signals. Hand-crank record player with 10 sayings included. Order 2 "D" batteries, opposite page *Mailable*.
48 T 2849MO—Wt. 10 lbs. $11.99

2 **Mr. Mercury,** the whirring whiz! Metal body, he walks on tiny wheels, bows, raises both arms, closes plastic foam hands to grab objects all by remote control. Head lights up, too. Ht. abt. 13 in. Order 2 "D" batteries, opp. pg. Imported.
48 T 2940—Wt. 3 lbs. 5 oz. $5.99

3 **Robot Commando** is your best buddy in battle! Speak to him by remote control and he goes forward, left or right. At "missile-fire," arms hurl harmless missiles into space; at "rocket-fire," plastic-domed head raises, shoots safety-tipped rockets into air! Robot's searching eyes roll; he makes "beep-beep" signals. Plastic; ht. abt. 19 in. Needs 3 "D" batteries (order on opp. page). *Mailable*.
48 T 2932 MO—Wt. 8 lbs. $14.99

4 **Mr. Machine.** Wind-up plastic robot walks, swings arms, opens and closes mouth, rings a bell, sounds a siren. Take him apart (instructions). Ht. abt 18 in.
48 T 2917 -Ship. wt. 5 lbs. $7.77

5 **Road Racer** keeps 2 pals busy for hours. 2 cars with separate remote controls race around tower at fast to slow pace; true motor noise. Ht. abt. 13 in. Metal Order 5 "D" batteries, opp. pg. Imported.
48 T 2999—Wt. 2 lbs. 10 oz. $6.99

6 **U.S. Bulldog Tank** on caterpillar treads advances, retreats, climbs obstacles, destroys barricades. Fires 4 shells, ejects empty casings. Plastic body, aluminum gun. Abt. 22 in. long. Order 4 "D" batteries, opp. page. *Mail.*
48 T 2941M—Ship. wt. 6 lbs. $9.66

7 **Thundercap Tank** shoots caps automatically, smokes, climbs, rolls on heavy rubber tracks. Plastic and metal body. Abt. 10½-in. long overall. Extra rolls of caps included. Use 2 "D" batteries, sold on opp. page. Imported.
48 T 2943—Wt. 1 lb. 8 oz... $3.99

8 **Moon Explorer** walks with lighted, spinning tail, "radar scope." Door opens, spaceman appears to take "pictures." Rocket-shaped control Metal. Order 2 "D" batteries, opposite page. Abt. 9½-in. long. Imported.
48 T 2834—Wt. 1 lb. 8 oz... $4.49

9 **Odd Ogg**—He's Half Turtle, Half Frog! Roll one of five plastic balls at him—if you hit the center bar he croaks happily and moves toward you. If you miss, he razzes you and moves away. Made of sturdy plastic, abt. 14x7 in. high. Operates on 2 "D" batteries, sold on opp. pg. Wt. 4 lbs. 7 oz.
48 T 2800M—*Mailable*. $8.77

10 **Tu-Tu Turtle** is a wonderfully wacky pal! He's the kind of guy that doesn't mind being pushed around a bit—just put the plastic ball in his mouth, give him a good shove backwards and Pop!—the ball comes back to you. Then Tu-Tu comes waddling forward for more. He's made of sturdy, colorful plastic and comes with two lightweight plastic balls. Abt. 16¼ in. long. *Mailable*.
48 T 2875 M—Shipping weight 2 lbs. $3.49

11 **Smokey Bear and Jeep.** Watch the magic action jeep change directions as it hits an object! With fire equipment loaded in the back, Smokey's in the driver's seat—ready to patrol the forest and watch out for fires. Rubber wheels, authentically lithographed, sturdy metal body. Abt. 11 in. long. Order 2 "D" batteries, opposite page. Imported.
48 T 2942—Ship. wt. 1 lb. 4 oz.... $3.99

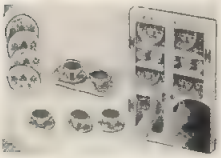
Save This Catalog. Toys Available Until October 1, 1964

METAL TEA SETS

20-Pc. Embossed Tea Sets

Service for 3. Gold trim metal plates, cups, saucers. Plastic teapot, forks, knives and spoons. Mylar window box.

T215-236—½ doz. sets N.B. Doz. sets **28.80**



14-Pc. Country Kitchen Tea Sets

Washable vinyl coated steel service for 4. Includes 5¼ in. dinner plates, cups, saucers, creamer and 8x10 in. serving tray. Beautiful full color hutch cabinet box.

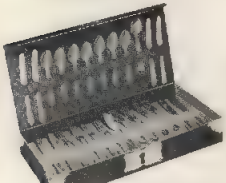
Y14-421—O.S. . .Doz. sets **30.40**
¾ doz. sets N.B. Doz. sets **28.80**

35-Pc. "Holiday" Pantryware Sets

Deluxe service for 8. 18½x18½ in. metal tray with [illegible] sets in sherbets [illegible] forks and [illegible] plates, cups and saucers, polychrome creamer and sugar. Attractive hinged lasing package.

Y14-426 . Set **4.80**

CUTLERY SETS

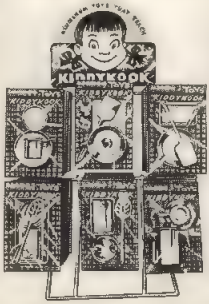


25-Pc. Aluminum Cutlery Sets

Service for 8. Knives, forks and spoons plus 1 butter knife. Packed in chest type box with simulated brass hardware.

T119-270—1 doz. sets N.B. Doz. sets **14.40**

ALUMINUM UTENSILS



Kiddykook Asst. of 36 Sets

8 different toy aluminum kitchen sets on skin packed, pre-priced cards.

Consists of 6 each	Retail
Cake Pan Set	39¢
Cake & Cookie Set	49¢
Egg Pan Set	49¢
Bake 'N Roast Set	59¢
Whisking Tea Kettle Set	59¢
Coffee Pot Set	69¢
Wire display rack.	Total retail $19.44

T119-3292—Asst. of 36 sets N.B. Asst. **23.76**

Kiddykook Asst. of 12 Boxed Sets

4 each of 3 kinds of aluminum toys including coffee set for 2, canister set and bake set. 6-10 pcs. per set in window box.

T119-3171 Asst. of 12 sets N.B. Asst. **14.40**

Magic Pouring Percolator Sets

Coffee disappears when being "poured" but refills itself when pot is set upright. No spill or mess. Each set in sparkling foil window box.

29 Pc. Chilton Ware Sets

Service for 4 with aluminum cups, saucers, plates, knives, forks and spoons, plastic stemmed goblets and magic perk

T119-3508 ½ doz. sets N.B. Doz. sets **43.20**

13 Pc. Chilton Ware Sets

As above except service for 2; no goblets

T119-3503—½ doz. sets N.B. Doz. sets **28.80**

Magic Percolator Only

3½ in. high. Mounted on card

T119-275—1 doz. N.B. Doz. **11.52**

JR. BAKING SETS

Bake Mix Sets

Each set contains Swans Down or Jr Chef food mixes and utensils to encourage cooking by youngsters. Instructions with each mix. Packed in multicolor shrink pack box.

Giant Set with Log Cabin Syrup

Contains 14 food products, 15 utensils and recipe book for making cake, cookies frosting, pie, pudding, hot bread, etc.

Y29-6355.....Set **6.00**

Big Sets 2 Asstd Kinds

Contains 9 food mixes in each set; 7 utensils in one set and 10 in other. Each with recipe book

Y29-6053—O.S. Doz. sets **45.60**
¾ doz. sets N.B. Doz. sets **43.20**

Medium Sets 3 Asstd. Kinds

Contains 5 or 6 food mixes and 4 to 7 utensils in each set. Recipe book

Y29-6052 O.S. Doz. sets **30.40**
¾ doz. sets N.B. Doz. sets **28.80**

Small Sets Asst. of 12

Contains 2 food items, 3 to 5 utensils and recipe book in each set. 3 kinds.

T754—Asst. of 12 sets N.B. Asst. **14.40**

Funny Fortune Cookies

Contains all ingredients necessary to make cookies with a hidden message. Nestle mix, rolling pin, bread board, cookie sheet, mixing bowl, cookie jar and [illegible] instructions. Cellophane wrapped window box.

N65-555—O.S. . . . . .Doz. **45.60**
¾ doz. N.B. Doz. **43.00**

MECHANICAL TOASTERS

With Pop-Up Movement

7½x4¾x5 in. metal and plastic "pop-up" toaster. Push lever for ticking sound

Y14-240—O.S. .....Doz. **18.00**
¾ doz. N.B. Doz. **16.80**

"Perk-O-Pot"

Battery Operated Toy Percolator

6½ in. high white and red plastic percolator with transparent "winking" top. Uses 1 "D" battery (not included) to simulate perk action. Each in window box

Y21-6900—O.S. .....Doz. **15.20**
¾ doz. N.B. Doz. **14.40**

SEWING MACHINES

Singer Electric Sewing Machines
Not a Toy but Lots of Fun!

11x5x8½ in. overall. High impact plastic carrying case for portability. Makes a perfect chain stitch. Finger guard pressure foot assures safety. 115 volt AC motor. Includes sewing kit with materials, patterns, thread, appliques and complete instructions for making colorful clothing bag

N5-14325.....Each **27.60**

"Hasbro" Sewing Machine Sets

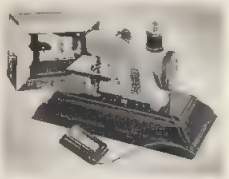
Set includes 6 in. high, hand operated machine thread, instructions and beautiful fabric outfit to be sewn. Window boxed

N54-1540 O.S. . . .Doz. **45.60**
¾ doz. N.B. Doz. **43.20**

Hand-Operated Sew-O-Matic

8½x5x6½ in. high. Metal machine with chrome fittings. Really sews. Full-bodied. Finger guard. With thread in window box.

Y2967.....Each **4.80**



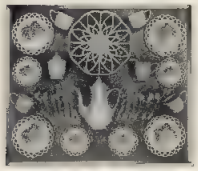
Battery-Operated Sew-O-Matic

8¼x5x4¾ in. high. Full-bodied metal machine. Works from hand switch or foot pedal. Finger guard. Really sews. With thread in window display box. Operates on 2 D batteries (not included)

Y2968.....Each **6.00**

N.B.: Indicates Standard Packing Units, "Not Broken."

PLAY TEA SETS for LITTLE HOSTESSES



Hobnail "Milk Glass" Tea Sets

Break-resistant polystyrene molded to resemble hobnail milk glass. Decorated with colorful blossom design. Plastic cutlery. All sets in window display box.

31 PC. SET . . . Service for 4

Consists of 4 each plates, cups, saucers, knives, forks, spoons; covered sugar, creamer, covered teapot. 2-pc. server.

Y31-148—O.S. ..... **Doz. sets 45.60**
¼ doz. sets N.B. **Doz. sets 43.20**

26 PC. SET . . . Service for 4

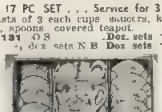
Consists of 4 each plates, cups, saucers, knives, forks, spoons, covered teapot.

Y31-142 O.S. **Doz. sets 30.40**
½ doz. sets N.B. **Doz. sets 28.80**

17 PC. SET . . . Service for 3

Consists of 3 each cups, saucers, knives, forks, spoons, covered teapot.

Y31-131 O.S. **Doz. sets 15.20**
¼ doz. sets N.B. **Doz. sets 14.40**



23 Pc. China Tea Sets

Real china tea sets with colorful decorations and glazed finish. Set for 6 consists of 6 each plates, cups, saucers, covered sugar, creamer, covered teapot. In display box.

Farm Scene Set

Beautiful hand decorated set.

Y271—O.S. ..... **Doz. sets 45.60**
¼ doz. sets N.B. **Doz. sets 43.20**

Floral Design Set

Colorful flowers and gold dot design.

Y270—O.S. **Doz. sets 30.40**
¼ doz. sets N.B. **Doz. sets 28.80**

25-Pc. TEA SETS

Real Earthenware with Rose Design

Service for six includes 6 each cups, saucers and 4¾ in. plates, covered teapot and sugar bowl, creamer and salt & pepper shakers. Light gray earthenware pieces have pearlized finish with rose design. Grained wood cabinet with hinged doors is 17 in. high and 13 in. wide. Set in ctn. 5½ lbs.

Y212..... .....**Set 6.00**

23 Pc. Blue Willow Design Sets

In 10½x11¾ in. hanging wooden cabinet with hinged bottom compartment. Service for 6 consists of plates, cups, saucers, covered teapot, creamer and covered sugar.

Y269——O.S.... **Doz. sets 45.60**
¼ doz. sets N.B. **Doz. sets 43.20**

A 50 Pc. "Crystal" Tea Set for 6

Break-resistant clear plastic molded with crystal-like effect. Silverplate plastic cutlery and candelabras. Consists of 6 each plates, cups, saucers, goblets, knives, forks, spoons, 2 candelabras, 2 serving dishes, creamer, sugar, covered teapot. Shrink wrapped, display box.

Y716-7514 Set **6.00**

B Blue Edgeware Tea Sets

Break-resistant plastic in multi-tone blue with floral decor and square styling.

40 Pc. Set for 6

Consists of 4 each plates, cups, saucers, knives, forks, spoons, creamer, sugar, covered teapot.

Y116-7412 O.S. .....**Doz. sets 57.60**

28 Pc. Set for 4

Consists of 4 each plates, cups, saucers, knives, forks, spoons, creamer, sugar, covered teapot.

Y116-7312—O.S. .....**Doz. sets 45.60**
¼ doz. sets N.B. **Doz. sets 43.20**

C 16 Pc. Fiesta Tea Sets for 3

Gay, multi-color break-resistant plastic pieces. Consists of 3 each cups, saucers, knives, forks, spoons and 1 teapot.

Y116-7104 O.S. **Doz. sets 15.20**
¼ doz. sets N.B. **Doz. sets 14.40**

22 Pc. "Crystal" Tea Sets

Break-resistant clear polystyrene resembles sparkling cut glass crystal. Silver metallic plastic utensils and serving pieces. Consists of 3 each plates, cups, saucers, knives, forks, spoons, sugar, creamer, covered teapot. Display box.

Y31-733 O.S. .....**Doz. sets 45.60**
¼ doz. sets N.B. **Doz. sets 43.20**

"Skandia" Tea Sets

All break-resistant polystyrene pieces molded in the Scandinavian style. Dainty 2-color bowknot design.

41 PC. SET . . . Service for 6

Consists of 6 each plates, cups, saucers, knives, forks, spoons; covered sugar and teapot, creamer.

Y31-284—O.S. .....**Doz. sets 57.60**

23 PC. SET . . . Service for 3

Consists of 3 each plates, cups, saucers, knives, forks, spoons; covered sugar and teapot, creamer.

Y31-242 O.S. **Doz. sets 30.40**
¼ doz. sets N.B. **Doz. sets 28.80**

TOY PLASTIC REPRODUCTIONS of "CORNING WARE"

Miniature reproductions are molded in white high-impact styrene with black snap-on handles and decorated with blue cornflowers. All sets in window display box.

A 36 Pc. Starter Set Asst.

Asst. consists of
12 Saucepan & Skillet
12 Percolator & Stand
—6 Serving Platter & Cradle
—6 Roaster & Grill

T101-6500—Asst. of 36 N.B. 35 lbs. **Asst. 43.20**

Open Stock of Above Asst.

Y21-6501—Saucepan & Skillet
Y21-6502—Percolator & Stand
Y21-6503—Platter & Cradle
Y21-6504—Roaster & Grill
O.S. **Doz. 15.20**
¼ doz. of a no. N.B. **Doz. 14.40**

B 44 Pc. Cornflower Set

Service and cutlery for 4 plus skillets, tea and coffee pots, casseroles, handles, trivets.

Y21-6515 Set **6.00**

18 Pc. Cornflower Set

2 each covered casseroles, skillets, beverage pots, trivets, handles, cradles.

Y21-6514—O.S. **Doz. sets 57.60**

14 Pc. Cornflower Set

2 each covered casseroles and skillets, handles, covered coffee pot, trivet and cradle.

Y21-6513 O.S. **Doz. sets 45.60**
¼ doz. sets N.B. **Doz. sets 43.20**

13 Pc. Cornflower Set

2 each cups, saucers, knives, forks, spoons, covered coffee pot with stand.

Y21-6511 O.S. ..... **Doz. sets 19.44**
¼ doz. sets N.B. **Doz. sets 18.72**

C Country Garden Tea Set

White metal, pastes with multi-color floral decor. Red pots, cups and teapot and plastic cutlery with each set.

40 Pc. Set For 6

Y21-6373—O.S. **Doz. sets 45.60**
¼ doz. sets N.B. **Doz. sets 43.20**

26 Pc. Set For 4

Y21-6372—O.S. **Doz. sets 30.40**
¼ doz. sets N.B. **Doz. sets 28.80**

17 Pc. Set For 3

Y21-6371—O.S. **Doz. sets 15.20**
¼ doz. sets N.B. **Doz. sets 14.40**

17 Pc. Blue Bird Tea Set

Break-resistant plastic set in Pennsylvania Dutch style. Blue birds on white; silver color cutlery. 3 each cups, saucers, knives, forks, spoons, covered teapot.

Y205 O.S. .....**Doz. sets 15.20**
¼ doz. sets N.B. **Doz. sets 14.40**

Majestic Modern Design Tea Sets

All plastic set. Flutes, floral design; solid color cups, silverlone cutlery.

47 Pc. Set For 6

6 each plates, cups, saucers, stemware, knives, forks, spoons, creamer, covered sugar and teapot.

Y207 O.S. .....**Doz. sets 45.60**
¼ doz. sets N.B. **Doz. sets 43.20**

28 Pc. Set For 4

4 each plates, cups, saucers, knives, forks, spoons, covered sugar and teapot.

Y206 O.S. **Doz. sets 30.40**
¼ doz. sets N.B. **Doz. sets 28.80**

D 39 Pc. Golden Glow Set for 4

Yellow daisies on white filigree plates and saucers. Gold color cutlery and appliances. All plastic. 4 each plates, cups, saucers, knives, forks, spoons. Sugar, creamer, coffee pot and many other pots and appliances. Display boxed.

Y21-6245 Set **6.00**

32 Pc. Casserole Dinner Set

Break-resistant plastic service for 2. 3-color combination, smart decoration. 2 each plates, cups, saucers, bowls, carafes, covered French casseroles, place mats, cutlery, decanter with warmer, covered casserole with warmer, salad fork & spoon, cutlery tray. Overwrap display box.

Y31-1323—O.S. . **Doz. sets 45.60**
¼ doz. sets N.B. **Doz. sets 43.20**

Candy Stripe Design Tea Sets

Service for 4. Plates, cups, saucers and trays made of metal. Other pieces made of plastic.

17 Pc. Sets

Consists of dinner plates, cake plates, cups, saucers and serving tray.

Y215-219 1 doz. sets N.B. **Doz. sets 14.40**

27 Pc. Sets

Consists of dinner plates, cups, saucers, knives, forks, spoons, covered teapot and serving tray.

Y215-229—½ doz. sets N.B. **Doz. sets 28.80**

Alert . . scramble . . intercept

You're part of SAC . . with planes in the air around the clock to check any unidentified flying objects . . rockets and missiles that actually launch into space

Strategic Air Command Base

179 pieces $8.99

The big bombers . . 7 B-52's. The fighter jets . . 8 Delta wings. This base has 'em Pins Nike missiles and 3 short range rockets. All with finger-on-the-trigger readiness SAC headquarters is steel, 26x14x10 in. high. Unassembled. With trucks, jeeps missile and rocket launchers, radar, airfield gear, security fence. 54 airmen in action poses, 2½ inches high. Plastic figures, accessories.

79 N 6013C—Shipping weight 9 pounds.....Set $8.99
49 N 6097—Airfield Landing Sheet, 42x36-inch printed plastic. Shpg. wt. 3 oz. 49c

Lay down a real pipeline

As chief construction engineer, you build the Big Inch with equipment that digs, hauls, grades . . water pump really works

Sears Big Inch Set

201 pieces $7.99

Put down 20 feet of winding pipeline with shutoff valves and realistic fittings. Hand-operated pump keeps water flowing from a special reservoir. Rugged bulldozer trench digger, earth grader, steam shovel and tank truck do all the heavy work. 5 other vehicles pull 5 attachments. Plastic workmen in action poses are 2½ inches high. Steel quonset hut, 8x5x4 inches. Pipeline and hut are unassembled

79 N 6008C—Shipping weight 5 pounds $7.99
49 N 6093—Land Base, 42x36-inch printed plastic sheet. Shpg. wt. 3 oz 49c

Operate a working hay lift .. a silo filler .. a litter carrier

257-piece Farm Set has 3 tractors, jeep, 2 trucks, even a crop-dusting airplane .. it's our biggest **$9.98**

Hitch up 3 big tractors. Roll them out to plow, disc, harrow or mow "fields." Rake "hay." Work out of a big operating steel barn with 3 levels and open back; 30x17x13 in. high. Make hayfift raise a bale to the hayloft, then move it across loft on conveyor system. A litter carrier moves in and out of barn on overhead rail

Hand-crank silo filler loads one silo thru roof into chute. Other silo has hand-crank elevator. You deliver produce by truck or jeep. 12 barn accessories including feedbox, hay, animals, fence, garden, crop-dusting plane, prize livestock. Six farmhands. All rugged plastic Unassembled

79 N 6006C—Shpg. wt. 9 lbs Set $9.98

117-piece Farm Set with tractor, working haylift and sliding litter carrier **$4.97**

Open-back metal barn is the hub of activity. Measures 14x9x10½ inches high. Comes unassembled. Steel silo has plastic top 9 inches high to hold "silage." There's a tractor with hitching hook for attaching plow, harrow, etc. Pick-up truck, too. Fence, feed bags, hay, milking stool lend authentic touches.

There's a barnyard with 28 livestock, 6 farmhands. All molded plastic.

79 N 6005C—Shipping weight 5 pounds Set $4.97

56-pc. Livestock Farm Set with tractor and rolling implements **$2.99**

Young farmhands are sure to find many hours of rural fun with this scale model farm. Colorful steel barn measures about 14 in. wide by 9 in. deep and 10 inches high. Tractor has rolling stock that includes wagon, plow and mower

Eight section sturdy barbed wire fence keeps 29 farm animals safely contained. There are 9 colorful fowl, too. All realistically designed in durable plastic. Unassembled

79 N 6020C—Shipping weight 4 pounds. Set $2.99

"THE DESERT FOX" SET with replicas of German and American Tanks..even guns that shoot play shells

Recreate the famous battles of the North African Campaign . . lead the Allies to victory over Rommel

312 pieces **$9.99** 217 pieces **$7.99** 145 pieces **$4.99**

312 piece Set. [illegible] as 78 Americans op- [illegible] 24½ in. [illegible] 5 [illegible] 5 motorcycles with [illegible] M 88 [illegible] and 2 shell shooting [illegible] 13-in. camouflage net with sup- [illegible] Plastic.
79 N 6061L—Shipping weight 9 pounds.. .. ..Set $9.99

217 piece Set. [illegible] 56 German soldiers, 29 ve- [illegible] shell shooting [illegible] Plastic.
79 N 6060L—Shipping weight 7 pounds Set $7.99

145-piece Set. Includes 31 American, 32 German soldiers, 16 vehicles, 1 M 88 [illegible] that shoots shells, army accessories. Plastic.
79 N 6056C—Shipping weight 4 pounds Set $4.99

49 N 607[illegible] Plastic [illegible] Layout. Adds realism to set [illegible] 49c

Flick switch, push 4 buttons and 4 telescopic corridors roll out *electronically*
Load 2 planes at once, while lights blink and antennas spin on roof

There isn't a JET TERMINAL like it anywhere but at Sears

16-piece Set $8.94 without batteries

Four sleek jets wait on field . . . move 2 . . . p to terminal building. Corridors roll on wheels with automatic precision . . . operated by remote control button on tower. 13x14x8 inch high steel building unassembled. Plastic trucks, cars, busses. 42x27 in. airfield sheet. From Japan. Order 2 "D" batteries 79 N 4660 facing page.
79 N 4260C Shipping weight 5 pounds $8.94

Here come the Monstrous Insects

HAMILTON'S INVADERS

by Remco

17-pc Set $8.89 12-pc. Set $4.89

What a battle. From the world of science fiction stalk [illegible] Hamilton and [illegible] Hamilton. Spider to grasp victims with claws. Helicopter held aloft [illegible] propellers, drops bomb [illegible] moving tank shoots 4 shells. All spring motorized [illegible] pull cords. Set also includes 9 defenders, 3 man monsters, cave. Durable plastic.
79 N 5815C 17-piece Set. Shipping weight 3 lbs $8.89

12-pc. Set. Shown below. Horrible Hamilton and helicopter with spring motors. Tower, 3 man monsters, cave.
79 N 5814C Shipping weight 2 pounds Set $4.89

The Charge of the Light Brigade

Re-live this famous battle as the British Lancers bravely tangle with the stubborn Cossacks

216 pieces $9.89

See 48 [illegible] most famous [illegible] hand-to-hand [illegible]

[illegible]

49 N 6054 [illegible] $9.89

MINIATURE FIGURES..

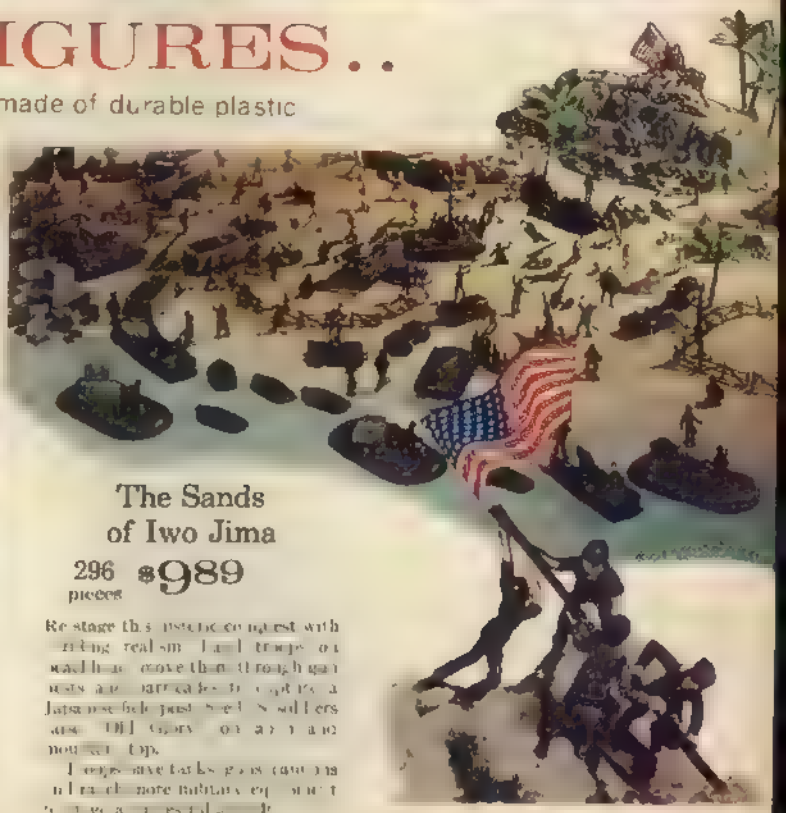
Set up on a table top. All figures and accessories made of durable plastic

Invasion Day

304 pieces $9.89

Hit the beach. Landing craft carry troops into the nest of the enemy. Ships in the bay menace the enemy positions. Plan strategy with American, British and German soldiers. Cannons, machine guns, howitzers provide the punch. Jeeps, tanks add more [illegible]. Barbed wire, sand bags, barrels [illegible]

49 N 6047 [illegible] $9.89



The Sands of Iwo Jima

296 pieces $9.89

Re-stage this historic conquest with [illegible] realism. Land troops on [illegible] move them through gun [illegible] Japanese [illegible] soldiers [illegible] Old Glory [illegible] top.

Troops have tanks, guns, cannons [illegible]

49 N 6029 [illegible] $9.89

FORT APACHE

Protect the stockade against Indian attack . . save the wagon train from ambush. Cannons shoot play shells

335 pieces **$9.99** 147 pieces **$6.99**

Man your posts . . the Indians are on the warpath. Authentic looking steel cavalry building, 12x4x11 in. high, has its own plastic stockade. Unassembled.

335-piece Set Includes 45 Indians, 48 Fort Apache figures (2½ in. high), 27 horses, 2 shooting cannons, plus stockade, cavalry, accessories, all plastic.
79 N 6063L Shipping weight 9 pounds $9.99

147-piece Set As above, but has 30 Indians, 26 cavalry, 12 horses, 1 cannon.
79 N 6059C Shipping weight 5 pounds $6.99
49 N 6094 Landscape Base 42x36 inch plastic sheet. Shpg. wt. 3 oz. 49c

Civil War Battle of Blue and Gray

Mortar and cannon really shoot play shells . . bunker explodes with a direct hit

200 pieces **$7.97** 167 pieces **$4.97**

Choose sides, recreate famous Civil War battles. 51 Union, 56 Confederate soldiers, about 2 in. high. Realistic looking trench, fruit, bridge, boulders, building ruin, split rail fence, trees, tents, collapsible cots, stretchers and flags. Plus horses, caissons and 30 pieces of fighting equipment. Ammo. Set includes 4 Civil War figures. Equally Grant, Lee and Davis. Plastic soldiers, accessories. Steel mortar, cannon, 10½ inches wide. Unassembled.
79 N 6001C Shipping weight 5 pounds Set $7.97
79 N 5959C 167-pc. set similar to above, but fewer pieces. Wt. 5 lbs. 4.97

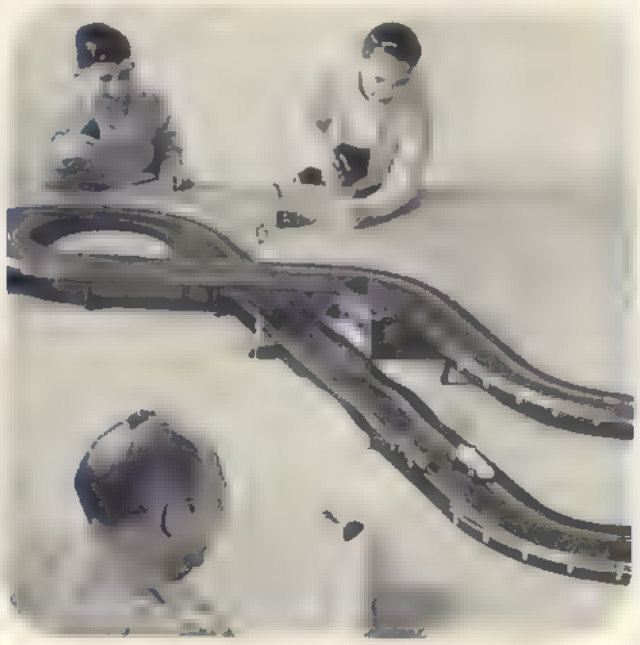
Battlefield Layout Base Detailed printed terrain on 42x36 in. plastic sheet.
49 N 6096 Shipping weight 3 ounces 49c

the first name and the last word in Model Road Racing!

. . . Speed . . . Competition . . . Performance!

NEW! No. 9940 STROMBECKER FORMULA I RACING SET

The competition racing set of the year! It's Formula 1 racing action built around the world champion BRM and famous Cooper F.I. Features pre-wired terminal track; rheostat control throttles with brake; automatic starting flagman; hump track with bridge; Chicane obstacle track and automatic lap counter with track. Huge competition circuit measures 206⅛". Packed in beautiful new gift box. Retail $39.95.



NEW! No. 9959 STROMBECKER 4-LANE MARK IV RACING SET

The ultimate in big car professional racing. Four lanes, four great cars and plenty of racing room. Includes Ferrari Testa Rosa, Ferrari Berlinetta, XKE Jaguar and D-jag racing machines; 2 powerful 14-Volt power-packs and 4 rheostat control throttles each with brake. 40 track sections in official asphalt black builds a giant figure-8 layout 96" x 42".
Retail $64.95.

Only Strombecker helps you sell every customer with professional racing sets designed and priced for every market! And only Strombecker guarantees follow-up sales with the greatest array of official pit, track and car customizing accessories in the business. No wonder Strombecker, the first name in road racing, is once again the last word in road racing . . . we planned it that way! Write for new full line catalog today!

STROMBECKER CORPORATION, 600 North Pulaski Road, Chicago 24, Illinois

STROMBECKER®

Strombecker, the industry pioneer, sets the pace again with all the new products your customers want—4 complete professional racing sets . . . 18 famous racing machines . . . a sensational line of advance design hobby tools . . . scores of pit, track and car customizing accessories . . . and the full line of Model Road & Raceways Accessories by Strombecker! For guaranteed year-around traffic, sales and profits . . . for the products, packaging and displays that sell—you can rely on the first name and the last word in model road racing . . . "racing famous" Strombecker!

4 PROFESSIONAL RACING SETS!

NEW! No. 9925 STROMBECKER SPORTS CAR SET

The greatest economy-priced set on the market! Features two of Strombecker's most popular cars—The D-Jag and Ferrari Testa Rosa. Also includes powerful 14-Volt power-pack, rheostat control throttles with speedometer and plenty of track to build a popular figure 8. All packed in colorful new gift carton. Retail $24.95.

NEW! No. 9935 STROMBECKER INTERNATIONAL RACING SET

New products! New packaging! And famous Strombecker realism and racing action. Includes new Porsche RS 61 and Lotus MK XIX racing cars, rheostat control throttles with brake, automatic starting flagman; Chicane obstacle track and enough track to build a hot 168½" competition layout! Retail $29.95.

NEW! No. 9940 STROMBECKER FORMULA I RACING SET

The competition racing set of the year! It's Formula I racing action built around the world champion BRM and famous Cooper F.I. Features pre-wired terminal track; rheostat control throttles with brake; automatic starting flagman; hump track with bridge; Chicane obstacle track and automatic lap counter with track. Huge competition circuit measures 206½". Packed in beautiful new gift box. Retail $39.95.

NEW! No. 9959 STROMBECKER 4-LANE MARK IV RACING SET

The ultimate in big car professional racing. Four lanes, four great cars and plenty of racing room. Includes Ferrari Testa Rosa, Ferrari Berlinetta, XKE Jaguar and D-Jag racing machines; 2 powerful 14-Volt power-packs and 4 rheostat control throttles each with brake. 48 track sections in official asphalt black builds a giant figure-8 layout 96" x 42". Retail $64.95.

Write for full line catalog

STROMBECKER®

STROMBECKER CORP., 600 North Pulaski Road, Chicago, Illinois 60624

New '64 STRUCTO Steel KOM·PAK with *Big Sales IMPACT*

Tomorrow's Toys Today! For 1964...a whole fleet of compact trucks in heavy-gauge steel with genuine rubber tires, windshields, side and rear windows, seats and steering wheels...an exciting new caravan of operational Structo Kom-Paks designed for the modern trend. Perfectly scaled replicas, accurate in every detail. Built for play action...priced for selling action.

Plus 6 additional STRUCTO LINES.. 44 MODELS in all styled and priced for every kid in the U S A. Send for 1964 catalog.

NO. 130 VISTA DOME KENNEL TRUCK

Another STRUCTO first: "See Thru" boxes for KOM-PAKS. They said it couldn't be done with heavy-gauge steel. STRUCTO has done it!

HEAVY GAUGE STEEL CABS AND TOPS

NO. 125 AUTOMATIC DUMP TRUCK

HEADLIGHTS WINDSHIELD, AND REAR WINDOWS

NO. 120 VISTA DOME LIVESTOCK TRUCK

SEATS, STEERING WHEELS

NO. 115 VISTA DOME ARMY TRUCK

GENUINE RUBBER TIRES

ROOMS 412-414-416 FIFTH AVENUE BUILDING

NO. 110 WRECKER TRUCK

NO. 105 FIRE RESCUE TRUCK

NO. 100 PICKUP

Steel STRUCTO

STRUCTO MANUFACTURING COMPANY
General Offices and Factory: Freeport, Illinois
National Sales Office: 200 Fifth Avenue, New York 10, N. Y.

Sales and Display Rooms: Chicago, Room 1423 Merchandise Mart; Memphis, Room 607 M & M Bldg.; Marietta, Ga. 307 Alexander St.; Dallas, Room 1244 Dallas Trade Mart; Denver, 1164 Elati Street; San Francisco, 58 Second St.; Los Angeles, 2500 W. 6th St.; Portland (Oregon), Loyalty Building; Toronto (Canada), Foot of Federal St.

twelve great salesmen and one peddler

Tie in your product with America's greatest pre-sold licensed properties.

1. TENNESSEE TUXEDO. CBS-TV, 9 30-10 00 a.m., Saturdays. The whimsical Penguin rules the roost for another successful year. Chumley the Walrus joins the animated adventures, and licensees in many categories look forward to another 52 weeks of sales...backed by GENERAL MILLS

2. UNDERDOG! NBC-TV, 10-00-10 30 a.m., Saturdays. Teamed up with Go Go Gophers, this new cartoon crime-stopper stars a super do-good doggie with the voice of Wally Cox. Go Go Gophers segment features a tricky tribe of lynxes that always win. A new twist. Both features sold-by backed by GENERAL MILLS. Millions of cereal box friends!

3. STINGRAY. Will be coming your way – soon! Exciting new half hour TV series in the action-tradition of "Supercar." Now the realistic puppets cope with adventures in the deep, endangered by undersea devils by the dozen. Suspenseful and full of licensing gimmicks.

4. HOPPITY HOOPER. ABC-TV, 12 30-1 00 p.m., Saturdays GENERAL MILLS has hopped on to this big show for 1964-5 and many hoppy years to follow Hoppity the Frog jumps from the greedy clutches of Prof. Waldo, the pitchman, a sly fox with the voice of Hans Conreid Great new cartoon show!

5. BULLWINKLE. ABC-TV, 11:00-11 30 a.m., Sundays. This great established character is the delight of millions and enjoys more TV exposure than any other cartoon character in America! His moose call can mean lots more customers GENERAL MILLS thinks so...that's why he's one of their big shows this year, too!

6. PATTY DUKE. ABC-TV, 8 00-8 30 p.m., Wednesdays. Most successful teen show of the year heads for another top-rated season as Patty plays her dual role on TV to the delight of millions of girls and their mothers Great property for girls products!

7. HERCULES. Powerful hero of the syndication set. National coverage gives muscles to your merchandise Strong licensing potential for you.

8. THE WEIRD-ONS. These are the monster favorites that are chock full of chuckles! Riding the creepy crest of America's latest craze! Millions know them, love them and buy them by the bushel. Lots of licensing possibilities leering in the future Haunt for your opportunity now!

9 BUGS BUNNY AND PORKY. Warner Bros. perennial hit characters! Millions and millions of dollars of licensed items sold annually! Years of solid success for hundreds of manufacturers . yet there's always new product opportunities available Now Porky steps center stage for his all new series. Get the facts today!

10. NAPOLEON SOLO, THE MAN FROM U.N.C.L.E. (Unified Network Command for Law and Enforcement). NBC-TV, 8:30-9:30 p.m., Tuesdays MGM's big show for the new season. International action-adventure-intrigue. Many tricky detective gimmicks perfect for licensing make this show a dream

11. DR. KILDARE. NBC-TV, 8:30-9:30 p.m., Thursdays Still in the pink as the leading medical operation on TV! A licensing bonanza with year-in, year-out vitality. Great prescription for your product, too!

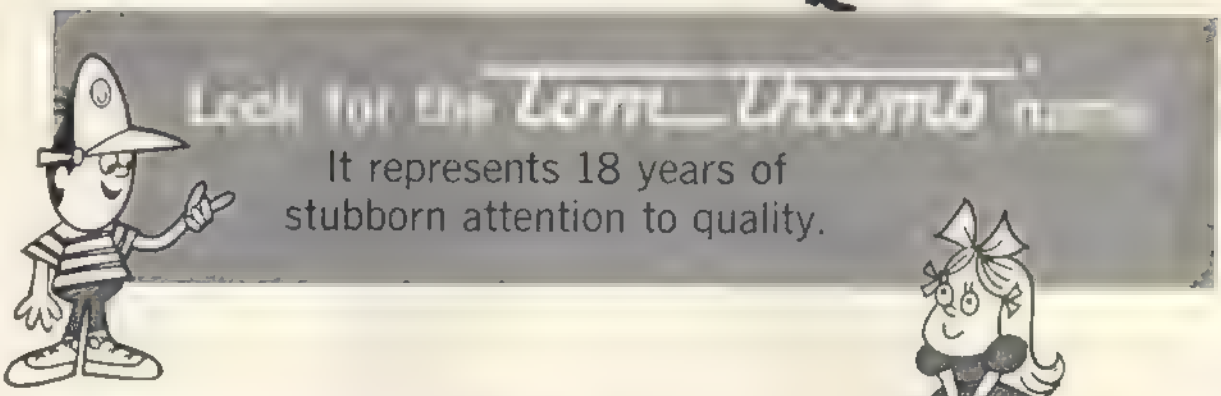
12 GO GO GOPHERS. See UNDERDOG (#2).

13. STAN WESTON. Peddles profitable properties galore. For the facts, call LT 1-3390 — **WESTON MERCHANDISING**

PLAYTHINGS

WESTON MERCHANDISING CORP. /39 West 55th Street/New York 19, N.Y.

Don't risk getting Short-Changed



You learn a lot about toy making in 18 years.

For instance . . .

You learn to recognize an original idea (it's new, it works, it sells!) So you stick with it and keep improving on it—making it better and better than anyone else.

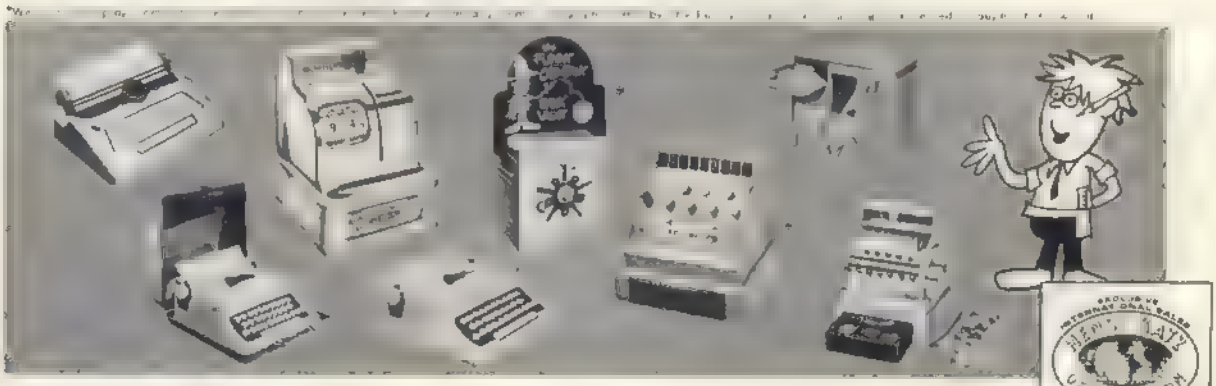
You learn to engineer toys from the inside out American craftsmanship assures each precision steel part, each bolt and nut is solid, fits right, stays tight.

You learn that parents and educators demand toys that last So you don't cut corners on quality.

You learn to earn a reputation for prompt service and dependability retailers respect.

You learn that you never stop learning.

What we ve learned from you has made "Tom Thumb" the biggest little trademark in the world. You may see typewriters, cash reg sters and banks that look like ours—but unless you see the name "Tom Thumb," you don't get our years of experience.



WESTERN STAMPING COMPANY Jackson, Michigan

Makers of "Tom Thumb" — — the biggest litt e trademark in the toy world

Some of the many exciting new WORCESTER tea sets

WHAT'S MISSING?

OUR NEW SHOW-CASE* PACKAGING

WITH BUILT-IN SALES POWER

Satisfy your curiosity! See the exciting new Worcester Show-case* packaging. See the exciting new line of Worcester tea sets. You'll be pleasantly surprised with the many new innovations in plastic toys. The entire Worcester line can be comfortably seen in the luxurious new Henry Katz showroom.

NEW... ACTION TOYS

NEW... FUNNY COMPANY † TEA SETS

NEW... HOT-STOVE

NEW... BOWLING SETS in plastic carrying case

** Revolutionary NEW PACKAGING developed by...* WORCESTER

NEW SELECTION OF TEA SETS

SKANDIA, CRYSTAL, PATIO WARE, WEDGEWARE, MILK GLASS, SUNFLOWER, CASSEROLE DINNER SET, DAISY TULIP, CHATTY CATHY®†††, BARBIE® & MIDGE™††††.

A WIDE VARIETY OF

BAGGED TEA SETS, BOWLING SETS, TOY TELEPHONES MUSICAL INSTRUMENTS, YOGI BEAR®†† PLAY BLOCKS AND ACTION TOYS.

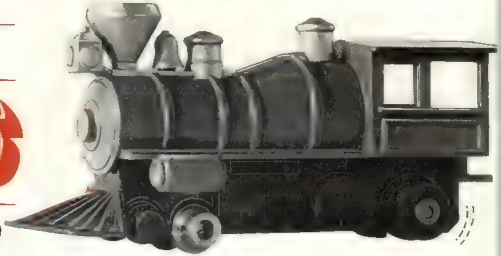
EXCLUSIVE INTERNATIONAL SALES HENRY KATZ ORGANIZATION REPRESENTATION

WORCESTER TOY COMPANY • WORCESTER 4, MASS.

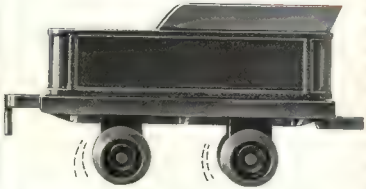
HENRY KATZ ORGANIZATION 10th Floor, 200 Fifth Avenue, New York, N.Y.

† © 1964 by the Funny Company, Inc.
†† © 1964 Hanna Barbera Productions
††† "CHATTY CATHY" © 1964 Mattel, Inc.
†††† "BARBIE" and "MIDGE" © 1964 Mattel, Inc.

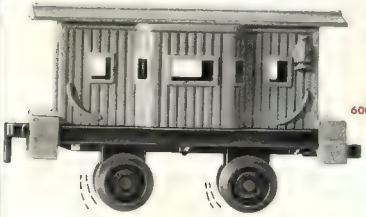
It's taken us 86 YEARS



to produce our first electric trains... but it was worth the wait!

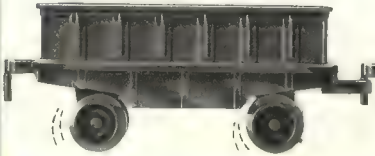


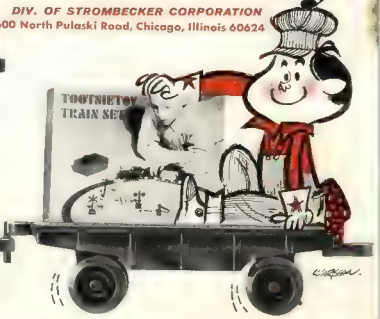
After all, it takes a while to create a product like the new Tootsietoy Electric Train . . packed with all the railroading realism and adventure kids love. There's a steam engine, tender, gondola car and caboose –realistically detailed and finished in sparkling colors. And plenty of accessories the kids love, too – crossing signals, telegraph poles and crossing guards. Positive lock HO track is a cinch to put together—it's even pre-wired for instant and easy operation. The Tootsietoy Electric Train is made for little hands, with all the safety and quality you expect from Tootsietoy. Packaging? As beautiful and appealing as the products! And it's priced to sell! Only $11.00 retail—and that includes a 4½ Volt transformer and 22" x 30" layout. When you think about it, this had to happen sooner or later . . aren't you glad we waited? Write for full line catalog on the exciting new line of Tootsietoys now.



tootsietoy®

DIV. OF STROMBECKER CORPORATION
600 North Pulaski Road, Chicago, Illinois 60624





TRANSOGRAM

FOUR SEASONS OF SALES FOR 1964

Transogram Sells the Whole Family Every Day of the Year.

TRANSOGRAM COMPANY, INC., 200 FIFTH AVENUE, NEW YORK 10, N.Y

until you see what's behind the door of rooms

551

and

319

200 5th AVENUE

•

Our *only* displays during the TOY FAIR and thruout the year

•

For faster sales and bigger profits it's

NATURAL DOLLS

1915 — 1964

If unable to attend the Toy Fair Write for Catalogue and Prices

NATURAL DOLL CO., Inc.

CHARLES COLOMBO, PRESIDENT

200 FIFTH AVENUE **NEW YORK 10010**

OREGON 5-0067

OUR LINE IS MOVING . . .
. . . SO HAVE WE!

MAKE TRACKS TO LINES BROS.
NEW EXPANDED SHOWROOM
1107 BROADWAY, NEW YORK
(SHOWROOM 1207-8)

COME SEE our COMPLETE DISPLAY of PROFIT MAKERS!

**EXCITING new MERCHANDISE*
**COLORFUL new PACKAGING*
**QUALITY MERCHANDISE-REALISTIC PRICES*

New! **SCALEX BOATS**	*SEE our fabulous new line of racing yachts with figures.*
FROG MODEL AIRCRAFT	*NEW AUTHENTIC MODELS every month! Finest detail. The very best line made.*
SPOT-ON CARS	*Die-cast reproductions to O scale. NEW models. Individual chrome bumpers. Some with working lights. Collectors love them. NEW DISPLAY UNIT now available at NO EXTRA COST!*
Triang TOYS	*Original ideas . . . . . unusually fine quality.*

Triang SCALEXTRIC

MINIATURE ELECTRIC MOTOR RACING

The ONLY Standard-size Racing That Can Make 6 & 8 Lane Layouts!

- REALISTIC . . . TRUE TO LIFE!
- MOST COMPLETE line of CARS, ACCESSORIES & TRACKS!
- 25 AUTHENTIC reproductions of famous racing cars!
- LONGER-LASTING, FLEXIBLE PLEXYTRACK-Superior in every way. Won't break when stepped on. TRY IT YOURSELF!
- CAN SIMULATE in exact detail any racetrack in the world!
- MOST POSITIVE connection!

FULL PROFITS! SEE THEM . . . YOU'LL SELL THEM!

LINES BROS., INC. 1107 Broadway, New York, N.Y. (212) ORegon 9-0888

We're Ready

936

and waiting for **you**...we have a brand **new** showroom* and we've filled it with exciting **new** products...

A NEW SOUND . . .
A NEW ERA . . .
in ready-to-fly!
Waiting to be seen at

Room **936** 200 FIFTH NEW YORK

WEN•MAC
LOS ANGELES • 64

VISIT US AT THE FAIR 1964

one "DAM" thing...

leads to...

another!

But, before you get angry, let us explain that we're not swearing... THOMAS DAM, of Denmark, is our creator, and we've come to fill your lives...and the lives of your customers...with a few more giggles and many more laughs. You may say we're homely, but what person who has ever brought home a stray dog or cat, could resist that wonderfully warm smile? We ask you, could you? of course not! Be sure you stock THE ORIGINAL 'DAM' GOOD LUCK TROLL MASCOTS. They are what your customers will be asking for.

Prompt delivery - as always - of course!

Scandia House Enterprises, Inc.

P.O. BOX 1711, CORAL GABLES 34, FLORIDA
PHONE (305) 448-1719

Exclusive U.S.A. Sales Licensee for Dam Thing Establishment

VISIT US!
at the International
TOY & TRADE FAIR
Booth 60—New Hilton Hotel
New York—March 8-14

CATCHING ON!...

BIG!

The all new

FEATURED
Every Month in
McCALL'S MAGAZINE

BETSY McCALL

The young charmer designed to capture the vast market that demands a realistic, wholesome, fashion doll for the pre-teen age girl

BETSY McCALL...the ONLY DOLL receiving CONTINUING EXPOSURE in a MAJOR CONSUMER MAGAZINE!

14,810,000 WOMEN CONSUMER-READERS (plus their young daughters) see BETSY McCALL monthly as a FULL-PAGE, FULL-COLOR EDITORIAL FEATURE in McCall's Magazine.

A FULL-PAGE, FULL-COLOR AD in the OCTOBER issue of McCall's will reach this vast, quality market to build Christmas sales.

BETSY McCALL...with Moving Eyes and Rotating Head, is the ONLY 11½" DOLL SOLD WITH A FULL FASHION COSTUME.

BETSY McCALL...a QUALITY PRODUCT...PRESOLD to the nation's QUALITY MARKET to BUILD PROFITABLE SALES FOR YOU!

Leading Chains, department stores, and mail order houses throughout the country are already on BETSY McCALL'S "Profit Bandwagon"...How about you?

The new BETSY McCALL is created exclusively for McCall's by

UNEEDA DOLL COMPANY, INC.

Room 556, 200 Fifth Avenue, New York 10

① STAKE TRUCK
with 66 Animals
1.98

② "V-RROOM" SKIP LOADER
with motor sound
15.88

③ 85-Piece Farm Set **2.95**

④ Tractor and Trailer **1.98**

⑤ Battery-Powered Tractor **4.49**

⑥ Wind-up Tractor **2.77**

① **Stake Truck** transports animals around farm and to market . . 54 farm animals and 12 fowl to look after. 12 pieces of fence can be made into separate corrals for the pigs, horses and cows; chicken cage for the fowl. Durable Plastic Stake Truck measures about 14½ ins. long; and has simulated headlights, bumpers, grill.
27-R 3076. Truck and Animals. . 1.98

② **V-RROOM Skip Loader** scoops up load, carries and dumps it. V-RROOM motor sound until gives realistic sound of engine revving up under strain of load and then idling, operates on two "D" batteries with on-off switch. Dual hand controls—one raises and lowers scoop, other control adjusts dumping action. Metal handle 24 inches long; high-impact Plastic body about 13¼ ins. long and 7 ins. high, 5-in. plastic tires. Batteries included.
027-R 3554. .. ... . 15.88

③ **All-Plastic Farm Set** made in bright and attractive colours. Red barn has green roof with two cupolas; four sliding doors; silo. Plenty of farm animals—sheep, cows, calves, pigs, horses, colts, 35 in all. And 15 fowl, too. Plastic fencing 24 pieces to fence off the barnyard; chicken house to put the fowl in. Six farm implements, tractor and wagon, to tend the farm. Moulded plastic will last and last.
27-R 3242. 2.95

④ **Steel Farm Tractor** with a cargo trailer which carries full load of alphabet blocks. Trailer about 9 ins. long and 4 ins. wide, has four detachable, 1½-in. rubber-tired wheels. Tractor has rubber-tired wheels, friction motor, measures about 6½ ins. long. Set includes 12 embossed wooden blocks, 1¼ inches square.
27-R 3113. .. .. 1.98

⑤ **Battery-Powered Tractor** operates automatically on two "D" batteries. Changes direction on its own when it hits an obstruction. Strongly built of Metal and Plastic. Four-inch diameter back wheels, two-inch diameter front wheels. Tractor measures about 10 ins. long, 6¼ ins. wide and 6½ ins. high. Batteries included.
27-R 3115. .... 4.49

⑥ **Wind-up Tractor.** Brightly coloured lithography gives realistic effect to Metal body. Spark shoots from exhaust as tractor moves along on its rubber treads. On-off lever controls action. Large key attached, plastic driver. Measures about 10½ ins. long and 4½ ins. high.
27-R 3114. . ... 2.77

Descriptions of items shown on the opposite page

⑦ **Noah's Ark Play Set.** This complete setting of 126 pieces tells the fascinating and wonderous story of Noah. Attractively hand-painted Plastic ark (8½ ins. long) with base (cut trees, hills and printed paper ground sheet set the scene. There are figures of Noah and his seven companions. And look at the number of animals—96 altogether . . . 26 domestic animals, 18 fowl, 15 monkeys, four deer and pairs of lions, bears, kangaroos, rhinoceroses, tigers, giraffes, elephants, camels, wolves, zebras, leopards, llamas, buffaloes, ostriches, polar bears, hippopotamuses, crocodiles, tortoises, foxes (one to three inches in size).
27-R 3119. 4.88

⑧ **Hand-painted Figures**—52 in all. Just about every kind of animal you'd find at a zoo: two zebras, one hippopotamus, one gorilla, two kangaroos, two camels, one deer, four bears, two penguins, two pelicans, two giraffes, one alligator, three lions, three tigers, two goats, four lambs, six pigs, three cows, three horses and four fowl. Four human figures round out the set. All Plastic. Size one to three inches.
27-R 3118. .... 1.98

⑨ **De luxe Farm Set.** Metal barn, about 9½ ins. high, realistically lithographed inside and out; has open back for access; hay lift pulley; sliding litter carrier. Metal creamery shed, chicken house and silo. Equipment tractor, about 4½ ins. long, with five attachments, fork and shovel. Accessories: 17 sections of plastic fencing, two bales of hay for hoisting, two bags of flour, feed box, cow stall with stanchion, milk pail and stool, two bags of flour, garbage can. Figures: six farm hands, 28 farm animals, 36 fowl, and 12 fence-sitting red birds. Equipment accessories and figures all made of Plastic.
27-R 3117. .... 6.88

⑩ **Miniature hand-painted Farm Set.** Beautifully detailed. Made of moulded Plastic. Set includes 46 animals, 12 farm hands, barn, silo, five sheds, farm house. Two tractors with six implements to look after the farm. Five trees, 17 pieces of fencing, one gate and nine other accessories. Tallest building stands about 4¼ ins. high; figures measure 1¼ to 1½ ins.
27-R 3243. ..... 9.99

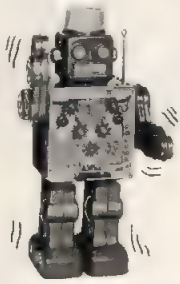
Be sure to order in plenty of time for Christmas

Sniffy the Nosey Puppy has all the pep and enthusiasm of a real puppy when he goes investigating. He ambles along, sniffing and wrinkling his nose his tail wags, eyes roll inquiringly, ears flap up and down with excitement. Of realistic furry plush. Bone attached is the two button remote control battery box. Uses 2 "D" batteries (not incl.). 11 in. long
89-69-93F Sniffy the Nosey Puppy Wt 1 lb 10 oz $2.99

Chihuahua Dog. So life-like, you'll expect him to hop into your arms. He walks and his big, shiny eyes light up by remote control. Separate button wiggles tail and ears when he's standing still. Covered in soft furry plush. Leash-like cord and decorated collar 8 in. long, 7 in high— about the size of a real Chihuahua puppy. Uses 2 "D" batteries (not included)
89-80-49F Chihuahua Dog. Shpg. wt. 1 lb. 10 oz. $3.99

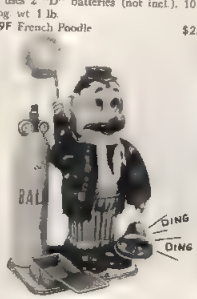
Jocko the Pet Monkey salutes you and tips his hat or he claps his cymbals and moves back and forth excitedly—all by remote control. He swings merrily from most objects by a spring in his tail perches lovingly on your arm while performing. Jocko is 10 in. tall, plush-covered, gaily dressed, and his eyes light up. Uses 2 "D" batteries (not incl.). Wt. 1 lb. 3 oz
89-67-95F Jocko the Pet Monkey $2.99

Fifi, the French Poodle. Press a button, Fifi's flirty eyes light up . . . she barks then walks. In the second switch position, she will stand up and continue walking, barking the while. She's clipped and trimmed with a soft plush covered body, realistically tufted tail, ears, and feet. Remote control unit uses 2 "D" batteries (not incl.). 10 in long. Shpg. wt 1 lb.
89-65-89F French Poodle $2.99



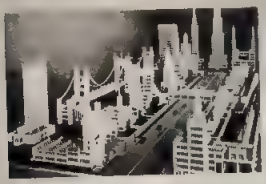
Walking Gear Robot. What a show this battery-operated Robot puts on! At a button touch, his head dome flashes on and off, he swings his arms he walks slowly forward . . . and through clear Plexiglas midsection you can see gears rotating and lights flashing. Performs on two standard "D" batteries (not included). Sturdy metal, 12 in. high. Loved by ages 3 to 10. Wt. 1 lb. 8 oz
89-67-79F Walking Gear Robot $3.79

Battery Operated Gorilla lumbers along the floor, moves his head back and forth, beats his arms menacingly against his chest, and lets out a mighty GR-R-ROWL. Two buttons on battery box control the action. Made of sturdy metal, covered with hairy brown plush. Chain attached to both arms keeps him "under control". Metal collar 11 in high. Uses 2 "D" batteries (not incl.)
87-50-47F Gorilla. Wt. 2 lbs. 6 oz $5.99



Gino-Balloon Blower rings a large cow bell with his left arm to attract the customers. "Come see my balloons", he seems to say. His soft warm eyes follow the movements of his right arm which dips a wire ring into pool at his feet . . . and raises it over compressed air tank to form huge, perfect, floating balloon bubbles. Uses 2 "D" batteries (not incl.) 10½ in high. Wt 2 lbs 8 oz
89-66-62F Gino-Balloon Blower $3.79
89-79-91F "C" Batteries. Pkg of two (8 oz.)

Pretzel the Pick-Up Pooch—a cute little plastic rascal that will captivate the youngsters with his antics. He walks forward, backward . . . catches a ball and returns it. Makes a barking noise when he walks, too! Mouth closes over ball . . opens to release it when he comes to you. No batteries necessary -can't be overwound. Plastic wheels. Pull cord. 18x8x8 in. Wt. 2 lbs. 8 oz
89-09-05F Pretzel the Pooch $4.99



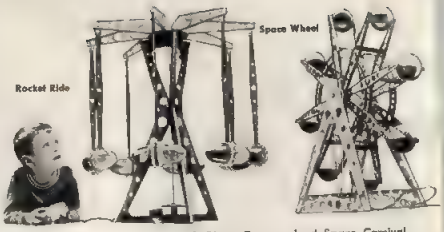
Keeps the youngsters busy for hours in creative activity! Builds skyscrapers, suspension bridges—all to scale.

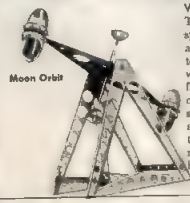
"BUILD YOUR OWN SKYSCRAPER"
with this American Skyline Set

The most realistic construction set ever! Youngsters will spend many a fascinating hour building actual scale models of the Empire State Building or some spectacular home-town skyscraper . . making realistic backdrops for a model railroad . . or erecting suspension bridges or other modern structures. After the big project is complete, they can enjoy it as long as they like; these models won't shake or collapse. In fact, buildings made with "American Skyline" set are strong enough to be picked up and moved!

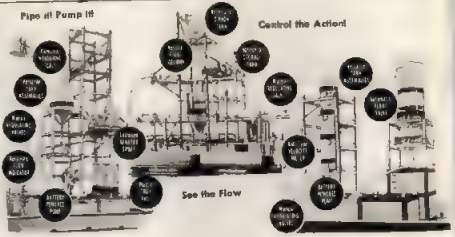
Interlocking pieces are finest Dylene® hi-impact plastic almost impossible to break under ordinary play conditions. Not only strong and rigid, but completely safe Precision-made to fit exactly, make construction simple Gleaming white building units are in true architectural scale, ½ in. to the foot Floors and roofs are printed on sturdy plastic to simulate brown and white tile Colored windows

89-75-04F Set with 2030 pieces Shpg. wt. 6 lbs. 8 oz. **$10.95**
89-75-12F Set with 1330 pieces Shpg. wt. 4 lbs. **7.95**
89-75-20F Set with 800 pieces Shpg. wt. 2 lbs. 12 oz. **4.49**





Walt Disney Tomorrowland Space Carnival Three thrilling space toys . . . moon orbit, space wheel and rocket ride . . . to construct and operate together! Just lock the big pieces together, flip master control switch and wow! Satellites "blast" into orbit—swing faster and faster even open up to receive cargo. Bright-color plastic pieces are giant-size, nothing tiny to get lost. Finished models, about 2½-ft. high, can be dismantled, put together 100's of times. All powered by 4500 rpm battery-operated motor. Use 2 "D" batteries (not incl.) For ages 4 to 9
87-56-17F Wt. 11 lbs. **$14.95**



Hydro-Dynamic Building Set with Motorized Pump. Build and operate refineries, laboratories, chemical plants, re-circulating pumping systems and more. Water, colored with pure food colors, is pumped through transparent pipes and tanks regulating valves switch the flow from one tank to another, slow it down or shut it off. Parts snap together easily Rigid structure can be picked up and moved. Includes 580 plastic parts, 2 motors, 2 switches.
89-79-00F Uses 4 "D" batteries (not included) 10 lbs. 8 oz. **$14.95**
89-78-92F Set includes 390 plastic parts, motor and switch, plan book. Uses 2 "D" batteries (not included) Wt. 8 lbs. **9.95**

Sky Rail Girder & Panel Building Set. Build and run the ultra-modern sky rail system of tomorrow! Make sky ports, terminals, sky stations—suspend rails from sky hooks in spirals, cross-overs, in-and-out of buildings Two separately controlled sky cars with headlights go forward, reverse, climb and descend steep slopes. Hi-strength plastic girders, panels and steel sky rails snap together; interlock. 676 pieces; 18-ft. rail, 2 motors
89-71-73F 676-Pc. Set. Uses 4 "D" batteries (not incl.). 9 lbs. **$14.95**
89-71-65F 440-Pc. Set: 9-ft. sky rail, 1 sky car, 1 battery powered motor Operates on 2 "D" batteries (not incl.). (6 lbs. 6 oz.). **$9.95**

Motorized Combination Building Set. Build and run elevators, drawbridges, cranes, conveyors and overhead railways, modern buildings, bridges, turnpikes and power operated structures. Basic parts snap together, form rigid structures that you can pick up and move. Includes over 500 pieces, battery powered motor and switch, pulleys, cables, elevator cabs, bracers, girders, roadway sections Use with "O" and "HO" gauge trains and trucks. Can be combined with the new Sky Rail Sets (at left).
89-72-56F Deluxe set with 2 motors and lights (8 lbs.) **$14.95**
89-72-64F Motorized Girder-Panel & Turnpike Set 7 lbs. 4 oz. **9.95**

89-79-83F "D" Batteries. Pkg. of two (8 oz.). **29c**

starting *

THIRD SUCCESSFUL YEAR!

5 days a week
coast-to-coast

more than $1,000,000
in brand new material
featuring
Professor Wonderful
Marvelous Marvin

© WALT DISNEY PRODUCTIONS

WALT DISNEY'S

MICKEY MOUSE CLUB

* in September

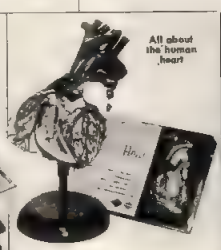
Walt Disney Productions, Inc., Character Merchandising Division, 477 Madison Ave., New York 22, N. Y.

Burn-Rite Leather Craft Set. Includes all the makings needed: UL approved leather tooling-burning pen; 6 asstd sheets color leaf foil; craft pattern transfer sheet; hank plastic lacing; top grain leather parts for pencil case, change purse, comb case, key change purse, identification tag, bookmark and four coasters. With complete instructions. In 9x15 inch box
89-59-61F Shpg wt. 1 lb. 8 oz **$3.79**

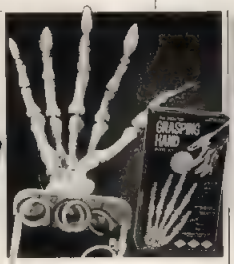
Leather Handicraft Kit . . like to work with leather? This complete kit contains top grain cowhide leather billfold, coin purse, comb case, 3-hook keycase, book mark and pen-and-pencil case you can make. Pieces are embossed and pre-punched for easy assembling. With leather lacing and complete working instructions. Makes useful gifts, things that last. Wt 1 lb 2 oz
89-58-13F Leather Handicraft **$2.19**

Make a Monster! Make 3 of the scariest . . most spine-tingling monsters ever seen. Kit lets you "create" 9½ inch tall Frankenstein, 8½ inch Dracula and 9½ inch Wolf Man—all with your bare hands! Each of these plastic monsters is a scream . . perfectly detailed down to the smallest fang. All 3 are frightfully easy to assemble and paint—instructions show you how
87-04-51F 3-Monster Kit. Wt. 2 lbs. **$2.39**

3-D Human Body. Realistic 1/6 scale model is educational and entertaining. Skeleton comes apart for study; snaps back together. Lifelike pink organs press into place on skeleton. Outer body engraved with muscles, nervous and circulatory systems. Charts and instructions included
87-57-16F Wt. 1 lb. 8 oz... **$2.99**



The Beating Heart . . . larger than adult life size, authentically detailed inside and out. Opens up for absorbing anatomical study. Coronary vessels separate—can be removed and replaced. Easy to assemble. Complete with anatomy chart, display stand and instructions
87-57-32F Shpg. wt. 1 lb. . **$2.29**



The Grasping Hand . . terror-ifically lifelike! Bone-white plastic model fits over your hand so you can move the fingers, hold and grasp objects—as if it were "alive"! Amusing, accurately made model is educational, easy to assemble. Kit includes detailed anatomy chart, instructions
87-56-90F Shpg wt. 1 lb. **$1.59**

Living Desert Garden. Let youngsters plant a miniature cactus garden all their own. They'll watch with pride and fascination as the plants grow and flower. Living Desert Garden includes 14 living identified specimens of cactus plants in miniature, each in its own planter
87-03-29F Shpg wt. 1 lb.. . **$3.79**

Oriental Landscape

Game Birds

Early American Americana

Elegant Mosaic Wall Panels are pre-numbered, framed, easy to do! Each kit contains pre-numbered imported mosaic tiles, colored glass, bright beads, braid and stone—everything needed to make a colorful, stunning picture.
"Picturesque" Wall Panels: textured fabric with hardwood frame
88-94-85F Oriental Landscape, 12½x36 in. Shpg. wt. 6 lbs. ... **$7.49**
88-94-93F Game Birds, 12½x36 inches. Shpg. wt. 6 lbs..... ..... **7.49**
"Picturesque" Wall Panels: neutral wood-grained fabric on hardwood frame
88-97-33F Americana, 8½x24 inches. Shpg. wt. 3 lbs. **$3.79**
88-97-41F Early American, 8½x24 inches. Shpg. wt. 3 lbs. **3.79**

Make original sculptures easily by number!

Deluxe Pariscraft Sculpture Set . . . lets you sculpture by number! Make permanent works of "art" as versatile as your imagination! Just cut, wet and mold Pariscraft material. It dries hard without baking, can be filed, sanded, painted and decorated. Complete set includes 3 rolls of Pariscraft with dispenser and bath for easy measuring, cutting and dipping; set of 5 reusable plastic molds; sculpture stick; paint set and brush with water tray, 4 in. scissors and 24-page instruction book
87-03-86F Pariscraft Sculpture Set. Shpg. wt. 1 lb. 8 oz... .....**$3.79**
87-03-94F Pariscraft Sculpture Material Refill Kit. Wt. 3 oz..... **79c**

TINY TEAR DOLLS

TEENY WEENY TINY TEARS
Drinks & Wets...Cries Real Tears
9 in. vinyl baby doll with movable eyes that cry, shampooable rooted hair, fully jointed. Wears dainty cotton dress, bottle and pacifier. In see-thru box.
Y72-TT91.....Each **5.04**

DOLL and CLOTHES ASST.
Asst. consists of twelve 9 in. dolls (described above), 24 asstd outfits including clothes for travel, play time and Sunday best. Attractively pkgd.
Total Retail Value $98.40
T742 Asst. of 36 pcs. N.B. Asst. **118.08**

TEENY WEENY TEARS DELUXE OUTFITS
6 deluxe outfits for 9 in. doll at left. Each outfit attractively packaged with magic soap tissues and sponge
Y72-101T Feeding Time
Y72-102T Bath Time
Y72-103T Travel Time
Y72-104T—Button & Bows
Y72-105T—Playtime
Y72-106T -Sunday Best
O.S. Doz. **30.40**
¼ doz of a no. N.B. Doz. **28.80**

THE BABY DOLL WITH THE BEAUTIFUL FACE!
Drinks 'n Wets...Blows Bubbles...Cries
Vinyl, cuddly, Teeny Tiny Tears doll. Advertised on television. She loves to take a bath . . . completely washable. She cries real tears. Drinks and wets. Blows real bubbles. Movable eyes; lashes. Fully jointed arms and legs, turnable head. Rooted pixie style hair always looks neat. Each in Perma-Vue gift and display box.

12 In. Teeny Tears in Dress
Wears dainty blue cotton dress with embroidered trim, ribbon shoulder ties. Cotton diaper. With plastic pacifier, bubble pipe, nursing bottle.
Y72-TT1.....Each **7.20**

12 In. Teeny Tears with Layette
Dressed in pretty, lace-trimmed shorty pajamas. Layette consists of dress, diaper, boots. Comes with plastic pacifier, bubble pipe, bottle.
Y72-TT2.....Each **10.08**

17 In. Teeny Tears in Dress
Adorable doll all prettied up in pastel cotton dress with white lace trimmed pilgrim collar and panties. White socks, bow-ty shoes, pacifier, bubble pipe, bottle and magic sponge and soap-impregnated tissues.
Y72-TT171.....Each **11.40**

17 In. Teeny Tears with Bather
Lovable doll dressed in pale pink or blue lace trimmed dress, white diaper and knit booties. Strap her in portable 14½ x 9½ in. bather of foam plastic and she floats. Serves also as carry-all and set. Nursing bottle, pacifier and bubble pipe included
Y72-TT172.....Each **12.60**

"SALLY SAYS" DOLLS

19 IN. TALKING DOLL
In Play School Outfit
All vinyl, fully jointed pre-school talking doll in shoulder-bow embroidered dress. Talks high, low, fast or slow when magic button is pressed. Operates on 1 "D" battery (not included). Boxed.
Y72-210.....Each **15.00**

LITTLE MISS ECHO

30 IN. TALKING DOLL
In Party Dress
Life size Little Miss Echo doll of hard plastic, fully jointed with rooted hair. Talks by magnetic tape recorder activated by decorator knob on chest. Wears black and white organdy party dress, socks and hard sole shoes. Operates on 2 "D" batteries and 1 transistor battery (not included)
Y72-3002.....Each **38.40**

PAPER DOLLS

DEE-J PAPER DOLL ASSTS.
3 Assts...$1.00 Retail
Book-box asst. of 18 in 3-D "shapely-shape" paper dolls with reusable "rub 'n stay" clothes and story of doll inside box

ASST. of 72 PAPER DOLL
Consists of 12 ea. Miss Merry, Bride of Frankenstein, Donna Reed, Toni, Jo, Kim. Giant display
T38-6400—Asst. of 72 N.B. Asst. **86.40**

ASST of 12 PAPER DOLLS
Consists of 4 ea. Miss Merry, Bride of Frankenstein, Donna Reed
T38-64—Asst. of 12 N.B. Asst. **14.40**

ASST. of 12 PAPER DOLLS
Consists of 4 ea. Toni, Jo and Kim.
T38-65—Asst. of 12 N.B. Asst. **14.40**

DEE-J RACK SETS
4 Styles...In Rack/Counter Display
[A] BABY MERRY DOLLS
Cute 10 in paper dolls complete with plastic feeding bottle, box of "chix" gauze diapers, 12 "rub 'n stay" outfits
Y40-4350—1 doz. N.B. Doz. **5.76**

[B] LISA PAPER DOLLS
10 in. sub-teen fashion dolls with hair you can comb and brush. Complete with hairbrush, 20 "rub 'n stay" outfits and accessories
Y40-4352 1 doz. N.B Doz. **5.76**

[C] BRENDA LEE PAPER DOLLS
10¾ in. TV and recording star doll with play phonograph and "Brenda Lee" album with punchout records, outfits like Brenda's.
Y40-4360—1 doz. N.B. Doz. **8.64**

JODY 3-D PAPER DOLLS
(Not Illustrated)
10¾ in. "shapely-shape" 3-D teen-age dolls with over 14 "rub 'n stay" outfits
Y40-4362 1 doz. N.B. Doz. **8.64**

TV's "PATTY DUKE" DOLLS
2 Dolls with Wardrobe
2 beautiful 16¾ in. cardboard dolls—Patty and Cathy with a variety of fashionable and interchangeable outfits that cling to dolls by using magic crayon. Individual stands for each doll. Attractively boxed
N2-4441—O.S. ...Doz. sets **15.20**
¼ doz. sets N.B. Doz. sets **14.40**

TRESSY DOLLS and ACCESSORIES

11½ IN. TRESSY DOLLS
With Hair That Grows!
The chic teen doll with lifelike figure of hard plastic and soft vinyl face. Rooted saran hair has secret strand that can be made long, short or in between by turning magic knob. Create different hairdos for each outfit of her bi-fashion wardrobe. Dressed in smart knit shift and plastic hi-heel shoes. Her hair makes her a queen. Each in window box.
Y72-1200.....Each **6.00**

FASHIONS for 11½ IN. TRESSY DOLLS

Sleepy Time Outfit
Y72-15900—O.S. Doz **22.80**
¼ doz. N.B. Doz **21.60**

Executive Suit Outfit
Y72-20904—O.S. Doz. **30.40**
¼ doz. N.B. Doz. **28.80**

Hootenanny Outfit & Guitar
Y72-25900—O.S. Doz **38.00**
¼ doz. N.B. Doz. **36.00**

Black Magic Evening Gown
Y72-25904—O.S. Doz. **38.00**
¼ doz. N.B. Doz. **36.00**

Sailing Party Outfit
Y72-30900—O.S. Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

Blue Ribbon Outfit & Dog
Y72-30901—O.S. Doz. **45.60**
¼ doz. N.B. Doz. **43.20**

Voyage Outfit & Hat Box
Y72-35900—O.S. Doz. **53.20**
¼ doz. N.B. Doz. **50.40**

Pink Afternoon Dress
Y72-35901—O.S. Doz. **53.20**
¼ doz. N.B. Doz. **50.40**

15½ IN. TRESSY MAGIC HAIR DOLL
(Not Illustrated)
The doll with the magic hair that actually grows by turning a magic knob. Fully jointed pre-teen" doll with movable eyes and turnable head, wears colorful pique jumper and white blouse. Each in Perma Vue gift package
Y72-1503.....Each **14.40**

TRESSY BEAUTY SALON
Fully Equipped
Approx. 30½x38x15 in. professional type beauty salon is decorator designed in rich hi-fashion colors of turquoise, olive and orchid. It duplicates the luxurious atmosphere of the adult world of beauty. Salon is complete with ottoman, lounge chair, dryers, manicure table, shampoo stands, beauty bar for pins, curlers, etc. There are mirrors, reception desk, lamp and tables
Y72-1211.....Each **10.08**

TRESSY'S PENTHOUSE APARTMENT
Approx. 39x27½x26 in. penthouse apartment with its 4½ rooms color-coordinated and decorator designed for gracious living. Layout in-the-round includes a compact kitchen, studio bedroom dining and living rooms, and terrace. Apartment is furnished with over 30 pcs of smartly styled movable contemporary furniture and accessories in soft pastel colors.
Y72-1210...Each **10.80**

TRESSY HAIR GROOMING KITS
Each kit has everything needed for setting or styling hair plus a magazine and plastic carry-all
Y72-1285 Hair Setting Kit
Y72-1290—Hair Styling Kit
O.S. Doz. **33.30**
¼ doz. of a no. N.B. Doz. **31.68**

MICKEY MOUSE CLUB ICE CREAM MACHINE — A real machine for making delicious ice cream or sherbet. Set includes ice cream maker, spoons, cups, recipes, and directions. Um-m-m, good!
5200/139 **LIST $2.00**

CANDY FAIR BANKS — Makes saving fun — and profitable, too. Four banks on a merry-go-round, each with a different candy treat. Put a penny in, get a candy out. Refillable, too.
5175/200 **LIST $3.00**

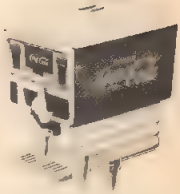
MOON ROCKS — An outer space garden grows right before your eyes, in brilliant colors and fantastic shapes. A beautiful decoration.
5360/139 **LIST $2.00**

RAILROAD ACTION PLAY SET — Giant play value in this 150 piece set that includes train, tracks, crossings, buildings, and more. A box full of fun, sure to thrill any young lad.
2904/139 **LIST $2.00**

SNO-CONE — Now **three** tasty treats: **Sno Cone** topped with flavored syrup; **Sno-Pop** flavored frosty drink; **Sno Ball** decorated with candy topping. Make your mouth water?
5230/333 **LIST $5.00**

DELUXE BAGATELLE — As long as "boys will be boys" they'll love pinball bagatelle games. Deluxe game with 2 action levers to keep the balls scoring longer. Assorted themes: Speedboat, Circus, Sports.
2528/139 **LIST $2.00**

TRIM TOYS



DELUXE KOTTON KANDY MACHINE — U/L approved, with extra large bowl, spins gay, wonderful colorful cotton candy. Centrifugal switch prevents overheating. Packed with Mix, holders, and scraper.
1033A/867 **LIST $12.95**
M103/37 Kotton Kandy Mix LIST $ .49

KOOL AID KOOLER — Fun for kids to set up their own Kool Aid stand. Complete with 2 packages of Kool-Aid to make a full gallon plus 20 paper cups to start with.
14/199 **LIST $2.98**

PEPSI-COLA DISPENSER — For those who **are** young! Holds full 16 oz bottle of Pepsi—dispenses into four miniature Pepsi glasses included. White, high-impact plastic.
15/233 **LIST $3.50**

COCA COLA DISPENSER — Modern Coke dispenser really works. Holds large bottle and dispenses into miniature Coke glasses supplied.
1500/200 **LIST $3.00**

Scale Model road and farm equipment really works

A 5 PC. STRUCTO HIGHWAY BUILDER SET. A dream-come-true for every boy. Everything is made of highest quality steel for tough wear-and-tear. Set includes: Dump Truck, Hi-Lift Bulldozer, Sand Loader, Sand Hopper and Road Barrier. DUMP TRUCK has a new cab-over-the-engine, seat, steering wheel, windshield, wrap-around bumper. Lever raises for dumping—body can be locked in dump position. Made with trailer hitch. 11¾ in. long. HI-LIFT BULLDOZER raises bucket by lever control. Locks in low, medium, and high positions. When lever is pulled all the way back, bucket automatically dumps. 11¼ in. long. The SAND LOADER attaches to truck, actually loads sand at the turn of a crank—11⅝ in. long. SAND HOPPER automatically loads truck, is 11⅜ in. high. Complete with ROAD BARRIER, too. Rugged colorful baked enamel finish.
X 923-3263 A—Shipping weight 7 lbs. 4 oz. ..... 5-pc. set 6.69

Dump Truck and Sand Loader. As described in 5-pc. set above.
X 923-3669 A—Shipping weight 5 lbs. ..... 2-pc. set 3.44

B TONKA CONTRACTOR SET FOR LITTLE BUILDERS. A grand set—meticulously made with real-life details. All units made of sturdy steel, with fully-operational parts. TRENCHER—all-in-one toy that digs, levels, dumps, hauls, loads. Has seat-lever that raises front bucket and dumps load; "arm"-operated back hoe scoops up sand and pivots to either side for unloading. Deep grooved tractor treads. 18¼ in. long. SAND LOADER with crank on top, endless belt, lever to raise, lower hopper. DUMP TRUCK has adjustable tailgate for straight dumping or spreading. 13⅜-in. long. ROAD GRADER is complete with scraper blade, workable steering wheels, and "floating tandem" back wheels. 17 in. long. Colorful red, yellow, and green equipment. Enamel finish. Semi-mailable—see page 81.
X 923-3230 A—Shipping weight 14 lbs. ..... Set 10.88

Trencher. Sold separately. See above for detailed description.
X 923-3198 A—Shipping weight 2 lbs. 5 oz. 3.69

C STRUCTO HYDRAULIC TRAILER DUMP TRUCK. Real hydraulic cylinder to raise and dump automatically. Cab-over-engine, seat, steering wheel, windshield, and wrap-around bumper. 20¾ in. long. Heavy gauge steel. Enamel finish.
X 923-3248 A—Shipping weight 5 lbs. 10 oz. 4.29

D NYLINT PAYLOADER FOR YOUNG ENGINEERS. Big, scale-model picks up, lifts, and loads sand, dirt or gravel. Powerful crank hoist raises bucket 12 in.—can be tripped at any point. Steers freely. Heavy-gauge steel with baked enamel finish. 23½ in. long. Made for rugged, constructive play, priced for value.
X 923-3412 A—Shipping weight 5 lbs. 5.44

E TONKA CEMENT MIXER. Pile through hopper on top. Mixer assembly of all-weather plastic—turns as truck moves. Cab and chassis are made of steel. Tilts by hand to pour down adjustable chute. Dual white sidewall rubber tires. 15⅝ in. long. Baked enamel finish. Excitingly realistic.
X 923-3206 A—Shipping weight 5 lbs. 4.44

G NYLINT MICHIGAN SHOVEL. Bucket picks up full load, swings to desired spot. Boom is automatic for raising and lowering. Crane cab pivots in full circle on wide, rugged, extra-braced platform. Adjustable-screw jacks for greater stability. 31½ in. long. Heavy gauge steel with baked enamel finish. Semi-mailable—see page 81.
X 923-3339 A—Shipping wt. 8 lbs. 12 oz. 7.44

H TONKA DOZER PACKER. Moves on deep-grooved treads—3-position adjustable blade. Detachable packer with 11 rubber tires. Lever in side opens bottom for fine spreading. 18¼ in. long. Heavy gauge steel with baked enamel finish.
X 923-3644 A—Shipping weight 3 lbs. 13 oz. 3.66

J STRUCTO HYDRAULIC DUMPER. Modern cab with seat, steering wheel, and side windows. Rear window, wrap-around bumper. Liquid hydraulic cylinder raises, dumps at press of lever. 13 13/16 in. long. Heavy gauge steel; enamel finish.
X 923-3255 A—Shipping weight 3 lbs. 12 oz. 2.88

K TONKA ROAD GRADER. Heavy-duty highway construction toy. All-weather cab with steering wheel that turns front wheels. Scraper blade tilts and rotates. "Floating tandem" back wheels. 17 in. long. Heavy gauge steel, baked enamel finish.
X 923-3222 A—Shipping weight 4 lbs. 5 oz. 4.44

L TONKA REAL-ACTION DRAGLINE. Performs 4 operations. Tractor moves on deep-grooved treads; cab swivels in a complete circle; bucket scoops dirt; top crank raises bucket for dumping. Heavy steel construction with nylon cables. 21¾ in. long overall. Heavy gauge steel with baked enamel finish.
X 923-3214 A—Shipping weight 3 lbs. 8 oz. 3.69

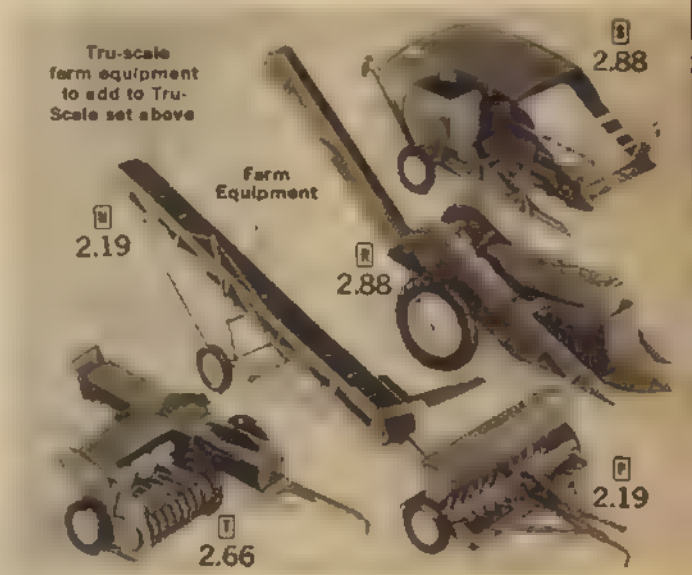
M STRUCTO DUMP TRUCK. Cab-over-engine design. Seat, steering wheel, windshield, wrap-around bumper. Lever raises for dumping. Body locks in dump position. White sidewall tires. 11¾ in. long. Heavy gauge steel, enamel finish.
X 923-3651 A—Shipping weight 3 lbs. 5 oz. 1.99

N TRU-SCALE PORTABLE ELEVATOR. Moves from job to job on truck or tractor. Raised with windlass—crank turns to elevate grain or hay. Heavy gauge steel construction, baked enamel finish. 18 in. long.
X 923-3271 A—Shipping weight 1 lb. 2.19

P TRU-SCALE GRAIN DRILL. Features 11 individual see-through grain drops. Will actually plant small seeds, such as clover. Raising-lever fertilizer bin. Heavy gauge steel, with baked enamel finish. 7 in. long.
X 923-3297 A—Shipping weight 1 lb. 2.19

6 PC. TRU SCALE MASTER FARM IMPLEMENT SET. Basic equipment for young farmers. Includes tractor with loader attachment, flat-bed wagon, spreader, plow and wheel-carried disc harrow. TRACTOR has fingertip steering, is 8½ in. long. LOADER attaches to tractor without tools, can be used for digging, bulldozing. WAGON with auto-type steering—interchangeable grain and flat bed. Gear-driven SPREADER has beaters and wide spreader. PLOW has levers for raising and lowering. HARROW has wheels that raise and lower for discing. Steel and die cast construction, baked-enamel finish.
X 923-3321 A—Shipping weight 4 lbs. 12 oz. ..... Set 8.44

Tru-Scale Tractor. Sold separately—loader not included.
X 923-3313 A—Shipping wt. 1 lb. 8 oz. 1.66



R TRU-SCALE MOUNTED CORN-PICKER. Most popular farm toy around. Attaches to tractor without tools—adjustment to raise and lower for real-life action. Steel construction—baked enamel finish. 18 in. long. Tractor not incl.
X 923-3636 A—Shipping weight 1 lb. 13 oz. 2.88

S TRU-SCALE COMBINE. Streamlined farm equipment. Adjustable grain discharge spout and cutter-bar platform. Chain-drive gathering-reel and feeder-canvas revolves while combine is drawn. Steel and die cast construction. Baked enamel finish. 13½ in. long overall.
X 923-3289 A—Shipping weight 1 lb. 4 oz. 2.88

T TRU-SCALE BAILER. Another real-action farm tool. Has pick-up fingers, auger-feeder, plunger-head and flywheel—all operate when machine is drawn. Steel construction—baked enamel finish. 12¼ in. long.
X 923-3305 A—Shipping weight 1 lb. 4 oz. 2.66

SAVE THIS CATALOG -toys are available till Sept. 21, 1964.

Buy these toys on Credit Command—there's no down payment. See page 79.

Scale Model Trucks

...the kind every little boy wants

A
I-H "SCOUT"
Only 2.88

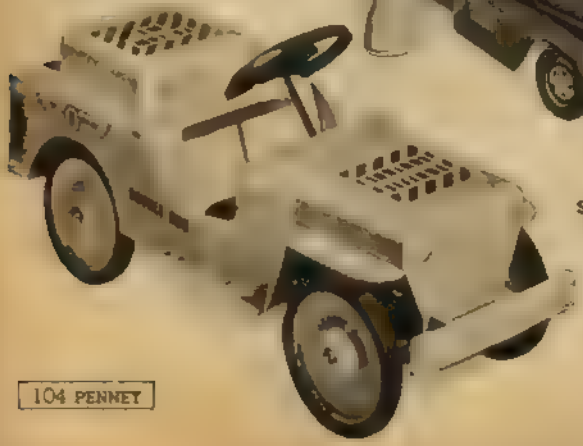
Converts easily to station wagon, pick-up or stripped-down model

B
Structo Fire Truck
Only
2.44

C
Only
4.88

Remove seat to convert to dump truck

SAVE THIS CATALOG
Use it now—and till Sept. 21, 1964—to order toys



D
Structo Rid-er Doodle Bug
Only
6.99

A TRU-SCALE INTERNATIONAL HARVESTER "SCOUT" SET. Converts to station wagon, pick-up truck or stripped-down model for rugged action. Heavy-duty steel construction with handsome baked-enamel finish. White sidewall tires, 9 in. long.
X 923-8122 A—Shipping weight 3 lbs. 2.88

B STRUCTO FIRE RESCUE TRUCK. Features smart new cab-over-engine design. Safe wrap-around bumpers. Heavy-duty steel construction. Durable baked enamel finish. White sidewall tires. 12 in. long. Comes complete with two detachable ladders.
X 923-8031 A—Shipping weight 3 lbs. 5 oz. 2.44

C STRUCTO RID-ER DUMP TRUCK. Sturdy slide-in seat is removable to convert to regular dump truck. Tail gate opens for dumping. All steel construction. Durable enamel finish. 20 in. long.
X 927-1883 A—Shipping weight 7 lbs. 4.88

D STRUCTO RID-ER DOODLE BUG. Extra sturdy replica of vehicle used at air fields. Has roomy hauling compartment in rear. Safe rubber bumper. Heavy-duty steel construction and durable baked enamel finish. 27½ in. long. Penney-priced for great value
X 927-1875 A—Shipping weight 14 lbs. 6.99

E CRAGSTAN 28-PC. CONSTRUCTION SET. Loads of play value in this big 28-pc. assortment. Made of durable plastic. Complete with dump truck, cement mixer, stake truck, power shovel, crane truck, cement bags and highway signs.
X 923-8114 A—Shipping weight 2 lbs. 6 oz. 4.44

G AMSCO MAGIC GAS PUMP. Watch "gas" disappear from this exact replica of famous "Esso" pump. Suction-cup nozzle attaches to car or truck. Refills itself automatically. Rugged no-spill plastic construction. 6¾ x 4 x 2½ in. high.
X 923 8106 A—Shipping weight 12 oz. 1.39

H TONKA JEEP PUMPER. Hose pulls out, squirts water when pumper is connected to garden hose. All steel. 10¾ in. long.
X 923-8049 A—Shipping weight 2 lbs. 5 oz. 3.88

J BUDDY L AERIAL LADDER FIRE ENGINE. Rotating extension ladder extends up to 44 in. Rugged steel construction and baked-enamel finish. Whitewall rubber tires, plastic grille guard, spring suspension. 27 in. long
X 923-8130 A—Shipping weight 5 lbs. 6 oz. 5.44

K ANDY GARD RIDE 'EM FIRE TRUCK. Attractively designed for young fire fighters. Detachable ladders. Easy to steer. Rugged all-steel construction 24 in. long
X 927-1891 A—Shipping weight 6 lbs. 2.88

L BUDDY L 4-WAY SIT 'N' RIDE TRUCK. It's a wrecker, dumper, hauler, and riding truck all in one. Removable boom and bucket seat. Rugged auto-steel construction. Realistic knuckle steering 3½-in. all-rubber tires. 24½ in. long
X 927 1859 A—Shipping weight 8 lbs. 5.88

M BUDDY L SIT 'N' RIDE FARM TRACTOR. Authentically detailed. Big 11-in. plastic pneumatic tires, realistic steel bucket seat, trailer-hitch, auto-type steering. 28½ in. long.
X 927 1867 A—10 lbs. Semi-mailable—see page 81 ..... 8.88

N MINI-TONKA PICK-UP TRUCK. Snap-open tail gate lowers to permit hauling odd-shaped loads. Rugged steel construction with non-toxic baked enamel finish. Real rubber tires. 9 in. long.
X 923-8064 A—Shipping weight 1 lb. 1.44

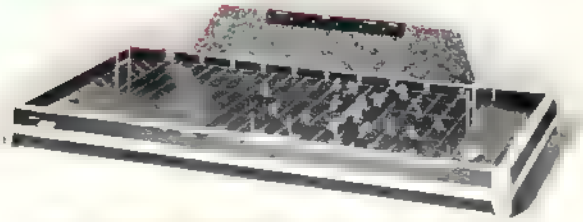
P MINI-TONKA CAMPER TRUCK. Side door opens for loading equipment. Windows slide open and shut easily. All-steel construction. Tough baked enamel finish. Rubber tires 9½ in. long.
X 923-8072 A—Shipping weight 1 lb. 10 oz. 1.99

R MINI-TONKA DUMP TRUCK. Lever raises back for dumping. All-steel body is covered with non-toxic baked enamel. Front and dual rear tires are genuine rubber 9½ in. long
X 923-8080 A—Shipping weight 1 lb. 4 oz. 1.67

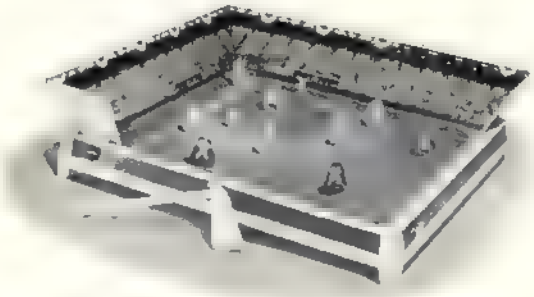
S MINI-TONKA STAKE TRUCK. All-steel body with rounded protective edges. Durable baked enamel finish, rubber tires. Levers raise back of truck for "unloading fun." 9¾ in. long.
X 923-8056 A—Shipping weight 1 lb. 4 oz. 1.67

T MINI-TONKA ALL-STEEL WRECKER. Works and looks like its real life brother. Lever on winch raises and lowers tow-line. Durable nylon rope has steel hook. Enamel finish. 9½ in. long
X 923-8098 A—Shipping weight 1 lb. 1.67

More Tudor Sports Games and Xylophones

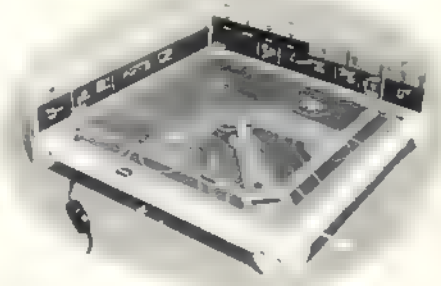


No 600 CLASSIC ELECTRIC FOOTBALL $16.00 retail

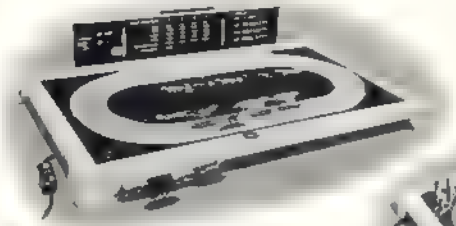


No 650 CLASSIC ELECTRIC BASEBALL $20.00 retail

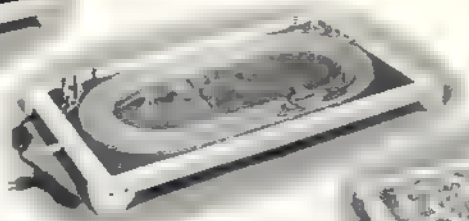
No 710 TRU ACTION DE LUXE HOCKEY $16.00 retail



No 555 ELECTRIC BASEBALL $7.00 retail



No 526 ELECTRIC HORSE RACE $7.00 retail

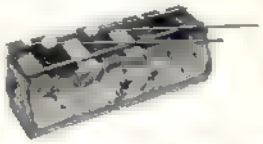


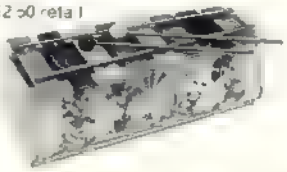
No 527 ELECTRIC TRACK AND FIELD MEET $7.00 retail

No 530 ELECTRIC SPORTS CAR RACE $7.00 retail

No 590 MICKEY MOUSE ELECTRIC TREASURE HUNT $7.00 retail

No 110 DONALD DUCK XYLOPHONE 8 NOTE $2.50 retail





No 135 WALT DISNEY XYLOPHONE - 8 NOTE $4.00 retail

TUDOR METAL PRODUCTS CORPORATION/200 FIFTH AVE., NEW YORK 10, N.Y.

Pool Tables

Tudor tables have been precision engineered to provide max mum playability and are styled for the optimum in visual relationship to regu ation tables

These exclusive features make Tudor tables the finest—Jumbo 1" balls for better "feel" and accuracy one piece pockets, injection molded of super-h gh-impact styrene ...three point suspension ba l returns plus the heavy gauge of metal used assures dependab e performance in this usua trouble spot ...slide-out tray makes balls readily accessible during play green fe l cloth playing surface is reinforced against warping and sagg ng with "U" channel cross braces of heavy gauge metal ...

No 850
40" Pool Table w/legs
30" cue sticks
1-12 doz ctn wt 19 lbs
$22 00 retail

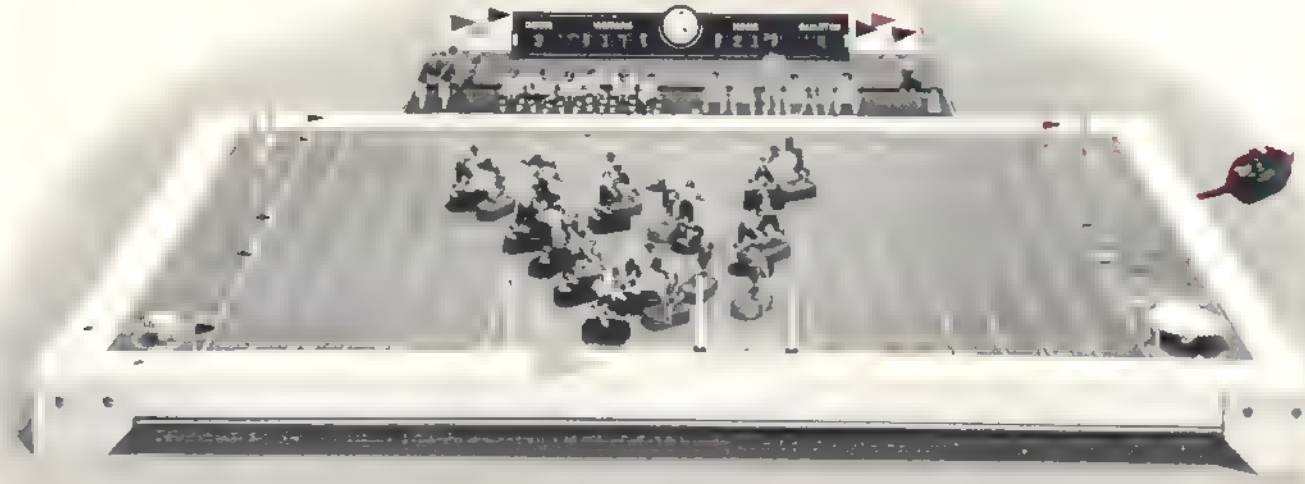
No 840
40" Pool Table
30" cue sticks
1 12 doz ctn wt 10 lbs
$18 00 retail

No. 800
30" Pool Table
24" cue sticks
1/3 doz ctn wt 33 lbs
$10 00 reta l

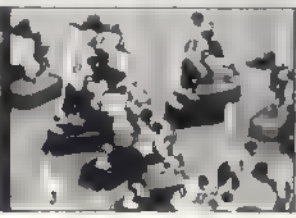
TUDOR METAL PRODUCTS CORPORATION/200 FIFTH AVE., NEW YORK 10, N. Y.

THE BEST SELLING OF ALL FOOTBALL GAMES FOR THE LAST 15 YEARS...BUT THAT DIDN'T STOP TUDOR FROM IMPROVING IT...

tudor®



Automatic timer



Action poses duplicate live game realism

Triple threat quarterback

No 500
Box size 27" x 16½" x 2½"
½ doz ctn wt 25 lbs
110 Volts A.C. only
$7.00 retail

Tru-action®

Electric Football

Check these new features about this consistent leader...

NEW All the features and action of the game described right on the cover of the box in a beautiful full color illustration perfect for P.O.P. display in self-service operations

NEW Exclusive timer that automatically starts and stops with each play

NEW Colorful grandstand with adjustable score board

NEW Larger figures in five realistic 3-dimensional action poses...ends, tackles, guards, offensive backs defensive backs . plus an additional kicking passing running quarterback for each team.

NEW Virtually unbreakable figures with increased stability

NEW Brush and water soluble paints to color the players

NEW Magnetic ten yard marker with movable chain marker to measure the close ones out on the field

NEW Magnetic down and ball marker

NEW Four goal line flags

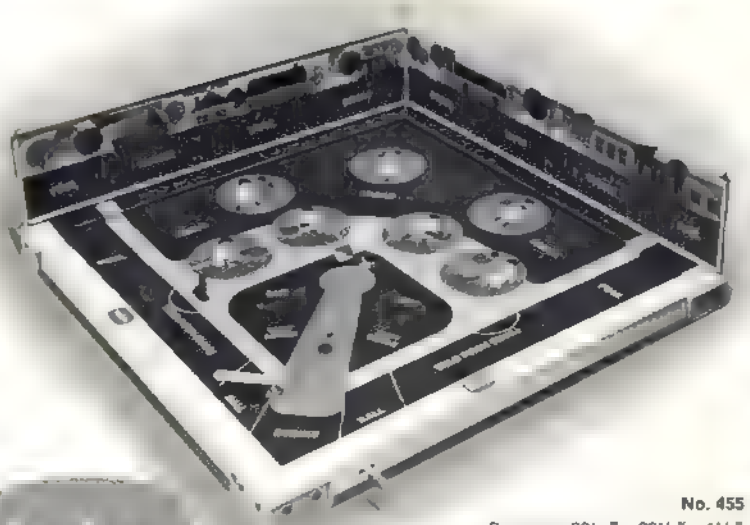
NEW Speed control improved with printed dial and plastic knob

NEW Brighter, livelier, gridiron color.

NEW Movable goal posts for college or pro positions.

TUDOR METAL PRODUCTS CORPORATION/200 FIFTH AVE., NEW YORK 10, N.Y.

Jr League® *Magnetic* Baseball



A new exciting, popular priced version of our electric baseball designed specifically for the "Little League" age group.

Because it is non-electric it can be played anywhere

- True-to-life game situations and action are all spelled out on the playing field — each play is determined by where the magnetic ball stops
- Remote pitching and batting plus the unique "put-out" device lets youngsters test and improve their skills in this action game
- Beautiful full color picture of the game on the box cover turns the package into a "silent salesman"... this combined with its low price makes it a year-round natural for self-service merchandising

No. 455
Box size 20½" x 20½" x 1⅝"
1 doz ctn wt 40 lbs
$4.00 retail

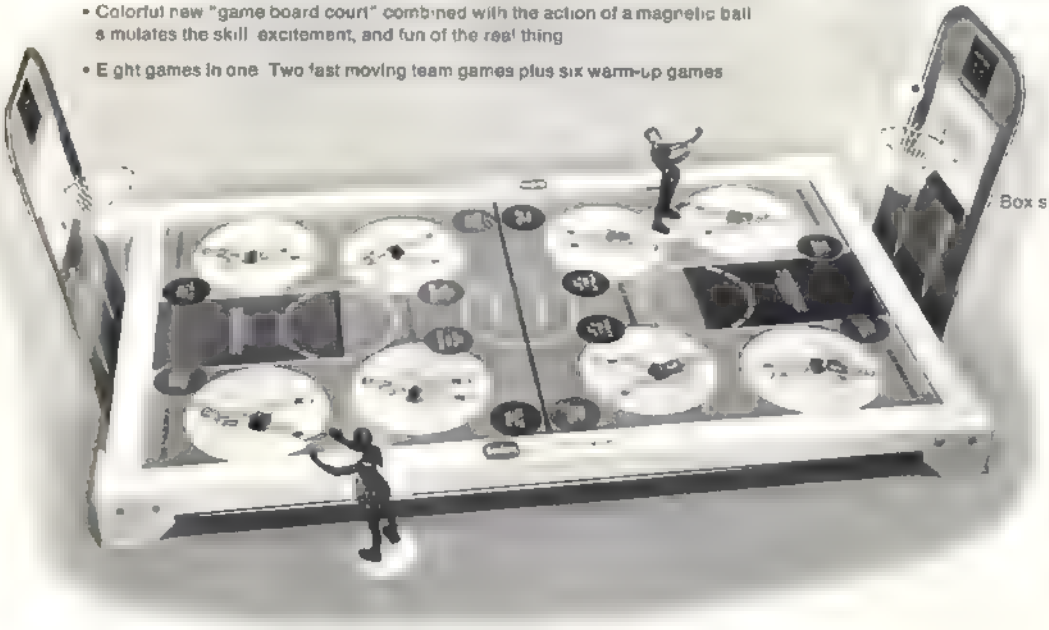
tudor
Tru-action®

Magnetic Basketball

NEW game + NEW full color "self-service" packaging + NEW lower price makes Tudor Magnetic Basketball a prime contender for the basketball game market.

Look at these exclusive features.

- Two life-like players that are used to pass the ball to any player on the court — shoot from any place on the court — make foul shots, center jumps — even lay-up shots from under the basket
- Colorful new "game board court" combined with the action of a magnetic ball simulates the skill, excitement, and fun of the real thing
- Eight games in one. Two fast moving team games plus six warm-up games

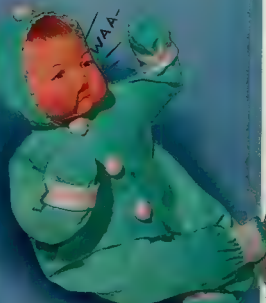


No. 475
Box size 27" x 16½" x 2½"
½ doz ctn wt 27 lbs
$5.50 retail

GIRLS
Move like real live babies

Thumbelina . . she cries
Wind her . . she wriggles **$11.88**

She is 17 inches long. Hold her, she's cuddly soft. Dressed in a cotton knit outfit. Rooted Saran hair . . fun to comb into place. Vinyl head, arms, legs; cotton cloth body filled with plastic foam. Has her own bottle, carryall, and diaper bag.
49 U 3004—Shipping weight 3 lbs. 6 oz. . $11.88



Thumbelina cries, wriggles 'til you pick her up

$12.99

About 20 inches long. Such a huggable baby doll. Just wind the key in her back and lifelike Thumbelina will wriggle *and* cry like a real baby. Pick her up to cuddle and she stops crying. Dressed in an adorable snowsuit and bonnet. Vinyl head, arms and legs. Cloth body filled with plastic foam. Rooted Saran hair.
49 U 3056—Shipping weight 4 lbs. $12.99

Lullabye Baby
Moves like a baby as music box plays

$4.79

Stretches and twists . . seems almost alive. Just wind key in her back . . imported Swiss music box in her body plays Brahm's Lullaby. Music box animates doll . . she moves her head and body just like a real-life baby. Doll made of vinyl plastic, fully jointed. Bent fingers form a fist. Hair is rooted . . styled in wispy baby hairdo that's easy to comb. Dressed in striped cotton flannel sleeping outfit with matching striped stocking cap.
49 U 3003—Wt. 1 lb. 8 oz. $4.79

Thirstee Cry-Baby
Bottle changes her tune

$13.99 without battery

Hungry, she cries . . fed, she gurgles happily. Record player in body has about 1 minute crying, 12 seconds gurgling. Push button in back and she cries. Put "Carnation" bottle to mouth and she gurgles. When she stops gurgling, mechanism moves needle back to start. Dressed in shirt, diaper, blanket. Has 2-pc. cotton pajamas, lace trim. About 21 inches long. Order 1 "D" battery below.
49 U 3044—Wt. 4 lbs. $13.99

"D" Battery. Wt. ea. 4 oz.
49 U 4660—Each 16c; 4 for 60c

Crying, go-to-sleep Dolls $4.94 each

Cry voice like a real baby. Soft-to-hug cotton-stuffed cloth body has vinyl arms and legs. Rooted pixie hair fringes her lifelike vinyl face. 20 in. long. Dressed 3 ways for your choice.

1 In cotton romper with rickrack trim. Matching panties, bootees. Shpg. wt. 2 lbs. 8 oz.
49 U 3053 . . . . . $4.94

2 In 2-pc. cotton gabardine snowsuit, bonnet. Shirt, panties, socks, bootees. Shpg. wt. 2 lbs. 8 oz.
49 U 3054 . . . . . $4.94

3 In dress, hat, slip. Shpg. wt. 2 lbs. 8 oz.
49 U 3055 . . . . . $4.94

Two of a kind mean

Twice the Fun

Girl or Boy

$2.94 each

We drink, wet and hold our bottles

Wide-eyed sister and brother play together and with you. Each is 14 in. tall. Jointed plastic body, vinyl head, arms, and legs. Go-to-sleep eyes. Rooted hair you can comb.

Little Girl Twin. Dress, panties, socks, shoes.
49 U 3085—Shpg. wt. 2 lbs. 4 oz. . . $2.94

Little Boy Twin. Suit, cap, socks, shoes.
49 U 3084—Shpg. wt. 2 lbs. 4 oz. . . $2.94

Bareskin Baby on Rug

$3.99

This lovable baby has just had her bath and she's oh-so-comfortable on a fuzzy simulated bear-skin rug. She's all vinyl with jointed head, arms and waist for natural baby poses. Carefully sculptured to look like real baby. Her eyes open for play, close for naptime. About 14 inches.
49 U 3011—Wt. 2 lbs. 12 oz. $3.99

Bareskin Baby with wardrobe $7.99

This 14-in. bareskin baby has her own wardrobe of slack outfit, dress, pajamas, white pants and shirt, diaper and pin. Also soap, sponge, rattle, 3 hangers. She's sent to you lying on her own simulated bear-skin rug, and in a trunk. Jointed waist, head, arms on vinyl body. Go-to-sleep eyes.
49 U 3087—Shipping weight 3 lbs. . . . $7.99

Toddler Twins with 3 outfits $5.99 set

Bob and Betty. 10 inches of charming toddler. Each has a wardrobe of playsuit, pajamas and dress-up wear. Betty has rooted hair you can comb. Bob wears a natty beret. Both have go-to-sleep eyes. Vinyl bodies, jointed arms, legs, head. In carrying case.
49 U 3441—Shipping weight 2 lbs. . . . Set $5.99

Happy and Nappy playmates $7.87 set

Pert 'n perky Happy is wide awake. Cuddly Nappy's oh-so-sleepy. 17-inch infants with wispy rooted hair. Dressed alike in long dresses, panties, knit booties. Jointed vinyl bodies. Go to-sleep eyes.
49 U 3086—Shipping weight 5 lbs. . . . Set $7.87

Baby Twins drink and wet $3.94 set

They're bright and alert identical twins, wrapped together in a soft, warm blanket that ties with a pretty wide ribbon. Each is 12 in. tall, wears its own sacque and holds a nursing bottle. Smooth jointed vinyl bodies. Carefully sculptured face and hair look almost real. Go-to-sleep eyes.
49 U 3029—Shipping weight 1 lb. 8 oz. . . . Set $3.94

The Market Place

CAMEO

Port Allegany Pennsylvania

Kewpies

FROM THE HEART OF THE DOLL INDUSTRY

THE EFFANBEE Dolls CORPORATION, INC.

Effanbee means "Finest and Best"

200 Fifth Ave., New York 10, N.Y.

Creators of
DY DEE BABY
MARY JANE
MY FAIR BABY

EFFANBEE DURABLE DOLLS

EUGENE QUALITY DOLLS

At Popular Prices

Permanent Showroom and Offices:

ROOM 804, 200 5th Ave., N. Y. 10

ORegon 5-8020

EUGENE DOLL & NOVELTY CO.

Factory

149 39 Street Brooklyn, New York

FLAGG

Flexible Plastic

DOLLHOUSE DOLLS

The fastest selling dollhouse dolls on the market Scaled to fit, flexible plastic bends to sit, stand, walk, dance . hold any position

Write for details.

FREE CATALOG

95 BOYLSTON ST., JAMAICA PLAIN, MASS

Puppetrina
new "action" Doll
by EEGEE

FEATURED ON TELEVISION

Goldberger Doll Mfg. Co., Inc.
538 Johnson Ave., B'klyn 37
New York Showroom — 1107 Broadway

LOOKING FOR A JOB?

See CLASSIFIED ADS

SMART BUYERS GO FOR

GRANT ADORABLE

DRESS-ME DOLLS

- All sizes from 6" up to 20"
- Undressed dolls
- Promotional dolls
- Walking dolls

Write for Complete Catalog Room 1125

GRANT PLASTICS, INC.

Showroom: 200 Fifth Ave., New York 10, N.Y.
Factory: Townsend, Mass.

J-CEY DOLL & NOVELTY, INC.

Manufacturers of

DOLLS

FACTORY
100 White St.
Brooklyn, N. Y.

SHOWROOM
200 Fifth Avenue
Room 313
New York 10, N.Y.

THE little PEOPLE'S CHOICE

JOLLY

DOLLS OF DISTINCTION

JOLLY TOYS, INC.

FACTORY & SHOWROOM—459 W. 15th St. New York 11
SHOWROOM—200 5th Avenue . Room 320

JURO CELEBRITY DOLLS

VENTRILOQUISTS' DOLLS

- Daney O'Day (Jimmy Nelson)
- Velvel (Rickie Layne)
- Jerry Mahoney (Paul Winchell)

GIRL VENTRILOQUIST DOLLS

Finest line of novelty & boudoir dolls.

JURO NOVELTY CO., INC.

18 E. 18th St., New York 3, N. Y.

NASCO DOLLS

Featuring a complete Line of

QUALITY DOLLS

Priced for Volume, Sales and Profit

Showroom Room 1020, 200 Fifth Ave., N. Y. 10
WAtkins 9-4016

COMPLETE LINE

of popular priced quality dolls both white & colored

P&M DOLL CO., INC.

200 Fifth Ave., New York 10

Manufacturers of

Miss Joan

THE NEW HIGH-HEEL DOLL

P.M.A. DOLLS, Inc.

200 Fifth Ave., N.Y.C. Room 451

---

you're always right with...

"Roberta"

VINYL—LATEX—PLASTIC DOLLS
DRINK, WET and TEAR BABY—INFANTS
BALLERINA
ALL SIZES & STYLES

ROBERTA DOLL CO.

200 Fifth Ave., New York 10, N. Y.

Room 507 OR 5-1350

Factory 168 7th St., Bklyn. 15, N. Y.

☆ TINA Cassini™

☆ YOGI BERRA

and more FUN-FASHIONED TOYS by

☆ ROSS PRODUCTS, INC.

1107 Broadway ■ New York, N.Y. 10010

212 — OR 5-3350

THE FASTEST SELLING LINE IN AMERICA!

THE "WISHNIK" FAMILY

WISHNIKS HE NIKS SHE-N KS WEE NIKS SMART N KS NO GOODN KS KRADL MAYDLS

ALL EXCLUSIVE WITH UNEEDA:

UNEEDA DOLL CO.

200 5th Ave • N Y 10, N Y

Buy and Hold

U. S. BONDS

Sensible

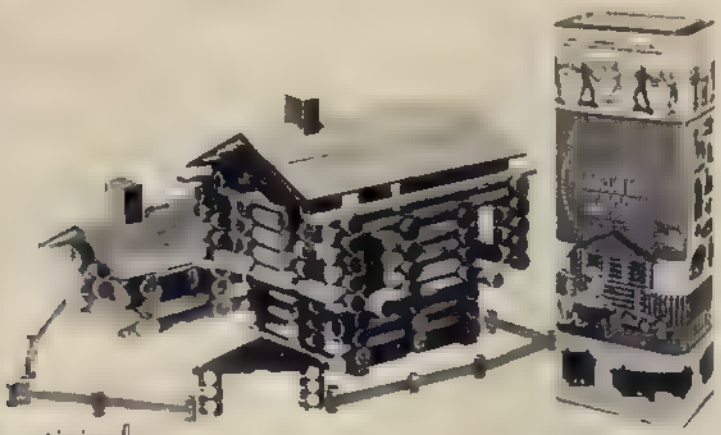
"TEACH-A-TOT" TOYS

PLASTIC AND PROMOTIONAL EDUCATIONAL TOYS AND MATERIALS

Promotional Educational Plastic/Wood Playthings. Coordination preschool play tools and basic construction materials for children of all ages. Safe, durable, non-toxic—engineered and priced for mass market distribution.

DIVISION OF PLAYSKOOL MANUFACTURING COMPANY

APPROVED-TESTED PLAYSKOOL RESEARCH

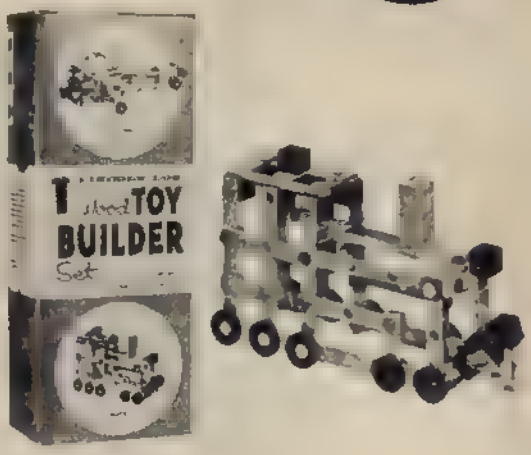


original

LINCOLN LOGS

America's National Toy

The best seller for far more than one quarter century. Round Wood Log Building components to construct realistic pioneer forts, cabins, stockades, houses. Approved for school use to teach the "expansion to the west." All sets interchange. All packed in space saving sealed square can containers.



LINCOLN LOGS

Wood TOY BUILDER

Wood girders, blocks and wheels with plastic nuts and bolts make unique, imaginative construction. Packed in space saving, full color sealed square container.

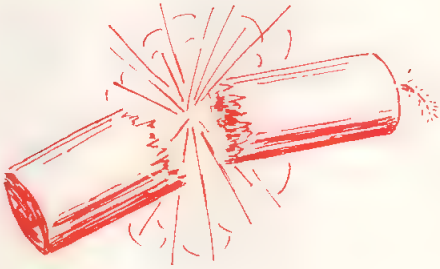
PLAYSKOOL MANUFACTURING COMPANY * 3720 N. KEDZIE AVE. * CHICAGO 18, ILLINOIS

Rm. 426 * 200 Fifth Avenue * New York 1933 S. Broadway (No. L-41) Los Angeles 7

in 1964

VOGUE DOLLS' is

as a



see the FIREWORKS at the TOY FAIR

*we have another one like *"Baby Dear"*

Vogue Dolls Incorporated Room 656 200 FIFTH AVE., N.Y. 10, N.Y.

Little League baseball is putting big league sales right in the palm of your hand!

FOUR MONTHS! In that short period of time, 17 top manufacturers have signed up and are producing Little League merchandise. Everything from pajamas to jackets, games to pens. **BUT THIS IS ONLY THE BEGINNING!**

HERE IS A PARTIAL LIST OF PARTICIPATING MANUFACTURERS

Airline Textile Mfg. Co.—Vinyl "Duffel" Bags
Allison Mfg. Company—Knitted T Shirts and Sweat Shirts, Knitted 2 Piece Pajamas.
Blue Ridge Manufacturers, Inc.—Denim Dungarees.
Bradley Time Division—Wrist Watches.
Brill Brothers, Inc.—Warm-up Jackets.
D. H. Neumann Co., Inc.—Leather and Web Belts.
Empire Sporting Goods Co.—T Shirts.
Felco Athletic Wear Co.—Knitted Sweat Shirts and T Shirts
National Professional Athletes, Inc.—Bobble Head Doll Banks.
Norwich Mills, Inc.—Knitted Sweat Shirts & T Shirts.
Post Mfg. Co.—Knitted Sweat Shirts and T Shirts.
Reb Roy Company Inc.—Woven and Knit Shirts.
Standard Toykraft, Inc.—Board Baseball Game.
Tuckersharpe Pen Co., Inc.—Pens, Desk Sets and Pencils.
Tudor Metal Products Corp.—Action Baseball Game
Van Dine Brothers—Plastic Tumblers, Miniature Bat Key Chains, Miniature Bat Pens & Pencils Bat Rack Bank, Desk Set Coin Bank, Plastic Plaque & Badges.
W. S. Wormser Co.—Cotton & Flannel Pajamas, Coat-Style Pullovers and Short Pants.

FOR MORE INFORMATION, WRITE THE MANUFACTURERS — **TODAY!**

or write: MR. SAM CYLINDER, Vice President & General Manager • ROY ROGERS ENTERPRISES • 7805 Empire State Building, New York 1, New York
West Coast Office: 357 No. Canon Drive, Beverly Hills, Calif.

It's "D" Day—and you're in command as U.S. Troops invade Normandy

The time is 0630 hours, June 6, 1944 —you hit the beach with LCVP landing crafts . . air cover swarms overhead . . your paratroopers drop behind the lines . . tanks roll, howitzers and machine guns fire "shells", hill explodes. Detailed German soldiers man pillboxes and gun nests.

350 pieces $9.84 175 pieces $5.79

350-piece Set. Stage a full-scale invasion with over 100 American soldiers advancing, 48 German soldiers defending. Realistically detailed in action poses, 2½ inches high. 15 landing craft, field guns and vehicles . . jeeps, half tracks and tanks with turning turrets roll across pontoon bridges. 12 planes—Thunderbolt P-47s and Mustang P-51s. Put up barbed wire, sandbag emplacements, tank traps, land mines and logs. Place men behind trees or stumps and arm them with recoilless rifles or trench mortars. Many accessories, pistols, rifles, field phones, first-aid kits. All molded plastic. When the beachhead is won, raise the American flag.
79 U 6012L—Shpg. wt. 7 lbs. . . . Set $9.84

175-piece Set. Like set at left, but fewer accessories. 54 GIs, 32 German soldiers; 8 vehicles, LSTs, artillery; 4 planes.
79 U 6027C—Shipping wt. 5 lbs. Set $5.79

Battlefield Layout Base. Realistically printed terrain on 42x27-in vinyl sheet.
49 U 6098—Shipping wt. 3 oz. . . . Each 47¢

You can talk with a pal up to ⅓ mile away!

Penneys long-range walkie talkie

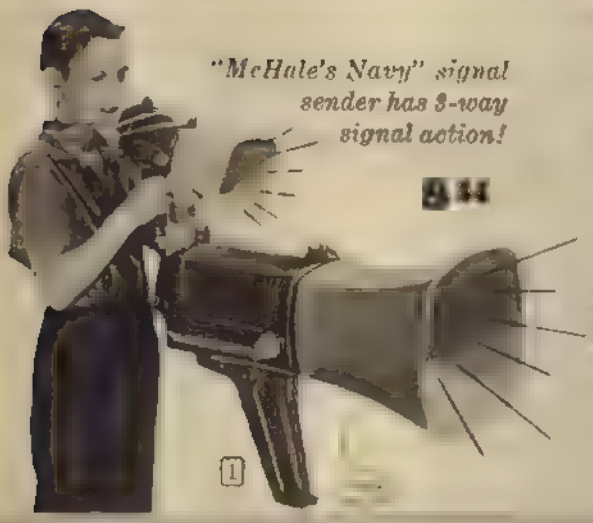
only **9.99** complete with battery

LOOK AT THESE HIGH-POWERED FEATURES!

- 4 powerful transistors
- big 9-volt battery
- 45-in. telescoping antenna
- on-off switch with volume control
- simple push-button operation

LONG-RANGE WALKIE TALKIE. Have your friends order their own walkie talkie—you can talk with them up to 1800 feet away! It's so easy to use—no wires, no aiming, no earplugs. Has fully recessed, 45-in. telescoping antenna, volume control. Easy to carry and handle in plastic case with strap. Easy operation—just press button to transmit, release to receive. Transmits on Citizen's Band . . . no license needed. Use it many ways—playing, hunting . . . even ship to shore. Imported from Japan
X 924-1522 A—Wt. 1 lb. . . . . Ea. 9.99

Buy toys the year 'round
with Credit Command—see page 283 for complete information



1 **"NAVY" MEGAPHONE.** "Now hear this . . . now hear this"—you can blast your voice loud and clear up to 300 feet with this fully transistorized Navy type megaphone! Has blinker light for visual transmission and "beeper" for Morse Code messages. So many uses—playing, hunting, football games, boating. For adults and children. Uses 4 "D" batteries (not incl.).* Navy Gray color
X 924-1662 A—Shpg. wt. 2 lbs. 3 oz. . . . 8.44

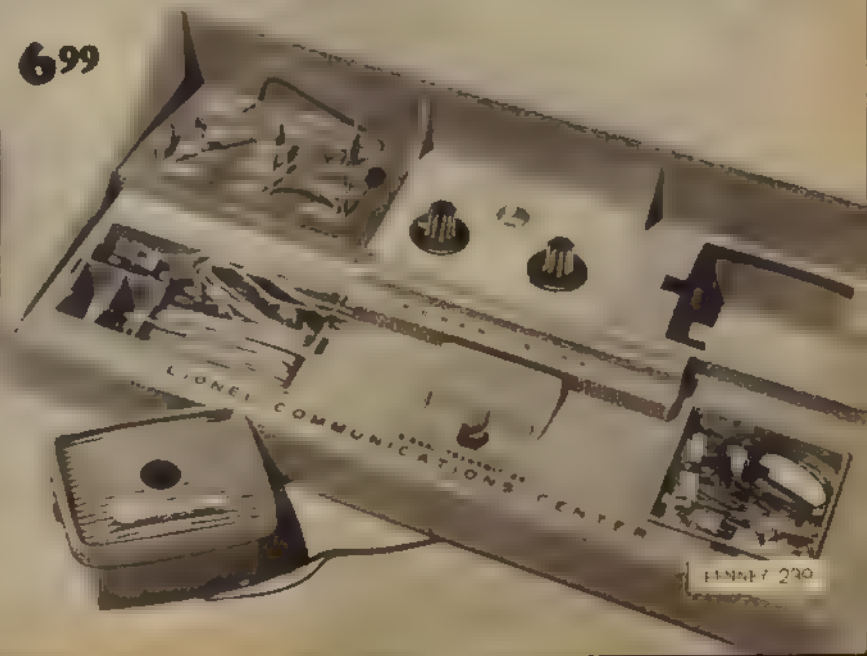
2 **COMMANDO LISTENING POST.** Pick up "top secret" information from the "enemy" with this high powered long range listening device. Completely transistorized—works on the principle of missile-tracking devices. Just aim the disc, then listen to "secret messages" and talk-overs through the stethoscope-type earpieces. Has wood tripod, balanced aiming handle. Uses 9-volt battery (order below).
X 924-1654 A—Shpg. wt. 6 lbs. 13.99
X 858-0102 A—Battery Wt. 2 oz. . . . . Ea. 50c

Order toys until September 20, 1965

"we interrupt this program" with the **Lionel communications center!**

Now you can broadcast over your home radio—even build a transmitter, wireless telegraph, or 5 different radios!

6.99



COMMUNICATIONS LAB. Now you can start your own radio programs at home. Wireless transmission allows you to work up routines for broadcast over a radio in an adjoining room—you can even use set to send Morse Code! Set contains real transistors, capacitors, coils, resistors—all you do is plug in the parts on the control panel, without soldering. Uses 2 "D" batteries (not included.)*
X 924-1647 A—Shipping weight 2 lbs. 12 oz. 6.99

* Order batteries on page 269

TYCO® HO: maximum speed, top roadability

Take a look at what you get in today's TYCO HO models—5-pole 30,000-rpm motors for maximum speed, scientific weighting for top roadability, hi-impact styrene plastic bodies spray painted in authentic colors, steel truck axles with needle-point bearings—lifelike detail from track to stack. You can choose from famous "lines"

1 19.99

2 15.88

3 12.88

4.88

1 **TYCO MOUNTAINEER.** Dependable Tyco-pak powers this six-car beauty headed up by the all-time favorite Diesel locomotive—low-profile GP 20 "Union Pacific" with headlight. Includes boxcar, chemical tank car, gondola car, operating hopper car, skid flatcar with culvert pipe load, 8-wheel caboose. Big 45 x 96-in. oval track consists of 11 sections of 18-in.-radius curved track, 1 section 16-in.-radius curved terminal, 2 straight 9-in. track, 1 straight re-rail track. Order additional accessories below.

X 924-0631 A—Shipping weight 6 lbs. 19.99

2 **TYCO BOOSTER U.S.A. MILITARY TRAIN.** Get tank support up to your front-line "troops" fast with this Tyco-pak-powered military train. Sturdy 0-4-0 Booster steam locomotive pulls two flatcars loaded with four Sherman M-4 A-3 tanks, plus boxcar, communications caboose. 36-in. diameter track—11 sections of 18-in.-radius curved track, 1 section of 16-in.-radius curved terminal track. See listings below for track accessories.

X 924-0649 A—Shipping weight 5 lbs. 5 oz. 15.88

3 **TYCO YARDMASTER.** An excellent starter set for young trainmen. Dependable Tyco-pak powers a Plymouth Industrial "Santa Fe" Diesel with headlight. Cars include skid flatcar with culvert pipe load, refrigerator car, 4-wheel caboose. 36-in. diameter track consists of 11 sections of curved track, 1 section 18-in.-radius curved terminal track. Expand your layout, order Tyco track sections and accessories below.

X 924-0656 A—Shipping weight 5 lbs. 12.88

Add to the fun with more track sections and switches

TYCO HO SCALE ACCESSORIES (not shown). Everything you need to make more intricate track patterns—add thrills to your present layout. Remote control switches are push-button operated.

X 923-5177 A—9-in. straight track. Shpg. wt. 2 oz. 19c
X 923-5185 A—18-in.-radius curved track. Shpg. wt. 2 oz. 19c
X 923-5193 A—90° track crossing. Shpg. wt. 2 oz. 1.77
X 923-5201 A—Left-hand remote-control switch. Shpg. wt. 5 oz. 3.88
X 923-5219 A—Right-hand remote-control switch. Shpg. wt. 5 oz. 3.88

Order toys from this catalog all year 'round—good until September 20, 1965

Sets up anywhere, moves forward, reverse—all battery operated!

HO SWITCHER LOCOMOTIVE TRAIN SET. Go forward or reverse with this battery-powered train set. Sturdy plastic outfit consists of reversing locomotive, tender, gondola, caboose, control box, and track (12 curved, 1½ straight sections, 1 re-rail). Set operates on three standard "D" flashlight batteries (not included—order on page 269).

X 923-8775 A—Shipping weight 3 lbs. 4.88

Put your trains in a natural setting

6.99

"LIFELIKE" LANDSCAPER KIT. All the materials needed for a truly realistic 4 x 8-ft. landscape. Use them time after time. Includes 48 x 96-in. wide "grass" mat, 12 x 48-in. wide brown "earth" mat, 12 x 48-in. wide white path mat, 5 plastic trees, and lichen for shrubbery.

X 923-5128 A—Shipping weight 4 lbs. 6.99

Sets operate on 110-120 volts AC. UL listed

B-33 DEBONAIR — Exciting Beech plane with 049 Rotomatic engine, tricycle gear, vertical stabilizer, wing tanks, detailed fuselage. Wingspan: 15", Fuselage: 12".
180/532 **LIST $7.98**

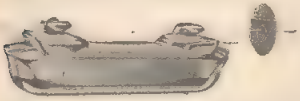
FIGHTER BOMBER CHALLENGER ASSORTMENT — Rugged, automatic-starter equipped planes. All easy to start and fly. All **complete** with fuel, batteries, and accessories. Your choice of:

#151 — Rocket-Firing Airacobra Wingspan: 21½", Fuselage: 21"
#171 — SBD-5 Navy Dive Bomber Challenger. Wingspan: 22", Fuselage: 19".
935/777 **LIST $12.98**

FAN JET — World's first ready-to-fly Fan Jet. Supersonic design, powered by ducted-fan Hot Shot 049 engine with Rotomatic Starter, guaranteed for 3 years. Nylon prop, completely assembled. Wingspan: 15", fuselage length: 23½". Flies 35 MPH on end of linen control line.
130/667 **LIST $9.98**

P-63 KING COBRA — Ready-to-fly plane with aluminum metalized airframe, removable cowl, tinted canopy. Fires 2 rockets in flight. Two-blade Nylon Prop. Hotshot 049 engine guaranteed for 3 years. Wingspan: 22½", Fuselage length: 21".
185/730 **LIST $10.98**

FROM THE NEW YORK WORLD'S FAIR



THE AMF MONORAIL — Exclusive motorized toy reproduction. Aluminum metalized; battery operated. Unique reversing action lets it run continuously along overhead line. 9" long. (Batteries not included.)
560/265 **LIST $3.98**

IT'S WEN-MAC

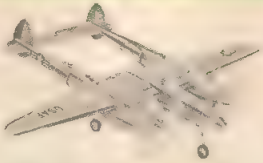
AMF wen-mac

FIRST IN ACTION-PACKED. SPACE-SPEED IMAGINATION PRODUCTS

CUSTOM ACCESSORY PACKAGE — Contains American made starter-battery, ½ pint fuel, battery wires and attached clip, fueling tube, wrench and all accessories.
602/200 **LIST $3.00**

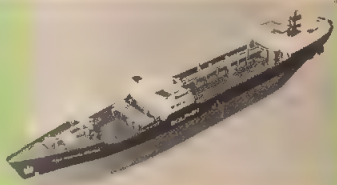
WALT DISNEY'S TOMORROWLAND SPACE CARNIVAL — Three Giant Construction Action toys — Moon Orbit, Rocket Ride, Space Wheel all in one! Units stand over 2' tall. No nuts, bolts or glue needed. New sculptured Disney characters ride inside the space capsules. Motorized. Space control center regulates forward-reverse action of toys.
545/997 **LIST $14.98**

JUNGLE JALOPY — With spring-loaded lion that pops out of seat. Plastic so thick, there's no room for batteries or motor! "Elephant" horn, "Jungle" bell and white sidewalls. A real "wild" one!
561/399 **LIST $5.98**



P-38 LIGHTNING — For 3 to 6 year olds. No Batteries. No Fuel. No Motor. Takes off, Flies Lands You Control flight with "swing-around" line. Pilot ejects, parachutes to earth!
563/265 **LIST $3.98**

'57 CHEVY DRAGSTER — Designed for drag-strip racing. Foot-long steel chassis. Authentic in every detail, including knock-off hubs. Starts racing from dead-stop — exceeds 50 MPH. Completely assembled. 20,000 rpm Hustler engine, guaranteed 3 years.
207/667 **LIST $9.98**



DOLPHIN MODEL CARGO SHIP KIT — No Glue! No Paint! No Mess! Easy to assemble. All parts precision-fitted. 27", authentically detailed from bow to stern. 4500 rpm electric motor. (Uses 2 size D batteries, not included) Semi-concealed wheels for land use.
522/532 **LIST $7.98**

WHAT IS THE MOST neglected Toy Season of the Year for Staple Merchandise?

RIGHT NOW

Walt Disney Characters seen on "Mickey Mouse Club"
5 days a week — 52 weeks a year — coast to coast
10 million kids watching every day

©Walt Disney Productions

WALT DISNEY PRODUCTIONS, INC. **Character Merchandising Division** **477 Madison Avenue, New York**

More than...
1,500,000,000 impressions
(a billion and a half)

Walt Disney's
Mary Poppins
new motion picture masterpiece
released nationally mid-October

©1964 Walt Disney Productions

STARTING SEPTEMBER:

The name and face of Walt Disney's MARY POPPINS
will be seen or heard more than one billion and a half times:

NETWORK TV—LOCAL TV—SUNDAY COMICS—MAGAZINES—
STORE PROMOTIONS—NATIONAL BRAND NAME TIE-INS
MUSIC—BOOKS

Walt Disney Productions, Inc., Character Merchandising Division, 477 Madison Ave., New York 22, N. Y.

Slides from Walt Disney's "Wonderful World of Colour"

MAGNA-SLIDE PROJECTORS

with 224 slides **5.98** with 448 slides **8.88**

You ve seen it on TV . . now you can enjoy hours of the fun and wonder of Walt Disney s famous cartoon characters in your own home or at the club house. Exciting entertainment for the whole gang. Each slide strip tells a complete story. Projects on walls or ceiling. Magna-Slide Projector operates on three 'D' size batteries (included) Sturdy Plastic construction, size about 9 by 4½ inches. Features adjustable focus and handy on-off switch. A gift that makes it a 'Merry Christmas' the whole year through.

27-R 4092. With 224 slides 5.98

27-R 4074 With 448 slides 8.88

Twice as many slides as ever before!

448 slides—64 complete story strips including 224 new slides 32 new stories —"The Sword in the Stone", "The Scarecrow of Romney Marsh", plus exciting new adventures with your old Disney favourites Donald Duck and Mickey Mouse.

Lets you copy magazine illustrations . . . wild life . . fashions!

SKETCH PROJECTOR

Magna Sketch Projector **11.95** De luxe Magnajector **8.95** Standard Magnajector **5.98**

Multi-purpose Magna-Sketch projects maps and photos, etc for sketching for education or just plain fun! Stands 22½ ins. high overall. Features plastic sketching stand with 11¼ by 12¾ inch base, regular lens, short focus lens for sketching designed by leading optical manufacturer, bulb on-off switch on cord plus six coloured pencils pencil sharpener 40 double-sided picture cards and twelve sheets of 8 by 11-inch sketching paper For 110-120 volt A.C. C.S.A. approved.

27-R 4075. 11.95

For meetings parties and family fun. De luxe Magnajector projects any illustrated material . . show entire page without clipping. Enlarges up to four feet in width. It is made of black high impact Plastic. Has picture lock sliding base; adjustable lens and on-off switch. Includes light bulb, 32 by 36-inch screen, 40 coloured cards, illustrated on both sides with captions in French and English. C.S.A. approved

27 R 4072 110-120 volt, A.C. 8.95

27 R 4073 As above without screen switch, sliding base and cards 5.98

EATON'S

WARREN
Built-Rite
TOYS

3 Built-Rite BASICS

HIGH PROFIT COUNTER UNITS

1. FUN KITS
2. CARD GAMES
3. FLASH CARDS

DISPLAY ALL 3 UNITS FOR

21 ASSORTED TITLES

MORE IMPULSE SALES

EACH DISPLAYER SIZE, 10¼" x 8" x 11".

No. 4629 FUN KIT ASSORTMENT
(Assorted 8 different titles)
Packed 4 dozen per displayer.

No. 4429 CARD GAMES
"They're Shaped" (Assorted 7 different titles)
Packed 4 dozen per displayer.

Pre-Priced, 29¢

No. 4529 FLASH CARDS FOR HOME USE. (Assorted 6 different titles)
Packed 4 dozen per displayer.

WARREN Built-Rite PUZZLES

WARREN PAPER PRODUCTS CO., LAFAYETTE, INDIANA

WARREN Built-Rite GAMES

have a ball—triple the profit

with these three

KITS by HAWK

[illegible] the different, the challenging in kits [illegible] a peek at these three winners [illegible] with built-in excitement [illegible] Your customers [illegible]

WEIRDSVILLE CUSTOMIZING KIT

As if those Weird-Ohs weren't already too much, look what they've done. It's the Weirdsville Kit containing such Weird-Oh wonders as Leaky Boat Louie, Davey and Digger. But that ain't all—there are feathers, hair, glitter, all manner of gook and glob to help you give expression to your artistic urges . . . It's customizing at its greatest! Man, you've gotta flip!

[illegible] NO. [illegible]-100 ..... [illegible]

GUERRILLA COMBAT TEAM

From the rugged, rough, terrain of the jungle outposts comes this terrific ¼" scale model of the ZEL Launcher that's complete with tractor, trailer-launcher and combat figures. So authentic, so expertly detailed you can almost hear the plane's warm-up and its roaring take-off. It's fun at your fingertips.

MODEL NO. 300-300 ..... $3.00

P-47D THUNDERBOLT

With 2 in 1 Aero Customizing Feature

It's your choice: build it with a razorback canopy or bubble canopy. Either way, this is the famous P-47D Thunderbolt that wrote history during World War II. With a Hawk exclusive—multitextured authentic—plated skin—actually covered with metal that has the shadings and tones of the real plane. Perfect ¼" detailing.

MODEL NO. 212-200 ..... $2.00

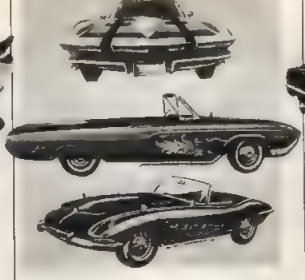
And Advertising [illegible] Buying Millions [illegible] These [illegible]ational Magazines

HAWK MODEL COMPANY
[illegible] NORTH [illegible]
[illegible]

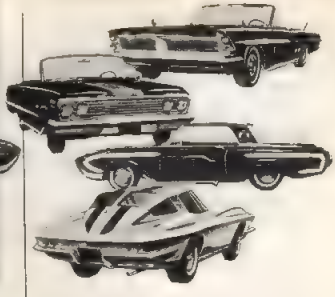
hawk

[illegible] in Modeling

"Weird-Oh" Family . . . it's wild, man, wild! Three of the zaniest off-beat characters ever invented, to poke fun at people 3-dimensional plastic figures include: Digger the Way-Out Dragster; Davey the Psycho Cyclist and Daddy, the Swingin' Suburbanite. They're 8 to 10 in. long. You'll laugh assembling them, have fun displaying them. Kit includes stands and comic decals.
87-04-69F Shpg. wt. 2 lbs. $2.29



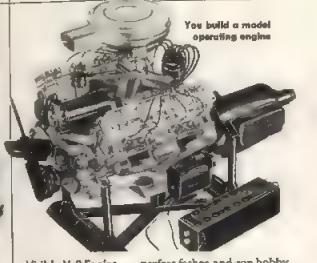
3-Car Motorized Kit . . . with electric motor Power-Pac! It's loads of fun making and operating these customized models: sporty Jaguar XKE, sleek Corvette and Ford Thunderbird. Complete kit contains separate chassis and removable parts for each model, customizing accessories, chrome trim, decals and complete engines with electric motor Power-Pac. Instructions included
87-02-87F Shpg. wt. 2 lbs. 4 oz. $3.79



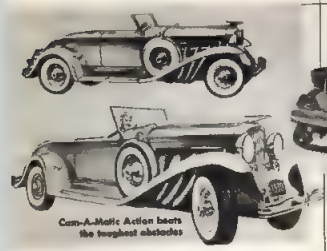
3-in-1 Kit of 4 Cars . . . have a collection of authentic customized models: a flashy Thunderbird Landau, sporty Corvette G. T. Fastback, streamlined Chevrolet Impala and Pontiac Bonneville. The kit is complete with separate chassis and movable parts for each model, with decals and customizing accessories, chrome trim and complete engine. With instructions. Shpg. wt. 2 lbs
87-02-46F 4-car kit $2.99

Design-A-Car Kit . . . lets you design and build over 25,000 different, modern cars! Make hardtops, convertibles, speed cars, sedans, coupes, roadsters! Amazing "Design-A-Matic" computer easily shows how. Kit includes all parts needed to build your own: interchangeable plastic fenders, hoods, grilles, etc., with realistic chrome-plated parts, clear windshields.
87-21-84F Shpg. wt. 2 lbs. 8 oz. $5.39

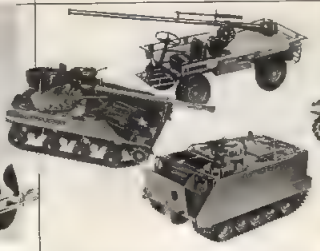
Metal Car Kits. Classic models with all details from die-cast bodies, chassis, running and steering gear to plastic seats and rubber tires.
87-22-18F 1930 Packard Roadster: white walls, turning fan, spoked wheels. (2 lbs.) $3.79
87-22-26F Model A Ford Phaeton: 4-door with removable top. Wt. 1 lb. 8 oz. $2.29
87-22-34F Model A Ford Coupe: Radiator hose, fan, movable rumble seat. (1 lb. 12 oz.) $2.29



Visible V-8 Engine . . . perfect father-and-son hobby project; has more than 350 parts to put together. Finished model does everything but burn oil. Scaled to ¼ actual size, molded plastic parts come in 4 colors, including "clear", so functioning parts can be observed. With miniature battery run motor, all necessary metal parts and detailed manual. Uses 2 "C" batteries (not incl., see below).
87-55-26F Shpg. wt. 5 lbs. $7.95



Duesenberg Kit by ITC . . . it's a running model when you're finished! Cam-a-matic action and heavy duty electric motor starts, stops, reverses, and steers this authentically detailed model. Rugged, precision cast 18 in. model with plastic parts, chromed exhaust pipe and bumper, side and tail lights, instrument panel, spare tires. Assembling-operating instructions included. Wt. 2 lbs. 4 oz.
87-01-88F Duesenberg Kit $7.39



3-Military Vehicle Kits by ITC . . . with moving wheels, treads, swiveling or elevating action—223 olive drab plastic parts in all! Air Drop Mechanical Mule, 8 in. long, has recoilless rifle, 4-wheel steering; Air Drop Personnel Carrier, 11 in. long, has loading ramp, 3 working hatches, machine gun, 10½ in. Air Drop Tank has traversing turret, 76.2mm gun, 2 machine guns, 4 hatches.
87-06-59F Shpg. wt. 3 lbs. $4.49

"Bottling Betsy" Tank Kit by ITC . . . looks and acts like the real thing! Climbs the toughest obstacles forward and backwards; turret rotates from side to side; cannon fires a magazine of shells—all automatically! Kit includes battery-powered motor, ground-gripping treads, individually suspended wheels, easy-loading shells. 14 in. long. Uses 2 "C" batteries (not included)
87-06-67F Shpg. wt. 2 lbs. 12 oz. $5.95

89-79-91F "C" Batteries. Pkg. of 2 (8 oz.) . . . . . 29¢

We're Ready

936

and waiting for **you**...we have a brand **new** showroom* and we've filled it with exciting **new** products...

A NEW SOUND...
A NEW ERA...
in ready-to-fly!
Waiting to be seen at

Room **936** 200 FIFTH NEW YORK

WEN•MAC
LOS ANGELES • 64

VISIT US AT THE FAIR 1964

Fast-flying Fan Jet with easy-starting Hot Shot engine

[1] AMF/WEN-MAC FAN JET. Sleek and fast! Futuristic design with authentic aircraft rivet detail. Flies at 35 mph on the end of control lines—powered by easy-starting Hot Shot .049 glow-plug engine. Highly durable nylon pusher propeller drives plane through the sky. 24-in. wingspan, 23½-in. fuselage. Plane is plastic, completely assembled. No down payment—see page 283. Use with custom flight kit below.

X 924-0953 A—Wt. 3 lbs..... 6.77

Starting kit for planes shown

[2] ACCESSORY FLIGHT KIT. Use for all planes on this page—everything you need to start engine and fly plane. American-made 1½-volt starter battery, connector clip and wire assembly, wrench, glow fuel, plastic spout and tube. Also contains finger-grip control handle and linen flying lines.

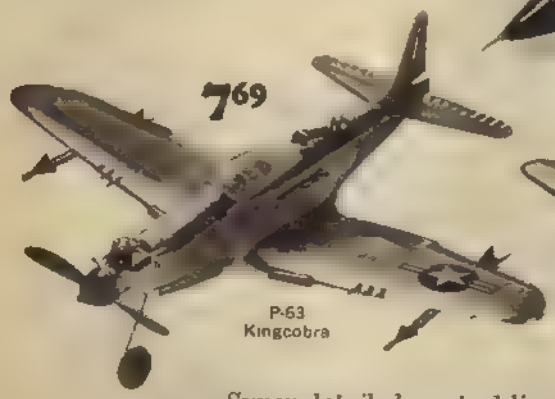
X 924-0912 A—Wt. 1 lb. 8 oz.....2.19

Supersonic design! Completely assembled

FAN JET

[1] Only **6.77**

[2] Accessory flight kit Only 2.19



7.69

P-63 Kingcobra

5.99

F4U Corsair

6.77

Banshee Raider

Super-detailed control-line beauties—ready to zoom into the sky at your command!

WEN-MAC KINGCOBRA. Fully assembled model of the famous fighter! 2 wing-mounted rockets actually fire while plane is in flight. Bright aluminum metallic finish on durable plastic body. Removable cowl, tinted canopy, and guns.

Has famous, easy-starting Hot Shot .049 engine with nylon prop. Tricycle-type gear for smooth take-off, landing. Wingspan, 22½ in.; fuselage length, 21 in. Use with flight kit above.

X 924-0920 A—Shpg. wt. 3 lbs.....7.69

WEN-MAC F4U CORSAIR. Famous "bent-wing bird" of the U. S. Marines. Just turn prop and let 'er go! Beautiful aluminum metallic finish on plastic body, authentic rivet detail.

Powered by easy-starting Hot Shot .049 engine—flies 35 mph on control lines. Wingspan, 13¾ in.—fuselage length, 11½ in. Completely assembled, with all-steel landing gear. Use with flight kit [2], above. Just charge it!

X 924-0938 A—Wt. 1 lb. 12 oz..... 5.99

RCAF BANSHEE RAIDER. By AMF/Wen-Mac. Jet-black, with combat decals of the Royal Canadian Air Force. Drops a bomb from bomb rack while in flight! 2-seat detailed cockpit; guns.

Powered by Hot Shot .049 engine—flies 35 mph at the end of control lines. 22-in. wingspan, 19-in. fuselage. Durable polypropolene plastic body, spring-steel landing gear. Use with flight kit [2] above. Charge it—see page 283.

X 924-0904 A—Shpg. wt. 3 lbs..... 6.77

Visible auto chassis and V-8 engine kit

Has authentic working action! Only **19.88**

Giant chassis is over 3 ft. long!

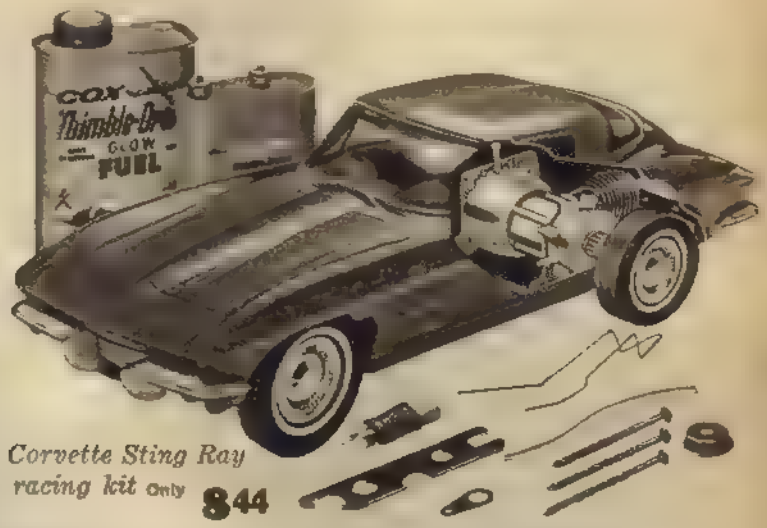
VISIBLE CHASSIS AND ENGINE KIT. Precise duplicate of a modern car's running gear in ¼-scale—over 3 ft. long! Everything works—press clutch, shift through reverse and all forward speeds, watch drive shaft transmit power to the differential. Real spring, shock-absorber, wheel, and steering action—even the brake system works. Press pedal—fluid travels to wheel cylinders, forces brake shoes against drums. Ready-to-assemble plastic parts. Chassis uses 3 "D" batteries (not included—see page 289).

Plastic "see-through" engine "powers" chassis. Molded in 4 colors and "clear"—working pistons, connecting rods, rocker arms, even spark plugs can be seen. Same scale as visible chassis. 9 in. high. Has powerful electric motor, all necessary metal parts. Over 350 plastic parts; authoritative instruction manual. Uses 2 "C" batteries—not included, see page 221. Buy combination kit and save!

X 923-5243 A—Chassis and engine. Shpg. wt. 10 lbs.....19.88

X 923-5250 A—Chassis alone. Shpg. wt. 7 lbs.....13.99

X 923-5268 A—V-8 engine alone. Shpg. wt. 4 lbs.....7.49



Corvette Sting Ray racing kit Only **8.44**

GAS-ENGINE STING RAY KIT. Fully equipped for real outdoor sports-racing action—with hookup guides for drag-strip, straightaway, circular racing! High-impact 9⅜-in. plastic body (1/20 scale) with aerodynamic contours; steel X-frame chassis. With brightly chromed accessories and full dashboard detail.

Powered by fast-starting Cox .049 engine—it's completely installed, ready-to-run. Dual rear-wheel geared drive for standing-start "dig-out" on realistic dragslicks. Racing accessory kit has everything: fuel, battery, wires, Dacron® polyester lines, and more.

X 924-0946 A—Wt. 3 lbs 8.44

Buy these and all other toys with Credit Command—see page 283 for details

handsome wall plaques—make your own!

3.49

It's as easy as writing your name!

WONDER PEN WOODBURNING SET Hours and hours of creative fun! Create beautiful effects in wood easily! With 13 presketched plaques, plus precut book ends and salt-and-pepper set. Electric Wonder Pen (110-120 volts AC—UL Listed) comes with 4 extra points 6-ft. cord, 7 paint chips, paint dish, brush, color embossing foil, instruction book.

X 923-5292 A—Wt. 2 lbs. 10 oz.....3.49

Deluxe Wonder Pen Set. Similar to above, but has 16 larger plaques, plus 2 challenging projects. 3-pc. salt-and-pepper set, 3-pc. desk set. Electric Wonder Pen has 6-ft. cord, 4 extra points of various sizes (uses 110-120 volts, AC—UL Listed) Set includes 7 paint chips, 2 paint trays, brush, color embossing foil, plus complete instruction booklet

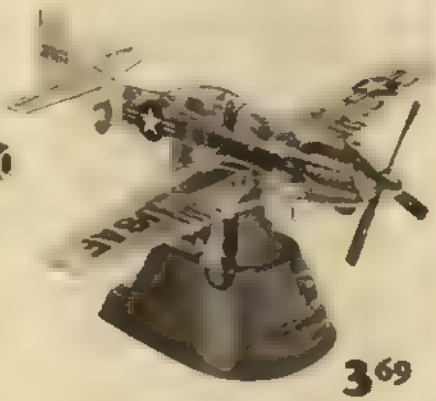
X 923-6902 A—Wt. 3 lbs.....4.88

2.88

More than 4000 designs in one kit!

DESIGN-A-PLANE KIT. "Design-a-Matic Computer" shows you how to build a U. S. F-86 Sabre and Russian MIG-15—and at least 3998 more! Snap-together plastic parts—no cement needed. Easy to take apart—create your own experimental designs. Removable decals allow you to redecorate design after design. Durable plastic parts are colored silver, blue, crystal, and gold. Lengths: 12 to 14 in.

X 923-5235 A—Shpg. wt. 1 lb. 8 oz. . . 2.88



3.69

Motorized Mustang drops bombs!

PHANTOM MUSTANG KIT. Assemble and "test run" the greatest fighter plane of World War II. All major flight components are visible inside transparent plastic shell—parts are black, red, green and silver-colored plastic. 2 electric motors operate landing gear, "rev up" or stop the prop—even release 2 bombs "salvo." Control in plastic pylon mount. Uses 2 "D" cell batteries (not included—order on page 269).

X 923-5300 A—Shpg. wt. 1 lb. 12 oz.....3.69

The Weird-ohs are coming!

2.22

WACKY WEIRD-OHS TRIO. A swingin' group—they're straight from Madland! They make great conversation pieces, perfect "ice-breakers" for parties. Here's popular Digger, the wayout stayout dragster; Davey, the psycho cyclist; and Leaky-Boat Louie. You can "customize" all three with hair, feathers, furs-and-glitter! Finely detailed 3-dimensional figures in brilliant plastic.

X 924-1134 A—1 lb. 6 oz.....Set, 2.22

Save this catalog—you can order toys till Sept. 20, 1965

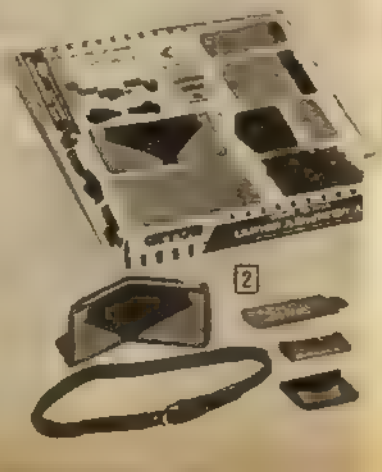
CRAFT KITS—WORK WITH REAL LEATHER

1 **MOCCASIN KIT.** Make a pair of real, long-wearing mocs from pre-cut extra-heavy split cowhide. With sturdy prefastened inners. Steel-tipped laces, pre-punched holes for easy lacing. *Children's sizes:* Medium (fits 11½-13½), Large (1-3), X-Large (3½-5). *State size:* Med., Large, X-Large.

X 924-1118 B—2 lbs...1.88

2 **HANDICRAFT SET.** Make 5 different gifts by lacing pieces together: 3-hook key case, billfold, coin & comb cases, belt (waists to 32 in.). Needle. (Fed. Ex. Tax incl.)

X 924-1126 A—9 oz....2.88



Fortune-telling ball answers questions

MAGIC "8" BALL. Does she really love me? Should we invest? Will it rain today? 4-in. fortune-telling ball gives you the answers! When ball is turned over, written answers appear in window at bottom. Made of acetate and glass

X 923-8015 A—Wt. 1 lb. 8 oz.....1.49

KEEPSAKES

Delicate glass ornaments . . carefully hand blown and individually hand decorated . . produced from exact copies of original 60 year-old molds

Sears exclusive collection of 6 $2.69

[illegible] Set $2.69

Sets (1) (2) and (3) made up of hand blown and hand decorated ornaments. From W Germany

1 Coffee and tea pots in elegant white with gold-color trim 3 in. high. Set of 3. Shpg. wt. 9 oz.
71 N 93730 Set $2.49

2 Assorted tall shapes with various colors and trim. About 7 in. Set of 4. Wt. 14 oz.
71 N 93731 Set $2.89

3 Different shapes . . all with contrasting shiny and mat finish Harlequin stripes. 3 to 3½ in. Set of 6. Wt. 11 oz.
71 N 93726 Set $1.39

4 Lantern shaped in vinyl with flower-like 3-dimensional centers. About 3¼ inches. Set of 5. Wt. 6 oz.
71 N 93710 Set 89c

5 Shiny rayon thread wrapped 2½ in. balls in smart "balloon" weave. Set of 6.
71 N 93762 Red
71 N 93763 –Green
Wt. 12 oz. . Set $1.29

6 Elf-like figures: pine-cone dwarfs, Santas, angels, snowmen. Can be stood up on flat surface or hung from tree. About 3½ in. tall. Set of 15. Japan. Wt. 12 oz.
71 N 93575 Set $1.39

7 Decorated glass balls carriage lamps, reflectors . . some frosted, some with scenic, scroll or snowflake painted designs. About 2 to 2½ in. Set of 24. Wt. 11 oz.
71 N 93554 Set $1.79

8 Elegant angels playing different musical instruments. Gleaming gold color finish Styrene 2½ in. tall. Set of 8. From Hong Kong. Wt. 4 oz.
71 N 93248 Set 98c

9 Clever simulated gingerbread ornaments with realistic looking icing. 6 men, 2 houses . . about 4 in. tall. Hanging cords. Set of 8. Japan. Wt. 8 oz.
71 N 93389 Set 94c

10 Metal foil icicles resist flames. 20½ in. Package of 1250.
71 N 93236 Wt. 11 oz. 69c

11 Speedy drape loop attaches over tree-top. Aluminum. 5 feet.
300 silver color.
71 N 93630 Wt. 3 oz. 49c
150 multi-color.
71 N 93631 Wt. 2 oz. 49c

12 3-in. Rayon Apples Pkg. of 12. Wt. 12 oz.
71 N 93078 . . Pkg. $2.59

13 Glass teardrops West Germany

4¾ in. Box of 6.	6 in. Box of 5.
71 N 93622 Blue	71 N 93620 Blue
71 N 93623—Red	71 N 93621 –Red
Wt. 10 oz. Box 94c	Wt. 10 oz., Box 94c

14 Rayon thread wrapped ornaments.

2-in. Pkg. of 12.	2½-in. Pkg. of 12.
71N93060 Red	71N93066 Red
71N93061 -Blue	71N93067 Blue
71N93065-Gold color	71N93071-Gold color
Wt. 4 oz. Pkg. 99c	Wt. 8 oz. Pkg. $1.49

3-in. Pkg. of 12 Shpg. wt. 10 oz.
71 N 93072 —Red $1.79
71 N 93073—Blue 1.79
71 N 93077 Gold color 1.79

15 Glass ornaments.
12 of one color.
2¾ inch Box of 12
71 N 93556—Red
71 N 93557 Blue
Shpg. wt. 12 oz. Box 95c
3¼ inch Box of 12
71 N 93562 Red
71 N 93563—Blue
Wt. 1 lb. Box $1.95
12 assorted colors.
2¾-inch Box of 12.
Shpg. wt. 12 oz.
71 N 93615 . . . Box 95c
3¼ inch Box of 12.
Shpg. wt. 1 lb.
71 N 93617 Box $1.95

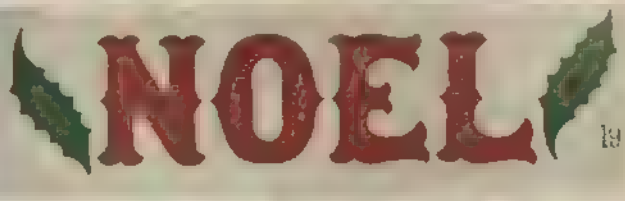
16 Glass tree-top ornament. West Germany
71 N 93450 Wt. 6 oz. $1.79

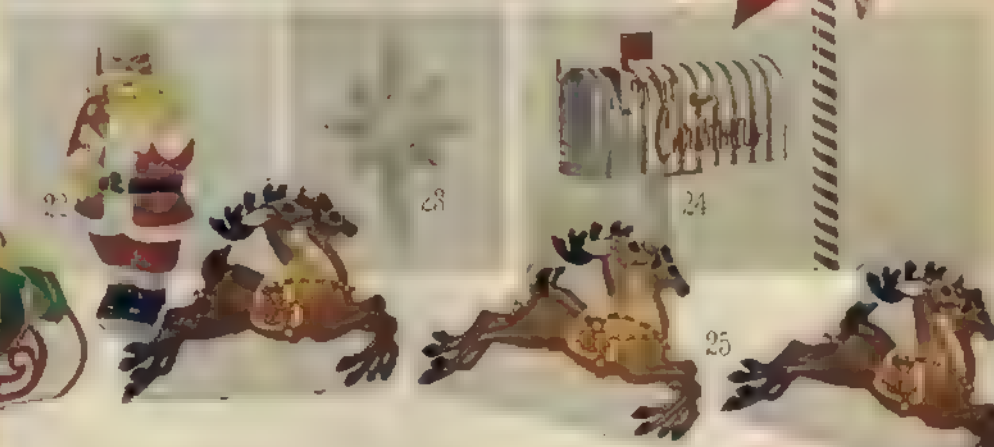
17 Metal hangers. 2½ in. Box of 60. Wt. 3 oz.
71 N 93611 . . Box 24c

Enameled Metal Stands . . for live trees, hold water

18 Trunks to 4 in. 2½ qts 20½ in. Wt. 4 lbs. 8 oz.
71 N 92003 $2.49
For Trunks to 4½ in. 4 qts 26 in. Shpg. wt. 7 lbs. 8 oz.
71 N 92004 ..... $3.29

19 For trunks to 5 in. 2½ gals. 18 in.
71 N 92015 Wt. 7 lbs. $2.89





Aluminum Tree

$19.95

12 **White flocked.** Beautifully proportioned 7 ft. high, 81 branches. Flame resistant. Branches with [illegible] resistant aluminum [illegible] laden with thick white flocking. Wood mat, stays full and fluffy. Branches [illegible] into pre-drilled wood trunk. Sent freight (rail or truck) or express. See notes on [illegible]
71 N 95092N—Shpg. wt. 17 lbs. $19.95

4-foot size tree. 31 branches
71 N 95091L—Shpg. wt. 7 lbs. $9.49

14 **Glittered white cotton mat.** 20x60 in.
71 N 93234—Shpg. wt. 6 oz. 69c

Green Vinyl Tree

15 **6½ feet tall.** Imagine a 2-ply vinyl tree with 101 graduated branches. Plain metal stand included. Stand (16) sold separately below. Stores year after [illegible] small carton.
71 N 95157C—Shpg. wt. 6 lbs. $6.44

16 [illegible] tree to tune of Christmas carol. [illegible] listed
71 N 92016 Wt. 4 lbs. 6 oz. $6.59

Without music
71 N 92007 Wt. 3 lbs. 6 oz. $3.89

17 **Lighted Santa and 2 Deer Set.** Weather [illegible] 71 N 98074C Wt. [illegible] Set $8.49

[illegible]
71 N 98073 Wt. 3 lbs. Box $2.99

18 **Lighted Set** of hat plastic. Santa [illegible] 71 N 98061C Wt. 4 lbs. Set $6.59

19 **NOEL** [illegible] Letters [illegible]
71 N 98213 Wt. 4 lbs. Set $2.89

20 **Metal Wreath Ring.** [illegible]
71 N 98095C Shpg. wt. [illegible] lbs. $3.49

21 **Pole Wrap, 16-in. Bow.** Weather resistant [illegible] x16 ft.
71 N 98209 Shpg. wt. 6 oz. Set 99c

22 **Lighted Standing Santa** weather-resistant polyethylene. [illegible]
71N98131L 31 in. Wt. 6 lbs. $5.69
71N98072 17 in. Wt. 2 lbs. 1.89

23 **Lighted Star** [illegible] Weather resistant 3 D molded [illegible]
71N98210C Shpg. wt. [illegible] lbs. $3.79

24 **Christmas Mail Box Cover,** vinyl. [illegible] Japan
71 N 97259 Shpg. wt. 4 oz. 49c

25 **Lighted Set** Santa, 3 pair of deer. [illegible] Stakes [illegible] Santa [illegible] each [illegible] deer [illegible] Sleigh 27x3[illegible] each pair deer 24 [illegible]
71N98227N3 Wt. 31 lb. Set $29.95

[illegible] sleigh and one pair of deer
71N98226N Wt. [illegible] lbs. Set $16.98

Pair reindeer [illegible] 24 [illegible]x33 in. Allow [illegible] Postage
71N98226L $7.19

26 **12-in. Vinyl Wreath with candle** [illegible] Holly [illegible] 4 ft. cord
71 N 91[illegible]33 Shpg. wt. 12 oz. 75c

Candle[illegible] of molded plastic

27 **1-light.** C7½ bulb 10 in. high. Shipping weight 8 ounces.
71 N 9[illegible] 57c 2 [illegible] $1.06

28 **3-light** [illegible] 11x[illegible]x10 in. [illegible]
71 N 91051 [illegible] $1.44

29 **8-light.** C6 bulbs 20x2½x11 in.
71 N 91052 Wt. 1 lb. 10 oz. $1.97

ENDORSED BY THE MAJOR LEAGUERS

A FIELDER'S GLOVE Genuine cowhide professional fielder's glove. Leather laced palm, heel and crotch. Adjustable wrist strap. Full leather web, rolled leather binding, "V"-Hinge laced break

FG300WK45B Regular	$7.50
FG300LNWK450 "Lefties"	$7.50

B FIELDER'S GLOVE Top grain cowhide. Fully leather lined. Rolled leather binding. Duo-felt pad for long wear. Duo-leather lacing in palm and heel. "V"-Hinged laced break. Thumb and small finger laced stall. Regular

FG330WK570	$9.50

C FIELDER'S GLOVE Styled in full grain cowhide. Duo-felt pad for long wear. New web construction with rawhide lacing and welting. Rolled leather binding on trap. New patented Hinge-Back

FG355WK660 Regular	$10.95
FG355LHWK666 "Lefties"	$10.95

D FIELDER'S GLOVE Leather glove with nylon stitching for strong seams. Full leather lining. Rolled leather binding, rawhide welting and pre-shaped "Pro" pocket. Full leather laced web. Adjustable wrist strap. Leather laced palm

FG300WK360	$3.95

E NORM CASH AUTOGRAPH GLOVE—WILSON Big, Grip-Tite pocket and sturdy, sure snaring web. Thumb and finger control loops. Leather with tough nylon thread stitching. 6-loop crotch lace

A2874WG497 Regular	$7.50
A2874WG497 "Lefties"	$7.50

F AL KALINE PRO STYLE GLOVE—WILSON Large, solid Tru-Trap web with spiral top lacing and leather crotch anchoring. Deep Grip-Tite pocket. Snap-Action leather palm lacing. Full leather lining. Adjustable wrist strap. Regular

A2920WG1185	$17.50

G BOB ALLISON PRO GLOVE—WILSON Snap-Action leather palm lacing increases flexibility. Lock-Tite web. Deep, Grip-Tite pocket. One-piece palm and thumb construction. Complete leather lining.

A2952WG666 Regular	$10.00
A2952WG666 "Lefties"	$10.00

H HARVEY KUENN AUTOGRAPH GLOVE—WILSON Split-Lock web, with single vertical split and spiral top lacing. Snap-Action palm lacing. Wool felt padding locked in place by leather lacing. Adjustable wrist strap for desired firmness. Regular

A2024WG1397	$21.00

SPALDING

I WILT CHAMBERLAIN OFFICIAL BASKETBALL—SPALDING. Ny-Weave basketball named for the scoring ace of the San Francisco Warriors. Top grade Permalite rubber cover. Strong nylon winding for lifetime concentricity. Orange cover

61-241XA665	$9.95

J JIM TAYLOR OFFICIAL FOOTBALL—SPALDING. Superb medium priced ball endorsed by the Green Bay Packers' record holding ground gainer. Selected pebble-grain leather cover with durable locksitching. Rugged triple lined inner construction. Double Rawhide lacing. Tan with white bands.

61-448XA897	$12.00

K RUBBER FOOTBALL—COLLETTE Official size and weight football at a low budget price. Triple ply simulated leather for lots of action. Tough butyl valve bladder

274CQ199	$3.00

Basketball-Goal-Net Sets

M BASKETBALL, GOAL & NET SET—COLLETTE. Molded rubber ball is official size and weight. Tough butyl valve bladder. Official size 18" diameter goal. ⅝" steel with pro type net hooks.

810CQ397	$4.00

N BASKETBALL GOAL NET SET—SPALDING. Ideal for backyard practice center. Official size goal and net, Jerry Lucas Official Ny-Weave built rubber-covered basketball, complete mounting instructions. 18" ring of ⅝" diameter stock, 8 net hooks, 6" back bracket, 30-thread white net.

65-112XA800	$12.45

SOK-KER PITCH BACK

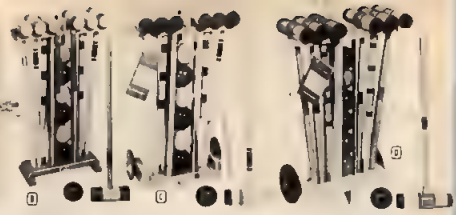
- Strong nylon net
- Dual back bracing
- All weather rubber bands

Returns any ball . . . any angle . . . any distance. Ideal for the young ball players. Big 38" sq seamless, heavy duty nylon net returns every pitch. Improved all weather rubber bands hold it firmly in place. Strong dual back bracing that folds flat for easy compact storage. New heavy duty mooring pins, improved clean edged binding. An outstanding value at a low economy price. Wt. 4 lbs.

1804TG333	$5.00

REFER TO OUR 1963-64 GENERAL CATALOG FOR MORE COMPLETE SELECTIONS

DELUXE BARBELL SET



A) 160-LB. BARBELL COMBINATION SET 160-lb. revolving barbell, 5' bar, 1 pr dumbells, wrench.
103CH1797 . . . . . $38.95
102CH1888 110-lb barbell set $28.95
101CH1345 60-lb barbell set $17.95
107CH597 Junior barbells $7.95

B) YORK 6-PLAYER CROQUET SET — RADEMAKER 3¼" balls. 8" striped heads on sturdy mallets turned knob top stakes, redwood rack. 11 lbs.
7221RD797 . . . . . $11.95

C) JET 6-PLAYER CROQUET SET —RADEMAKER Torpedo shaped 7" mallet heads. 3¼" balls. Red roll-out rack. Turned knob top stakes. White arches
7471RD1063 16 lbs. . . $16.50

D) SURREY 6-PLAYER CROQUET SET RADEMAKER All-steel roll-out rack. 3¼" hand-striped balls. 8½" mallet heads. Flat top stakes. white arches
7772RD1730 22 lbs. $33.95

FAMOUS MARLIN RIFLES

E) GOLDEN 39-A 22 RIFLE—MARLIN World's best all-around .22 with western styling and 22" Microgroove barrel. Shoots shorts, longs or LR's. Black walnut stock.
39A-4XMN7300 With 4X scope $89.95
39AMN6400 Without scope $79.95

F) 99-C SEMI-AUTOMATIC 22—MARLIN Rapid fires 19 LR's as fast as you pull trigger. Side ejection. American walnut stock. 22" barrel. Positive safety
99C-4XMN4640 With 4X scope $57.95
99CMN3840 Without scope $47.95

G) LEVERMATIC 62 RIFLE — MARLIN Shoots 3 cartridges—.256 Magnum, .357 Magnum or .22 Jet calibers. Micro-Groove barrel. Levermatic action. Automatic side ejection.
62-4XMPMN9330 With Micro-Power 4X scope $119.90
62MN5600 Without scope $69.95

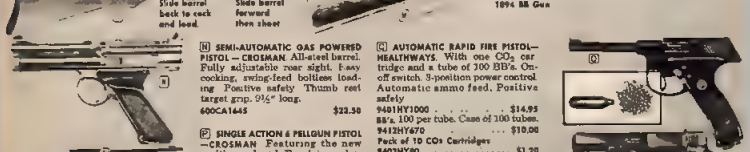
H) 81-C BOLT ACTION 22 REPEATER -MARLIN. Fast handling, super accurate. Shoots 26 shorts, 20 longs, or 18 LR. Open rear, bead front sights. 22" barrel
81C-4XMN4000 With 4X scope $49.95
81CMN3200 Without scope $39.95

I) 80-C BOLT ACTION 22—MARLIN. Perfect for rabbits, other small game. 9 shots. 22" long barrel. Walnut stock. Open rear, bead front sights. 40½" long
80C-4XMN3760 With 4X scope $46.95
80CMN2960 Without scope $36.95

J) 101 SINGLE SHOT 22—MARLIN Low priced, but sturdy and accurate. Shoots short, long or LR. Extra safe. Ideal "first rifle" for any youngster. 22" barrel
101-4XMN2400 With 4X scope $39.95
101MN1700 Without scope $19.95

K) BB AIR RIFLE—CROSMAN With new barrel slide action cocking. Heavy sport style hard wood stock. Steel rifle barrel. Built-in, visual loading magazine. Quick single shot or 22 shot repeater
V350CA863 . . . . . $12.95

L) 1894 BB GUN—DAISY. "Spittin' image" of Model 94 Winchester. Two way cocking action. 40-shot capacity, spring forced repeater. Side port loading. Wood grained forearm and stock. Overall, 36".
1894DY866 . . . . . $12.98



N) SEMI-AUTOMATIC GAS POWERED PISTOL — CROSMAN All-steel barrel. Fully adjustable rear sight. Easy cocking, swing-feed bolthless loading. Positive safety. Thumb rest target grip. 9½" long.
600CA1645 $23.50

P) SINGLE ACTION 6 PELLGUN PISTOL —CROSMAN Featuring the new positive end seal. Revolving cylinder holds 6 pells. Blue-black finish, plastic grip. 10⅝" long
6CA1195 $17.95
Pack of 500 pells for above gun
22-500CA143 $2.15

Q) AUTOMATIC RAPID FIRE PISTOL—HEALTHWAYS. With one CO_2 cartridge and a tube of 100 BB's. On-off switch. 3-position power control. Automatic ammo feed. Positive safety
9491HY1000 . . . . . $14.95
BB's, 100 per tube. Case of 100 tubes.
9412HY670 . . . . . $10.00
Pack of 10 CO_2 Cartridges
9403HY80 . . . . . $1.20

R) 20-SHOT BB REPEATER AIR PISTOL —MARKSMAN Fast load, easy action. Positive safety. Black satin finish. Tray of BB's, pellets, darts.
MPRMP597 . . . . . $8.95

VISIT OUR SHOWROOMS FOR LARGER SELECTIONS

winsome Wonderful Dolls

little girls love their heart-winning ways

A SMILING KEWPIE DOLL. Her impish little smile and sparkling eyes will warm the heart of any little girl. Tiny Kewpie has an all-vinyl body with fully jointed arms and legs. Arms have full swivel-joint to the body. Her sweet Kewpie face is flesh-colored with brightly painted blue eyes, molded hair. Little imp, 19 in. tall, dressed in bright red cotton-flannel pajamas—sure to delight youngsters.
X 921-2929 A—Shpg. wt. 3 lbs. 8 oz.... 4.66

B SNUGGLE SOFTEE "MAMA" DOLL. Looks just like a real baby—says "mama" when turned on her tummy and back again. "Little mother" will be delighted to have this baby for her very own. She has soft rooted blond hair in a cute pixie style, deep-set sleeping eyes. Made of soft polyethylene with chubby arms and legs. A full 17 in. tall—she is dressed in a lovely organdy dress delicately lace-trimmed. Matching bonnet, diaper, and bootees.
X 921-0527 A—Shpg. wt. 2 lbs.....4.66

C NEW "MELANIE" DOLL. For hours of playtime fun—it's Melanie, the new character head doll with cunning knock-kneed legs and outstretched character hands and arms. Sweet little Melanie is just 18 in. tall with polyethylene body and legs, soft vinyl plastic head and arms. Jointed arms and legs, soft rooted hair with "bangs." She's all dressed up, too, in a pretty polished cotton polka-dot dress with nylon pinafore and lace trim, panties, shoes, and socks, matching polka-dot and nylon bonnet. Gift-boxed.
X 921-0493 A—Shpg. wt. 2 lbs.....4.66

D DRINK WET DOLL WITH LAYETTE. She sheds tears, drinks from the bottle, wets just like a real baby. Comes complete with her own layette. This lovable little doll is just 11 in. high, made of soft vinyl plastic with fully jointed arms and legs, moving eyes, soft rooted curly hair. Various hair colors. Sorry, no color choice. Baby is dressed in fine shantung coat, hat, scarf, knit panties, socks, and bootees. With this layette: bunting-jacket, diaper, flannel snowsuit, pajamas, taffeta dress, and hat, three powder puffs with bows, soap, sponge, wash cloth, and rattle.
X 921 0535 A—Shpg. wt. 1 lb.....4.66

E PIGTAIL TODDLER. A perfect little pigtailed playmate for the "little miss." Little girls will spend hours playing with her, telling her secrets, or re-doing her pretty pigtails. This darling toddler is 19 in. tall, with poly body and legs, vinyl plastic head and arms. Fully jointed arms and legs, moving eyes, and rooted pigtails. She looks so pretty in a cotton print percale dress with white nylon pinafore, panties, shoes, socks, ribbon bows. A sweet little playmate for a dear girl.
X 921-0501 A—Shpg. wt. 2 lbs. 3.67

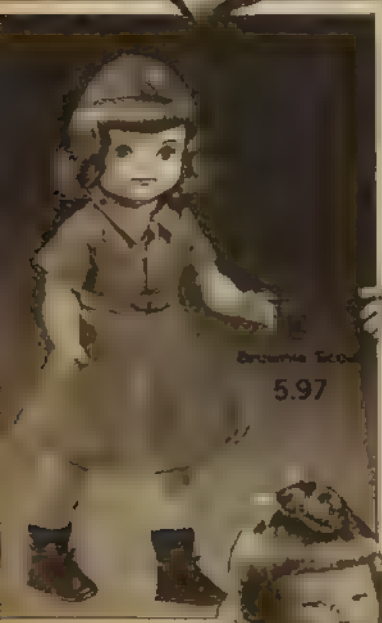
G SWEET TODDLER DOLL. A lovable toddler. She's all dressed up to go shopping, visiting, or just strolling in her pretty blouse, red slacks, coat and hat, knit socks and cute plastic shoes. 19 in. tall, with rooted ponytail-styled hair, soft polyethylene body and legs, vinyl plastic head and arms—arms and legs are fully jointed. Her sparkling eyes open and close. A perfect gift idea for any little girl.
X 921-0543 A—Shpg. wt. 1 lb. 8 oz....4.77

H "YUMMY KISS" DOLL. The dearest doll ever, and quite irresistible. She acts like a real little girl—just squeeze her tummy and she puckers up for a sweet "Yummy Kiss." Imagine a doll doing that! What a delight. Made of soft vinyl plastic with sparkling moving eyes, moving arms and legs, soft rooted hair tied with a lustrous ribbon bow. Dressed in a cute romper of tiny-checked cotton gingham, trimmed with lace. 12 in. high. Made to be loved.
X 921-0550 A—Wt. 1 lb. 4 oz..... 2.77

J TINY TODDLER DOLL. This tiny toddler is sure to enchant every little girl on your gift list. She's only 11 in. tall, made of all vinyl plastic with fully jointed arms and legs, moving eyes and soft rooted hair. She's prettily attired in a blue cotton dress with gally striped bloomers, shoes and socks—has a brightly-colored ribbon. A welcome addition to any doll family.
X 921-0485 A—Shpg. wt. 1 lb.....2.77

Enjoy the time-saving convenience of Penneys catalog-shopping. Marvel at its armchair ease, its reliability of quality, its assurance of satisfaction.

K WALKING TODDLER. So lifelike, she's almost a real playmate. Just hold her hand and she goes walking with you. Ready to go for a stroll anytime, anywhere. A big 23 in. tall, she has a vinyl plastic head and arms, polyethylene body and legs. Her character face is so appealing; her rooted hair is tied with a lustrous bow. Jointed arms and legs make her a really active playmate. Her flock-dotted nylon organdy dress is lace-trimmed. She also wears a slip, panties, shoes, socks and carries her own "bubbly" bottle. This doll wants to be adopted by a sweet little girl.
X 921-0519 A—Shpg. wt. 3 lbs. 5.44



a dream "wardrobe" of Dolls

A **"SNUGGLE SOFTEE" DOLL.** By Horsman. So soft and lifelike, in vinyl-plastic—her chubby arms and legs look like a real baby's. Rooted brown Saran hair in cute pixie-cut, eyes that close—even makes "baby" sounds. 17 in. tall—wears bed-jacket, diaper, bootees. In plaid receiving blanket with rayon satin trim and bow.
X 921-0386 A—Shpg. wt. 2 lbs. 4 oz. 3.77

B **OFFICIAL BROWNIE SCOUT DOLL.** By Effanbee. Freckled-face little Brownie is 15 in. tall—all vinyl-plastic with fully jointed arms and legs, moving eyes and brown rooted Saran hair. Wears uniform and panties made of the very same material used by the Girl Scouts of America, brown felt beanie, shoes, socks, and belt
X 921-0477 A—Shpg. wt. 1 lb. 6 oz. 5.97

C **CHARMING "RUTHIE" DOLL.** By Horsman. 20 in. tall—all vinyl plastic with turning head, fully jointed arms and legs. Closing eyes with long lashes—brown rooted Saran hair in "curly tie-back" style. So realistic—even to clearly defined knuckles and nails on her dainty hands and feet. Wears cotton flannel sweater and simulated corduroy skirt with panties, stockings, and shoes.
X 921-0402 A—Shpg. wt. 2 lbs. 12 oz. 4.87

D **CUDDLY "FLOPSIE" DOLL.** Such a wonderful doll—by Horsman! Soft, almost weightless—ideal to snuggle with. Vinyl-plastic head with rooted hair in "wispy baby" style. Cute painted baby face. Chubby all-cotton body in pretty printed cotton flannel pajamas. 16 in. high—in see-through acetate carrier with handle.
X 921-0410 A—Shpg. wt. 1 lb. 8 oz. 3.47

E **TWO LOVABLE DOLLS WITH ROCKING BASSINET.** By Effanbee. A precious "sister-outfit." 10-in. Tiny Tubber drinks from her bottle, wets like a real baby—wears printed cotton-flannel pajamas. 14-in. "big sister" Mary Jane watches over cradle in matching pajamas, scuffs. Dolls are vinyl-plastic, fully jointed, with soft rooted Saran hair. Plastic rocking bassinet—16 x 12½ x 9 in. high with lace-trim dotted cotton batiste covering and pillow.
X 921-0451 A—Shpg. wt. 4 lbs. ..... Set 12.99

G **"TINY TEARS" WITH LAYETTE.** A sweet, dear little doll that cries real tears. Washable vinyl-plastic with soft blond rooted pixie hair. Her eyes close, cry real tears. She drinks and wets, blows bubbles. Wears 3-piece knitted outfit—layette includes party dress, panties, shoes, socks, bottle, pacifier, bubble pipe. 17 in. high.
X 921-0352 A—Shpg. wt. 2 lbs. 4 oz. ..... Set 8.97

H **"TEENY TINY TEARS" WITH TRAVELING TRUNK.** A precious miniature of Tiny Tears—only 12 in. high. She cries real tears, drinks and wets, blows bubbles—even takes a bath. Vinyl-plastic with rooted blond pixie hair, sweet baby face with eyes that close. Wears daintily trimmed dress and panties, bootees with rayon satin bows. In traveling trunk—with lace-trim "Baby Doll" pajamas, appliqued felt jumper, knit shirt, bottle, bubble pipe, pacifier
X 921-0378 A—Shpg. wt. 2 lbs. 8 oz. ..... Set 7.88

Same, but without traveling trunk. Includes Teeny Tiny Tears in pastel dress and diaper—with bottle, bubble pipe, and pacifier
X 921-0360 A—Shpg. wt. 1 lb. 4 oz. ..... Doll only, 4.22

J **IDEAL'S "TINY KISSY" DOLL.** Just as lovable as her big sister, Kissy. Tiny Kissy puckers-up and gives you a sweet little kiss each time you squeeze her arms together. Soft polyethylene with sleeping eyes and blond rooted Saran hair. Wears crisp red-and-white dress and panties with starched white trim. 16 in. high.
X 921-0436 A—Shpg. wt. 3 lbs. 7.99

K **HORSMAN'S "THIRSTEE CRY-BABY" DOLL.** Nationally advertised on TV. So realistic that when she's hungry she cries—gurgles happily when she's fed. Just push the button on her back to start the magic record—then give baby her "Carnation" disappearing-milk bottle and she stops crying. Life-size, 23 in. long—soft polyethylene with chubby arms and legs like real baby, dainty wisps of rooted "pixie" hair. Wears knit shirt and rubber panties—wrapped in blanket. Uses one "D" flashlight battery (not incl.)
X 921-0428 A—Shpg. wt. 5 lbs. 12.88

L **BABY "CARRIE CRIES" DOLL.** Baby cries until "little mother" comforts her, feeds her the "bubbly" bottle, puts thumb in mouth, or turns her on side. Lifelike polyethylene, soft rooted Saran hair, eyes that close. 20 in. high—wears footed knit pajamas, is wrapped in bow-tied blanket. Uses 2 "C" batteries (not incl.).
X 921-0444 A—Shpg. wt. 3 lbs. 4 oz. 9.88

Construction Carnival—color-bright toys for year-'round play-and-learn fun

A KENNER'S BUILD-A-HOME SET. 398 parts—enough to build a large dwelling or a sub-division with six houses. Includes interlocking polyethylene girders and joists on 6 masonite foundations. Also features snap-on prefab doors, windows, wall and roof panels of brick and clapboard design—patios, carport, swimming pool, chimneys, TV antenna, landscape materials. Houses are rigid enough to pick up and carry. Youngsters (8 to 12) will love to build ranch, Colonial, Cape Cod-style houses plus motels, schools, community centers. Illustrated planning book, too. Shipping weight 7 lbs. 8 oz.
X 923-7124 A 7.77

B AMERICAN PLASTIC BRICKS. 385 piece construction set includes the latest style doors, windows, and roofs. Doors and windows open and close—roofs are pre-cut to fit perfectly. Patented interlocking pieces—pegs and sockets are built to give a firm hold, yet come apart easily. Of rugged plastic—virtually unbreakable. Book of instructions included. For ages 6-12.
X 923-7090 A—Wt. 5 lbs. 6.99

C FAMOUS TINKERTOY SET. A favorite with children of all ages. This set has 365 pieces—precision made of white birch. Color-coded directions make it easy to assemble 1000 toys. Finishes are non-toxic. A marvelous way for kids to spend many happy recreation hours.
X 923-6985 A—Wt. 4 lbs. 3.88
Tinkertoy. Same as above but with 215 pieces.
X 923-6993 A Wt. 2 lbs. 5 oz. . . 2.29

D TOY BUILDER SET. By Lincoln Logs. Lots of fun for children 3 to 10. A unique set with more than 112 pieces: wood girders, drilled blocks and wheels, with break resistant polyethylene nuts, screws, screwdriver, and wrench. All pieces are non-toxic. Makes houses, trucks, airplanes, and whatever the child invents himself. Pieces hold together solidly without cement. Design sheet is included.
X 923-7116 A Wt. 2 lbs. 2.99

E TOY MAKER SET. Brand new . . . by Tinkertoy, for children 2 to 8. Durable wood and plastic parts snap together—build vehicles for land or sea plus many types of push-pull toys. Come apart easily to use again for making different toys. Non-toxic. 106 pieces ready to assemble.
X 923-6969 A—Wt. 2 lbs. 4 oz. . . . 3.88
Tinkertoy. Same as above but with 53 pieces.
X 923-6977 A—Wt. 1 lb. 6 oz. . . . 2.29

G WALT DISNEY GIANT SPACE CARNIVAL. Fabulous for children 4 to 9. Tomorrowland Space Carnival construction set makes any one of these exciting giant space toys—a space wheel, moon orbit, or rocket ride. Easy-to-assemble pieces fit together without any nuts, glue, bolts or screws. Remote control space center operated on two "D" batteries (not incl. **) that set space toys into action. Units can be taken apart and put back together again. 4500 RPM motor and space control center included. Made of durable high impact plastic.
X 923 7132 A Wt. 11 lbs.* . . 13 44

H AMERICAN LOG BUILDING SET. Fun and educational for children. They'll build miniature dwellings like those from America's pioneer days. Precision-fit logs made of fine, selected hardwood with an axe-hewn look are realistically colored, waxed smooth for sure handling. 250 pieces—¾ in. square cut. Ends are notched for positive interlocking—buildings are solid enough to move around—can be taken apart easily and reassembled. Easy-to-follow instruction book for creating such pioneer buildings as log cabins, trading posts, forts, and corrals. Set has brown logs, green roof slats, and red chimneys. For ages 6 to 12.
X 923-7108 A—Wt. 6 lbs.* 3.69

J SCALE-MODEL BUILDING SET. Great fun for boys and girls—6 to 12. New pliable, interlocking design blocks of harmless, break-resistant polyethylene—authentic red brick and marble stone colors. Parts hold together without glue or cement. Set has enough parts to make hundreds of accurately scaled buildings—complete with roofing, working doors and windows, gables and lintels. 630 pieces, instructions.
X 923-7074 A—Wt. 3 lbs. 6.99
Same as above with 335 building blocks.
X 923-7082 A—Wt. 1 lb. 14 oz. . . . 4.29

K STAX TOY-BUILDING TOY. For all ages—provides hours of entertainment. 290 plastic pieces for models that roll on wheels, a 3-car railroad train, a trestle bridge, houses, and many, many more exciting toys. Contains 9 sizes of color-match Stax Stix, plus clips, wheels, and axles. Also has a handy heavy-gauge molded plastic tray for keeping all parts within easy reach. A youngster's delight.
X 923-7066 A Wt. 2 lbs. 6 oz. 3.77

L LEATHER CAMPING BELT SET. A must for all young adventurers. Made of sturdy genuine top grain leather. Safe-hold clips to hold basic needs. Comes with compass, whistle, flashlight (uses 2 "D" batteries—not incl.**), binoculars, adhesive bandages, roomy leather pouch to hold odds and ends a camper needs.
X 923 7041 A Wt. 2 lbs. 8 oz. . . 4.44

M 20-PC. AMERICAN TOOL CHEST. For young handymen 4 to 9 years of age. Every piece is made with exacting care—sturdy and beautifully finished for long wear. Includes brace, assorted drill bits, large tempered spring steel handsaw, 12-in. hammer, coping saw, pliers, level, cast-iron plane, steel square, and a screwdriver. Many more fine tools also included in this set. Complete with instruction book on the use of tools.
X 923-7058 A—Wt. 5 lbs. 8 oz. . . 4.29

N JUNIOR WORK BENCH. Perfect for young craftsmen 6 to 16. Sturdily built, wood construction—pegboard back with sure-grip vise. Complete with a roomy tool drawer, tray, tool assortment. Overall height is 38½ in. Table height is 28½ in. Work area 30 x 16 in.
X 923 8296 A—Wt. 18 lbs.* 9.99

P 36-PC. AMERICAN TOOL CHEST. A huge set designed for ages 6 to 15. 36 pieces including: brace, assorted bits, cast iron vise, tempered spring-steel hand saw, keyhole saw, coping saw, cast iron plane, 12-in. hammer, pliers, wrenches, angle wrench, tri-slot, wire stripper, screwdriver, steel square—lots more for home workshops, too. Complete with steel carrying chest. So rugged and realistic that Dad will want to use these tools.
X 923 7009 A Wt. 9 lbs.* 6.88

R 17 PC. AMERICAN TOOL CHEST SET. For lads age 3 to 9. A workable set that lets a boy experiment and learn while having fun. Includes tempered spring-steel saw, pliers, square, screwdriver, hammer, plane, wrench and punch. All other important work tools, too. Everything comes in a sturdy steel carrying case. Instruction book on how to use the tools is included.
X 923-7017 A—Wt. 3 lbs. 5 oz. . . 2.88

S 11-PC. DELUXE TOOL HOLSTER SET. Handsome full grain leather tool belt, tool loops and tool holster. With friction tape and holder. 2-ft. folding rule, alloy steel tools, 9-oz. claw hammer, putty knife, tack hammer, slip joint pliers, screwdriver, square, and 300-ft. beam flashlight. Uses 2 "D" batteries—not incl.**
X 923-7033 A Wt. 2 lbs. 8 oz. . . . 3.77

KEEP THIS CATALOG to order toys at any time until Sept. 21, 1964.

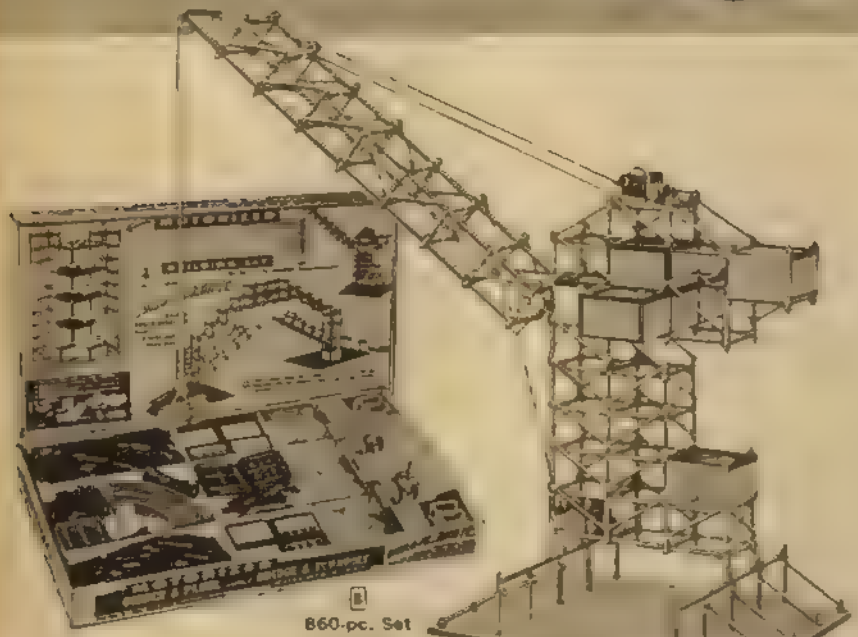
*Semi malable—see page 81 **To order batteries, see bottom of Page 118

Famous Building Sets that really work...

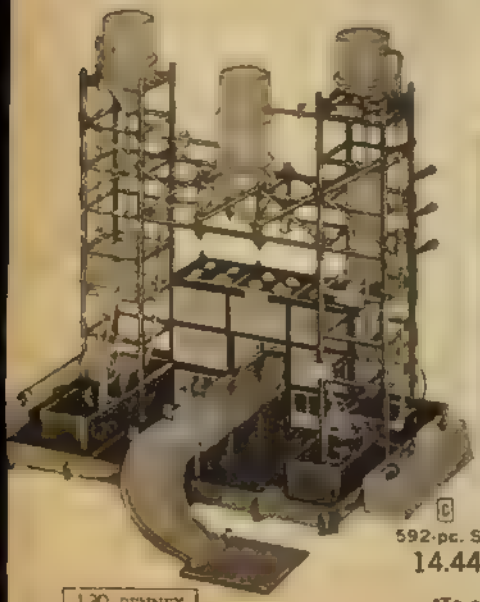
Kenner's

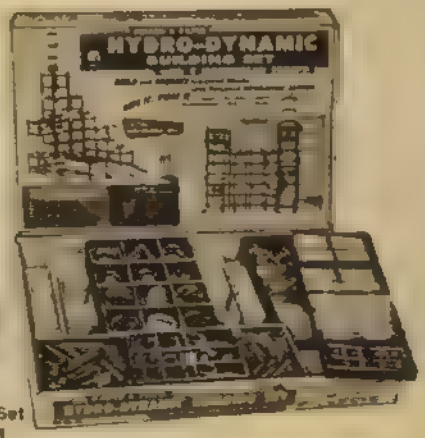
A
676-pc. Set
13.88

Sky cars travel on over-and-under double-loop system. Suspended rail is 18-ft. long.



B
860-pc. Set
14.44





C
592-pc. Set
14.44

A KENNER 676 PC. "SKY RAIL" SET. Build and operate sky rail systems of tomorrow: ultra-modern sky stations, sky ports, terminals. Suspend sky rail from sky hooks in spirals, cross-overs, and in-and-out of buildings. Sky car goes forward, reverse, climbs and descends steep slopes. Each car is operated by separate remote controls for exciting racing action. Set contains 2 sky cars with headlights, 2 battery cases (uses four "D" batteries—not incl.*) with built-in controls, switches and rail connections, sky hooks, heliport, polyethylene plastic girders, high strength plastic panels and 18 ft. of insulated steel sky rail sections—straight and curved.

X 923-5938 A—Wt. 9 lbs. 6 oz. 676-pc. set . . 13.88

440-Pc. Set. Similar to set above, but with one sky car and one battery case. Operates on two "D" batteries—not included.* Has 9 ft. of sky rail.

X 923-5946 A—Wt. 5 lbs. 5 oz. 440-pc. set . . 9.88

B KENNER MOTORIZED 860-PC. CONSTRUCTION SET. Build it—run it! Realistic power-operated structures with 2 motor units and 2 power units that operate independently. Design, build, and operate double drawbridges, cranes, belt conveyors, hook conveyors, cable cars, amusement rides, radar stations, buildings with two elevators, and many more battery-operated and lighted structures. Operates on 4 "C" batteries—not included.* Includes hi-impact plastic girders, panels, roadways, braces, pulleys, cables, elevator cabs, conveyor belts, motorized metal parts. An ideal gift.

X 923-5904 A—Wt. 11 lbs. 860-pc. set. 14.44

640-Pc. Set. Similar to above, but one motor unit and one power unit. Uses two "C" batteries—not incl.*

X 923-5912 A—Wt. 7 lbs. 12 oz. 640-pc. set. . 9.99

605-Pc. Set. Contains all parts to build bridges, turnpikes, and buildings. No motorized parts.

X 923-5920 A—Wt. 8 lbs. 8 oz. 605-pc. set. . . 7.99

C KENNER MOTORIZED 592-PC. "HYDRO-DYNAMIC" SET. Build your own hydraulic plant—the pipe it, pump it, and light it—automatically. Pumps colorful liquid through transparent pipes and tanks as lights automatically turn on and off. Set contains 592 plastic parts including large tray base with two motorized pumps and two reservoirs, float-switch, electric lights, two tilting scales, two siphon tanks, two aerator sprays, turbine velocity meter, float valve, ball flow meter, and 30 color tablets. Operates on four "D" batteries—not incl.*

X 923-5896 A—Wt. 7 lbs. 12 oz. ** 592-pc. set . 14.44

*To order batteries, see bottom of page 118.

**Semi-mailable—see page 81.

PLAYSCHOOL TOYS

PLAYTOOLS TO SHAPE
A CHILD'S WORLD

A ADMIRAL "W". Slim masterpiece of watchmaking. Winds itself automatically. Anti-magnetic waterproof*, shock resistant 17 jewel movement. Chrome plated top, stainless steel back. Matching expansion band.
58281H2795 $69.75
ADMIRAL. Same in yellow
58281H3050 $75.00

B LEEDS. This coin-slim aristocrat belongs to the man of initiative. Waterproof*, anti-magnetic, shock resistant 17 Lifetime jewels. Unbreakable mainspring. Yellow top case, stainless steel back, matching expansion band.
37091H2395 $57.50
LEEDS "W" Same in white
37098H2075 $49.75

C HANSEL. Teenage special with the exacting features of more costly watches. Waterproof*, anti-magnetic shock resistant 7 Lifetime jewels. Luminous, full figure dial sweep second hand. Chrome plated top case, stainless steel back. Expansion band.
42188H1375 $29.75

D GRETEL. Vivacious teenage charmer. Darling yellow top case frames a full-figure square dial. Shock resistant, anti-magnetic 7 jewel movement. Stainless steel back, matching expansion band.
21821H1595 $35.00
GRETEL "W". Same, in white.
21821WH1595 $35.00

E ERNEST. Superior looks and accuracy at an amazingly low price. 17 jewels. Waterproof*, anti-magnetic, sweep second hand on luminous dial. Shock resistant; unbreakabe mainspring. Chrome plated top case, stainless steel back. Matching expansion band.
33588H1795 $42.50
EDGAR. Same, in yellow
33581H2175 $52.50

F NORA. Fashion favored diminutive 17 Lifetime jewel timepiece! Fascinatingly faceted square case in yellow top with matching expansion bracelet. Adjust quickly to fit any size wrist. Looks and works like watches costing many dollars more! Stainless steel back. Shock resistant, unbreakable mainspring.
22321H1995 $47.50
NORA "W". Same, in white
22321WH1995 $47.50

HELBROS

Nationally advertised, recognized the world over as a leader in fine watches! The HELBROS *name is your assurance of superior quality and excellence in design. All feature Lifetime Jewels, guaranteed unbreakable mainspring and are shock resistant. All expansion bracelets can be lengthened or shortened for perfect fit by adding or subtracting links. Select your* HELBROS *or choose one for a proud gift. Gift boxed.*

NATIONALLY ADVERTISED IN

Good Housekeeping · LIFE · POST · LOOK · PLAYBOY · VOGUE · seventeen · Esquire

*Waterproof provided crystal and crown are intact, case unopened

Add 10% Federal Excise Tax

LIFETIME GUARANTEE

on all movement parts against breakage

A movement parts in every HELBROS watch are guaranteed never to break and will be replaced by factory without charge for parts. Postage, insurance, handling and packaging charge $1.25.

G LIDO. Majestic creation! Elegant marquise shape case in glowing yellow with stainless steel back. Matching expansion bracelet. 7 Lifetime jewels, shock resistant.
21781H1595 $35.00
LIDO "W". Same, in white
21781WH1595 $35.00

H KATRINA. Four blazing diamonds shine brightly in this oval case of 10K yellow rolled gold plate, stainless steel back. Matching, adjustable expansion bracelet. 17 Lifetime jewels, shock resistant.
23756H2975 $71.50
KATRINA "W". Same, white.
23756WH2975 $71.50

SAVE NOW ON NEW 1964 BLUE RIBBON VALUES

17 WALTHAM

25 21 JEWEL WATCHES

- SHOCK-RESISTANT
- UNBREAKABLE MAINSPRING
- HANDSOMELY GIFT-BOXED

WATERPROOF*

Ocean Clipper W. Rugged, dependable, masculine styled. Handsome waterproof* white case, non corrosive back. Combination steel expansion band. Luminous hands and hour dots, sweep second hand. 17 jewels, shock resistant, unbreakable mainspring.
5090WF1845 Retail $49.50

Ocean Clipper Y. Same as above in yellow, except matching expansion band.
5091WF2095 Retail $57.50

Lifetime Guaranteed

against defects or breakage for as long as the watch is in use. No charge will ever be made to replace parts of the movement.

ULTRA-THIN

Ultra-Thin Jupiter Y. Brilliantly modern styling—priced low! Yellow case non corrosive back. Matching expansion band. 17 jewel, shock resistant unbreakable mainspring.
5092WF2195 Ret. $59.50

Ultra-Thin Jupiter W. Same as above, in white.
5093WF2195 Ret. $59.50

25J SELF-WIND

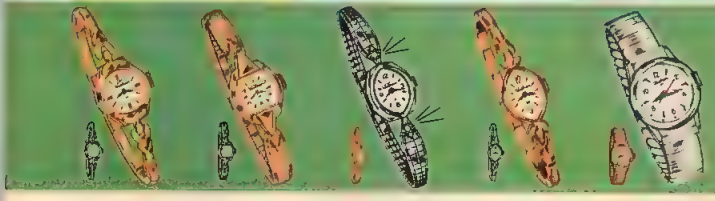
Auto Tide "25" W. 25 jewels Self-winding waterproof* priced remarkably low! White case, non corrosive back. Steel expansion band. Shock resistant, unbreakable mainspring.
5094WF3395 Ret. $89.50

Auto Tide "25" Y. Above yellow expansion band.
5095WF3495 Ret. $95.00

CALENDAR

Calendar Jet Y. Tells time, date. Waterproof* yellow case, non corrosive back. Expansion band. Luminous hands, dots. 17 jewels, shock-resistant, unbreakable mainspring.
5096WF2495 Ret. $67.50

Calendar Jet W. Same as above, in white.
5097WF2350 Ret. $62.50



DAINTY ROUND

Blossom Y. Outstanding beauty and value! Lovely yellow case has non-corrosive back. Matching expansion bracelet. 17 jewels, shock resistant, unbreakable mainspring.
5098WF2195 $55.00

Blossom W. White.
5099WF2195 $55.00

HIGH FASHION

Cassandra Y. Elegantly styled dress watch at savings! Yellow case, non corrosive back. Matching wide bracelet. 17 jewel, shock-resistant unbreakable mainspring.
5100WF2395 $62.50

Cassandra W. White.
5101WF2395 $62.50

21J, 2 DIAMONDS

Diamond Ellen "21" W. 21 jewel, 2 diamonds, wonderfully priced! 10K white RGP case, non-corrosive back. Matching wide bracelet. Shock-resistant unbreakable mainspring.
5102WF2795 $71.50

Dia. Ellen "21" Y. Yellow.
5103WF2795 $71.50

25 JEWELS

Dream "25" Y. Low, low price for this sale! 25 jewels. 10K yellow RGP oval case, non corrosive back. Matching expansion bracelet. Shock-resistant unbreakable mainspring.
5104WF3150 $79.50

Dream "25" W. White.
5105WF3150 $79.50

WATERPROOF*

Nurse Holly W. Saved! Waterproof* white case, steel back. Steel expansion band. Luminous, sweep second. 17 jewel shock resistant, unbreakable mainspring.
5106WF2345 Ret. $62.50

Nurse Holly Y. Above, in yellow, expansion band.
5107WF2475 Ret. $65.00

*Guaranteed waterproof as long as case, crown and crystal remain intact

Retail prices include Federal Excise Tax; dealer's prices do not

Sensible

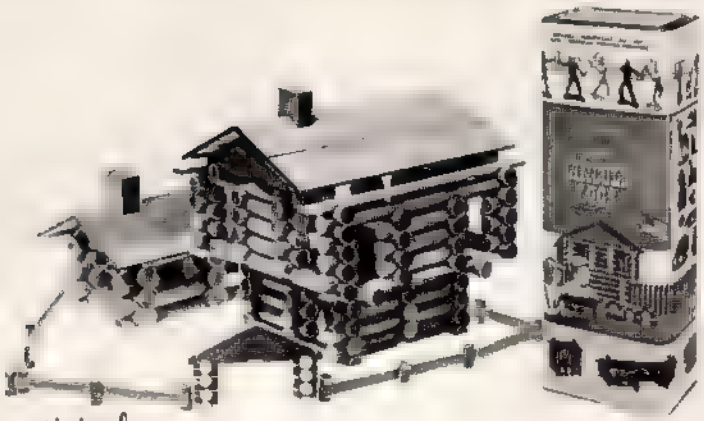
"TEACH-A-TOT" TOYS

PLASTIC AND PROMOTIONAL EDUCATIONAL TOYS AND MATERIALS

Promotional Educational Plastic/Wood Playthings. Coordination preschool play tools and basic construction materials for children of all ages. Safe, durable, non-toxic—engineered and priced for mass market distribution.

DIVISION OF PLAYSKOOL MANUFACTURING COMPANY

APPROVED-TESTED-PLAYSKOOL RESEARCH

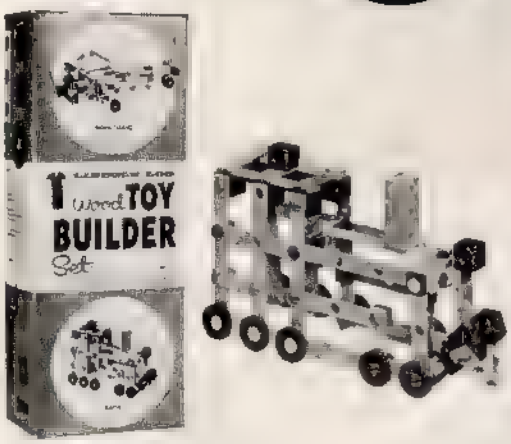


original

LINCOLN LOGS

America's National Toy

The best seller for far more than one quarter century. Round Wood Log Building components to construct realistic pioneer forts, cabins, stockades, houses. Approved for school use to teach the "expansion to the west." All sets interchange. All packed in space saving sealed square can containers.



LINCOLN LOGS

Wood TOY BUILDER

Wood girders, blocks and wheels with plastic nuts and bolts make unique, imaginative construction. Packed in space saving, full color sealed square container.

PLAYSKOOL MANUFACTURING COMPANY * 3720 N. KEDZIE AVE. * CHICAGO 18, ILLINOIS

Rm. 426 * 200 Fifth Avenue * New York 1933 S. Broadway (No. L-41) Los Angeles 7

PLAYSKOOL PRESS

Impulse profitmakers

COMPLETELY NEW... POPULARLY PRICED...

PLAYBOOKS, GAMES, PLAYBOARDS

Now Playskool offers an assortment of 6 titles in each of 3 categories. Produced by the best children's art sources.

"MARK IX" Magic Phono The very finest preschool playtool concept... acclaimed by children, parents, educators and merchants!* 9 volt system with cast metal pan construction guarantees longer play life, better fidelity, stronger transistorized amplification, protection against handling abuse. Also for '64—a library of "Learning While Listening" records by Playskool, for reading readiness and entertainment.

**Correspondence on file*

AUDITORY PLAY TOOLS * ARTS & CRAFTS MATERIALS FOR CREATIVE PLAY

DIVISION OF PLAYSKOOL MANUFACTURING COMPANY

THE appleton LINE

Over 60 years experience in making fine quality Juvenile Furniture including PEG DESKS and MUSICAL ROCKERS. Promotionally priced for volume sales.

THE APPLETON JUVENILE FURNITURE CO.

Hampshire, Illinois

TM.

LEGAL

NOTICE

* Play-Doh is a registered trademark of RAINBOW CRAFTS INC

...100 MILLION CANS

OF PLAY-DOH MODELING COMPOUND

PARENTS ... TEACHERS ... and MILLIONS of YOUNGSTERS say,

"There's only one The Original Play-Doh* ...and everybody knows it!"

RAINBOW CRAFTS, Inc. *"The Play-Doh People"* **Cincinnati, Ohio 45212**

© R.C.I., 1964

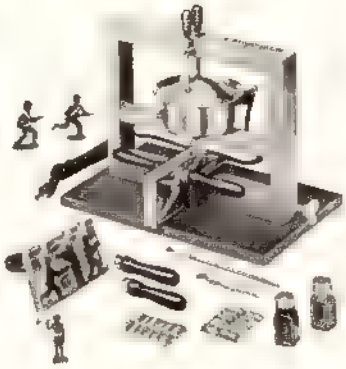
TOY FAIR SHOWROOMS

- **MURRAY GILBERT SHOWROOM**
  Room 1005 : 200 FIFTH AVE.
  PHONE 675-0474
- **Hotel New Yorker**
  Rooms 1031 - 1032

JUMP UP YOUR SALES!

GIVE THEM WHAT THEY WANT . . .

. . . VALUE!



NEW ITEMS • NEW DESIGNS
NEW DISPLAYS • NEW VALUES
NEW PACKAGING in

LIVE STAPLES!

"44 years the BIG VALUE line"

MANUFACTURED BY

RAPAPORT BROS.

1826 S. WASHTENAW • CHICAGO, ILL. 60608

New Yorker 1043

5th Ave. Bldg. 563

STILTS • WOODBURNING • JUMPING SHOES • METAL TAPPING • LEAD CASTING • POGO

DETERMINED PRODUCTIONS INC.

BOX 2150, SAN FRANCISCO, CALIFORNIA, 94126 (SU 1-5891)

HOPE TO SEE YOU AT THE AMERICAN TOY FAIR BEGINNING MARCH 8TH. WE WILL BE IN EXHIBIT ROOM 802, HOTEL NEW YORKER, WHERE YOU'LL SEE THE HOTTEST LINE IN YEARS. WE'RE FEATURING PEANUTS CHARACTER DOLLS (SNOOPY, CHARLIE BROWN, LUCY, LINUS AND SCHROEDER); JOAN WALSH ANGLUND DOLLS (FRIEND, LOVE AND COWBOY); WINNIE-THE-POOH PUPPETS. IN OUR BEST SELLING BOOK DEPARTMENT YOU'LL FIND PEANUTS PROJECTS, PEANUTS DATE BOOK 1965, GIANT CLASSIC COLORING BOOKS, LISA, YOUR PAPERDOLL PLAYMATE, MY FIRST ABC AND MY FIRST 1-2-3 LINEN BOOKS AND, BY ALL MEANS, THOSE TWO DELIGHTFUL BOOKS BY CHARLES M. SCHULZ ... HAPPINESS IS A WARM PUPPY AND SECURITY IS A THUMB AND A BLANKET!

AMAZING SCIENCE KITS

CREST

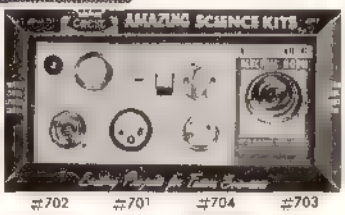
Set-Up a Self-Selling Science Section

SCIENTIFIC 16 PAGE MANUAL INCLUDED

at Volume Building Price of **$1.00** ea.

4 EXCITING PROJECTS THAT REALLY WORK!

IN COLORFUL WINDOW-FRAME PACKAGES



#702 #701 #704 #703

CRANE & GEARS — MOTOR KIT — BELL KIT — HORN KIT

Write for Complete Colorful Crest Folder

3 TURRET MICROSCOPE SET with 6 SLIDES $3.98

No. 804 Includes: All metal microscope W 100 x 200 x 300 magnification, 6 slides case W/6 prepared slides, instruction manual. Plastic overwrap

SEE OUR COMPLETE LINE OF MICROSCOPE SLIDES SETS 69¢ AND $1.00 LIST.

VISIT OUR SHOWROOMS

314 FIFTH AVE., at 32nd ST., 5th Floor
and BOOTH 124-5 at INTERNATIONAL TOY FAIR N. Y. HILTON HOTEL

Crest Products Co. Dept. PL
184 PENNSYLVANIA AVENUE • NEWARK, N. J. 07114

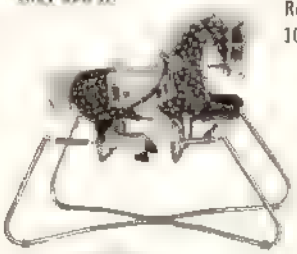
IF YOU WANT QUALITY THAT SELLS

...BE SURE TO SEE THE 1964 LINE FROM

REMPEL THE TOYMAKER

"Craftsmanship" in sculpturing, molding, and finishing has always been the mark of a Rempel toy . . . so obviously present that customers instantly recognize the value when they see it.

Riding Horses, 10 models to select from.



Lovable 'Squeeze' Toys including famous TV characters

Now the pleasure of sight — sound — and play with book, record, sheet music and toy

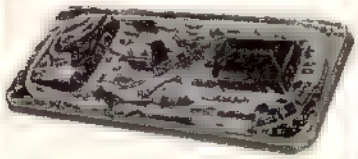
WRITE FOR FREE CATALOG & PRICES

REMPEL MANUFACTURING INC.
BOX 555—100 TUBB AVENUE
WEST POINT, MISSISSIPPI

LEADING BUYERS CHOOSE RIEMANN SEABREY LINES FOR YEAR ROUND SALES IMPACT

NATIONAL REED FURNITURE, INC.
Upholstered Rockers and Settees

WOODHAVEN METAL STAMPING CO.
Metal Chinese Checkers, Bowling Alleys, Electric Train Sets



STREAMLINED WE ARE waiting to show you some of the most exciting merchandise we have ever offered

GEARED AND FLEXIBLE to write big orders for you on profitable merchandise from top quality manufacturers

See these great lines in '64.

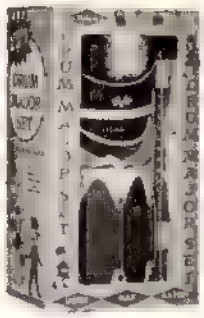
Write for new Catalogs on all lines

GREY IRON CASTING CO
Stoves, Banks, Jack Sets, Tool Sets

F. L. CLAPP NOVELTY CO.
Boston Rockers, Table & Chair Sets, Toy Chests, High Chairs

Tober Baseball Mfg. Co. Inc.
Baseballs and Softballs

NEMES TOYS CO
Drum Major Set, Drums, Tom toms



GO MODERN—GO RIEMANN SEABREY—GO ROOM 404, 1107 BROADWAY, N. Y.

Announcing another big season for Roy Rogers merchandise!

Over 100 Roy Rogers items are on the shelves of the major retailers across the country. The biggest Western name is once again looking forward to a tremendously successful year. Stock up on Roy Rogers merchandise at once! Contact the manufacturers listed below:

Allison Mfg Co., Inc.
American Thermos Prod.
Angelus Souvenir Mfg. Co.
Blue Ridge Manufacturers, Inc
Bobbie Enterprises
Boss Mfg. Co.
Bradley Time Division
Ettelbrick Shoe Co.
S. Goldberg & Co., Inc.
Harmonic Reed Corp.
Hettrick Mfg. Co
Hubley Mfg. Co.
Herman Iskin & Co., Inc.
J Bar T, Inc.
Jefferson Mfg. Co.
Kenner Products Co.
Lakeside Central Co.
Louis Marx Co., Inc.
Miller Bros. Hat Co.
D. H. Neumann Co., Inc.
Norwich Mills, Inc.
Pan Western Sales, Inc.
Polly Prentiss Originals, Inc.
Rob Roy Co., Inc.
Rosko-Steele, Inc.
Rothchild Printing Co
Sawyer's, Inc.
Sports Industries
Texas Boot Mfg. Co
Troy Mills, Inc.
United Leather Goods Corp
Whitman Publishing
W. S. Wormser Company

Or write: MR. SAM CYLINDER, Vice-President & General Manager •

ROY ROGERS ENTERPRISES • 7805 Empire State Building, New York 1, N. Y.

West Coast Office: 357 No. Canon Drive, Beverly Hills, Calif.

A NEW *Rushton* CREATION

Felt by Numbers

Entertaining for all ages

Cut 'n Glue

Colorful 16" x 24" felt wall panel

- It's FUN and EDUCATIONAL.
- Easy to assemble — simply follow the numbers on pre-sketched design outlines.
- A unique and decorative wall panel — in brilliant color combinations.
- Ideal for bedroom, playroom or nursery

kit contains everything you need...
with step-by-step instructions!

suggested retail price for each kit . $3.00

COMPLETE KIT INCLUDES:

- All felt background for 16" x 24" wall panel.
- Multi-color silk screened felt cut-out parts.
- Unbreakable plastic bottle of glue with wood paddle spreader.
- Two enameled scrolls for framing.
- Heavy cord for hanging.
- Complete directions.

DIRECTIONS

- ► Study the photo on the front of your box and read complete directions before beginning.
- ► Spread large felt background panel on table or flat surface . . . but do not cut this panel!
- ► Start with part number 1, cut-out and glue to background.
- ► Add other cut-out parts to background numerically, being careful to check each part for fit, before applying glue.
- ► Note: all numbers do not appear on the background. Some will be found on the felt parts previously applied.
- ► Insert cord in drilled wood dowel, knotting ends.
- ► Glue dowels to completed panel and your work of art is ready to hang.

DEALER PACKING INFORMATION

These items available individually in 1 dozen cartons, or in Assortment AB consisting of 3 pieces of each item. Weight 16 pounds per dozen carton.

The RUSHTON COMPANY

1275 ELLSWORTH IND. DR., N.W.
ATLANTA, GEORGIA 30325

Sales Offices: Chicago, New York, Los Angeles

What's so sensational about

NEW Silly® Putty

NEW SILLY PUTTY WON'T STICK OR STAIN

AND *ONLY* NEW SILLY PUTTY WON'T STICK OR STAIN

9 million kids

between the ages of 3 and 5

have now been added to the potential market

SO HOP ON THE BANDWAGON

SILLY PUTTY MARKETING P.O. Box 741 New Haven, Conn.

drop all 32 commuter trains serving Boston which operate entirely within Massachusetts. And Central's Boston & Albany leg is petitioning to drop a pair of RDC's whose losses exceed $100,000 a year (leaving only the *New England States* on its timetable).

It seems likely that a state transportation authority will be established to buy or lease commuter facilities from the affected railroads and operate them.

* * *

Elsewhere on the passenger front:

¶On the heels of the announcement that Studebaker would shut down its 6000-man automobile production line in South Bend, Ind., Chicago South Shore & South Bend said it would offer special low commuter fares to enable the displaced to locate jobs elsewhere "and commute to them less expensively than if driving."

¶Delaware & Hudson is seeking permission to drop its daily New York-Albany-Montreal daylight *Laurentian* service on grounds of an annual out-of-pocket loss of $217,174. The overnight *Montreal Limited* will continue operating.

¶Head-end revenues continue to justify new equipment. In 1964 Southern Pacific will spend 3 million dollars for 17 new Railway Post Offices; Mopac will buy 100 new 85-foot postal storage and baggage-messenger cars from St. Louis Car for more than 4 million dollars; and New Haven will obtain 33 used mail and baggage cars from Maine Central.

¶The news is out: Canadian National has purchased the five-car *Crusader*, which Budd built in 1937 for the Reading as the East's first stainless-steel streamliner.

From the I.C.C., a big O.K.

This was the merger case everyone was watching, would the I.C.C. approve ACL+SAL? For this was the first instance in modern merger history of two comfortably solvent and parallel major railroads seeking unification. South out of Richmond, Va., both the 5728-mile Coast Line and the 4123-mile Seaboard roll down through the Carolinas, fan out through Georgia and into Alabama, and — between them — dominate Florida. ACL hasn't missed a dividend since 1941. And, fully recovered from its depression bankruptcy, SAL has been paying dividends since soon after World War II. Both are progressive, profitable, competently operated properties — the very antithesis, of, say, Erie Lackawanna. Just to complicate matters, Coast Line is far more of a railroad power in the South than its own route-mileage suggests by virtue of controlling several other lines, including L&N, Clinchfield, Georgia, and the West Point Route.

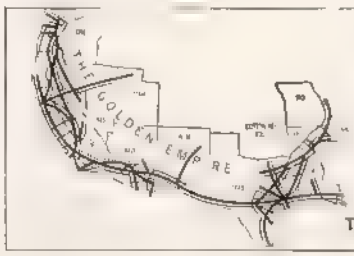
Yet what might have seemed shy of a case to the I.C.C. in 1929 could not be brushed aside in November 1960, when Commission hearings began on the projected Seaboard Coast Line Railroad. Rails no longer dominate transportation. Between the jets overhead and the trucks and barges alongside, ACL and SAL have had their hands full simply holding their own. Using 1947-1949 as a base of 100 for both, for example, Coast Line revenues had climbed to only 129 in 1962 vs. 221 for the Gross National Product. Thus in an

Easy way to move a forest of lumber

Here's the biggest load of lumber ever shipped out of Northern California's redwood forests on one S.P. flat car: 75,435 board feet of 2 x 4 studs weighing nearly 85 tons. This is 50 percent more lumber than flat cars normally carry.

How was it done? The secret is a new technique called the "floating load." Unitized lumber is stacked in staggered layers, then strapped together with steel bands. No elaborate bracing is needed. The load is held in place by its own enormous weight.

By permitting heavier loading and faster handling, the floating load is reducing distribution costs for a variety of forest products. Another example of how shippers save with cost-cutting ideas from S.P. research.



Southern Pacific

Serving the Golden Empire with
TRAINS • TRUCKS • PIGGYBACK • PIPELINES

Speedliner RDC's are now in commuter service.

¶Fans? They're welcome (as are any group excursionists) so long as the railroad can tap fleet equipment during layovers (instead of being obliged to maintain a standby pool of cars exclusively for extra movements) and excessive deadheading is not required.

¶What brings people back to the depot? Why, steam, of course, so accordingly Reistrup is going to sample steam. On August 14-15 (see "Running Extra," page 56) B&O is sponsoring "Iron Horse Days" between Philadelphia, Baltimore, and Washington. A borrowed Reading 2100-series 4-8-4 will alternately (1) propel a special with dome and refreshment car out of Philly, (2) substitute for an RDC schedule between Baltimore and Washington, and (3) replace the diesels on the *Capitol* between the same two cities. Paul Reistrup will be honored if the true believers oblige him to add extra cars, and he speculates that some of the general public who come down to Washington Union Station, say, to look might be enticed to ride West one evening on 5 on a Red Circle Day.

Question: Can this unorthodox potpourri of Red Circle Days and cost-cutting and Slumber-Rooms and better truck maintenance and a borrowed 4-8-4 save B&O's varnish? Answer: No man can yet give an intelligent Yes or No. In 1966 the first railroad in the country to issue tickets could stamp its last. Or it might be living up to Simpson's hell-or-high-water declaration with a vengeance Regardless, the integrity of how the decision will have been reached is what counts. For Paul Reistrup is giving the passenger train a chance to prove itself. For a season on B&O the varnish will be neither the abused orphan it is so frequently elsewhere in the East nor the window dressing it represents so often in the West. It will be on its own, accorded at long last an opportunity to prove whether or not intelligently operated and merchandised coach and sleeping cars are indeed economic passenger vehicles.

Juggling act

Chairman Ben W. Heineman of the Chicago & North Western qualifies for the title of the Stu Saunders of the Grain Belt. Regardless of who takes the initiative in Chicagoland on a railroad merger (and quite often Heineman does so himself), very soon Mr. Ben is sparring away in the center of the ring and everyone else is off balance. Or so it seems.

It especially seems so this summer. All at once, Ben Heineman is (1) frustrating Union Pacific's bid for Rock Island, (2) seeking RI himself, (3) actively seeking control of Chicago Great Western, (4) renewing an old suggestion that C&NW and Milwaukee marry up with RI, and (5) extending a blanket invitation to his granger party to "such other small roads as might wish to join." In other words, Heineman is at once holding huge UP at bay with one hand and attempting to assemble a 30,000-mile-plus Chicago-Gulf-Pacific Northwest transcon with the other. Moreover, he's managing this juggling act from atop C&NW, which earns less than a tenth of UP's net and which had been

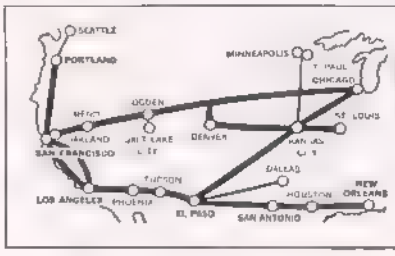
Continued on page 10

Twice the sights for World's Fair travelers!

You'll see a new exciting world at the Fair in New York. But to see *twice* as much on your trip, don't miss the wonderful Western scenery on the way.

You can see it best from a Southern Pacific streamliner. Giant picture windows bring in the views from all sides. Deep-cushion Chair Car seats let you relax as you look. Private Pullman rooms provide full-length beds, deliver you rested and ready for Fair-going.

S.P.'s *City of San Francisco* takes you over the High Sierra to Chicago on the scenic Overland route. The *Golden State* makes the low-altitude run to Chicago from Los Angeles. The *Sunset* takes you from Los Angeles through the sunny Southwest to New Orleans. Why not go one way and return another? Then you'll see even more!



Southern Pacific

Fine streamliners east-west and on the Coast

For All Your Stuffed Toy Promotion Needs

•TOY FAIR
HOTEL: NEW YORKER
ROOM 1571

The most complete, most appealing line of promotional stuffed toys is yours when you offer the State Fair array of any and all animals in any size imaginable! Made of non-crushable Hi-Pile plush, they're soft, silky and cuddly, luxurious looking and feeling. Safety eyes are fastened securely, and each and every toy is fluff-filled with new cotton. Individually packaged as so desired. Retail price $1.00 up.

French Poodle

We have originated for name company promotions and will create, design and make specially for any account.

Write for Catalog Today

State Fair Toy & Novelty Co., Inc.

MANUFACTURERS • TELEPHONE MAin 4-3931
201 FRONT STREET, BROOKLYN 1, NEW YORK

of birthday toys." Many ways to increase year-round sales by promoting birthday toys were spelled out. They included methods of compiling lists of birth dates so that parents could be circularized with helpful suggestions for giving parties for their children; store displays with toys classified by age groups; illustrations of special show cards, banners, etc.; and other ideas to increase the giving of birthday toys to children by their relatives and friends.

A. C. Gilbert announced that since the sales of Erector were increasing so greatly, a permanent New York showroom was being opened in the American Woolen Building, at Fourth Avenue and 18th Street. One of the features of the display was to be an 18-foot plate glass show window, to give dealers suggestions on trimming their own windows.

Openings were announced of 27 new toy stores, or branches of established stores, throughout the country.

E. "Matty" Reisman, formerly assistant toy and sporting goods buyer for several department stores, opened his own firm in New York to act as a representative for manufacturers of dolls and toys.

1924 EARLY BUYING was running behind the previous year. A repetition of the heavy orders placed in the first quarter of 1923 had been expected, but had not materialized. Some buyers said that "headquarters" or "the big boys" had forced them to place smaller initial orders than they had planned.

Ma Jong was one of the big sellers of the day. Over 40 different Chinese game sets were displayed by one jobber. Twenty books on how to play the game were available.

Radio sets and kits were also a source of good profit to many toy departments In Chicago the Davis Dry Goods Company staged a "Radio Show" that was given wide publicity in the newspapers, and attracted large crowds to the department. "There was a surprising demand for complete sets, which showed 60 per cent greater sale than parts."

One of the most active and colorful figures in the toy industry died at the age of 81. He was Edward W. Brueninghausen, known as "the Major." Following the Civil War, where he lost the sight of one eye and was wounded in several major battles, he engaged in various lines of business before entering the toy trade in 1875. The Major was the first man to adopt what was known for a long time as the toy salesman's uniform, a high hat and frock coat; and the last toy man to cling to that dignified garb. He was one of the original members of the Riemann, Seabrey Company, remaining with that concern until he retired in 1922. Later he became active again and made his headquarters in the salesroom of Baker & Bennett until his death.

George M. Woodcock, who had been a salesman for the E. I. Horsman Company for over 30 years, passed away in his 65th year.

Karl Mueller, for many years representative for the

Tomorrow's Toys Today!

New "Leap Year" STRUCTOS for a Big Jump on Competition

Built to be the run-away leaders in '64. Structo heavy-gauge steel trucks are headlined by toydom's first *complete line* of compacts in the modern trend. 7 Structo KOM PAKS as cute as they are perfect in every detail. All of them "window" packed Sensationally priced.

Throughout all the 44 models in the *seven* great Structo lines, you'll find more built-in dollar value. More operational features. Solid heavy-gauge steel construction for kidproof durability.

Made even more durable by a special Structo paint process. Phytochrome bondarizes the steel surfaces. Then 2 coats of high-gloss, *metallic enamel* finishes. Scuff-proof, chip-proof, crack-proof and weather-proof.

Delivery note: Structo trucks get there on time. Our giant 555,000 sq. ft. plant has everything it takes to fill your orders. Structo policy is to warehouse all numbers, at all times.

ROOMS 412-414-416 FIFTH AVENUE BUILDING

Steel STRUCTO

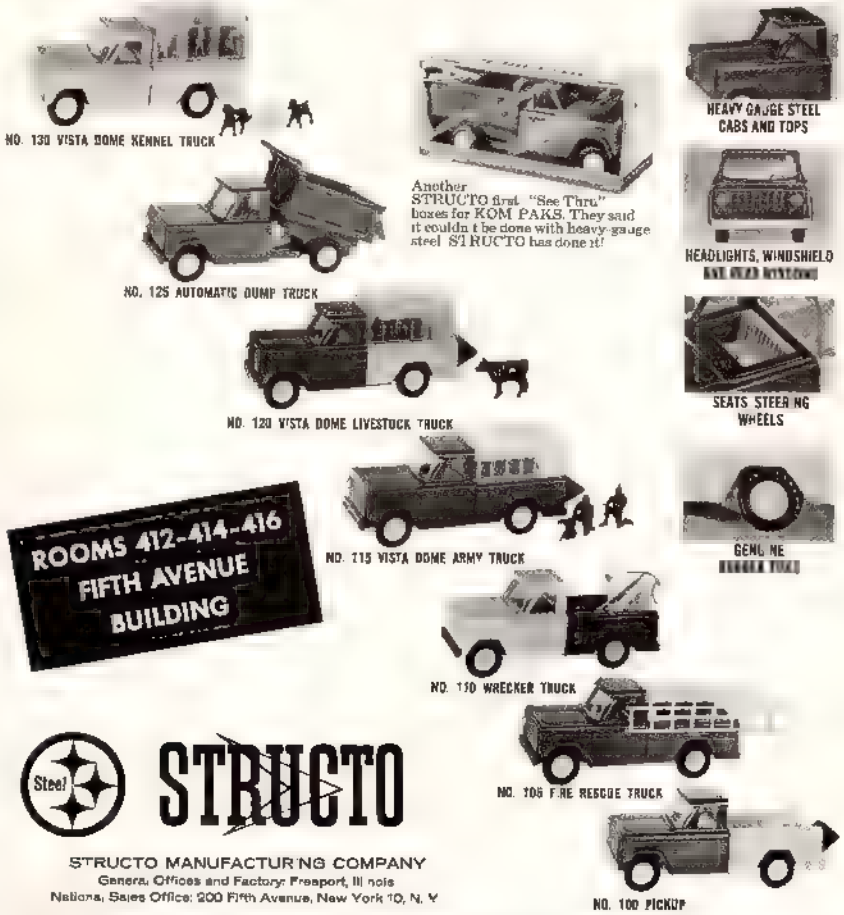
STRUCTO MANUFACTURING COMPANY
General Offices and Factory: Freeport, Illinois
National Sales Office: 200 Fifth Avenue, New York 10, N. Y.

Sales and Display Rooms: Chicago, Room 1423 Merchandise Mart; Memphis, Room 607 M & M Bldg.; Marietta, Ga. 307 Alexander St.; Dallas, Room 1244 Dallas Trade Mart; Denver, 1164 Elati Street; San Francisco, 58 Second St.; Los Angeles, 2500 W. 6th St. Portland (Oregon), Loyalty Building; Toronto (Canada), Foot of Federal St.

New '64 STRUCTO Steel KOM·PAK with *Big Sales IMPACT*

Tomorrow's Toys Today! For 1964...a whole fleet of compact trucks in heavy-gauge steel with genuine rubber tires, windshields, side and rear windows, seats and steering wheels...an exciting new caravan of operational Structo Kom-Paks designed for the modern trend. Perfectly scaled replicas, accurate in every detail. Built for play action...priced for selling action.

Plus 6 additional STRUCTO LINES 44 MODELS in all styled and priced for every kid in the U.S.A. Send for 1964 catalog



Another STRUCTO first "See Thru" boxes for KOM PAKS. They said it couldn't be done with heavy-gauge steel STRUCTO has done it!

ROOMS 412-414-416 FIFTH AVENUE BUILDING

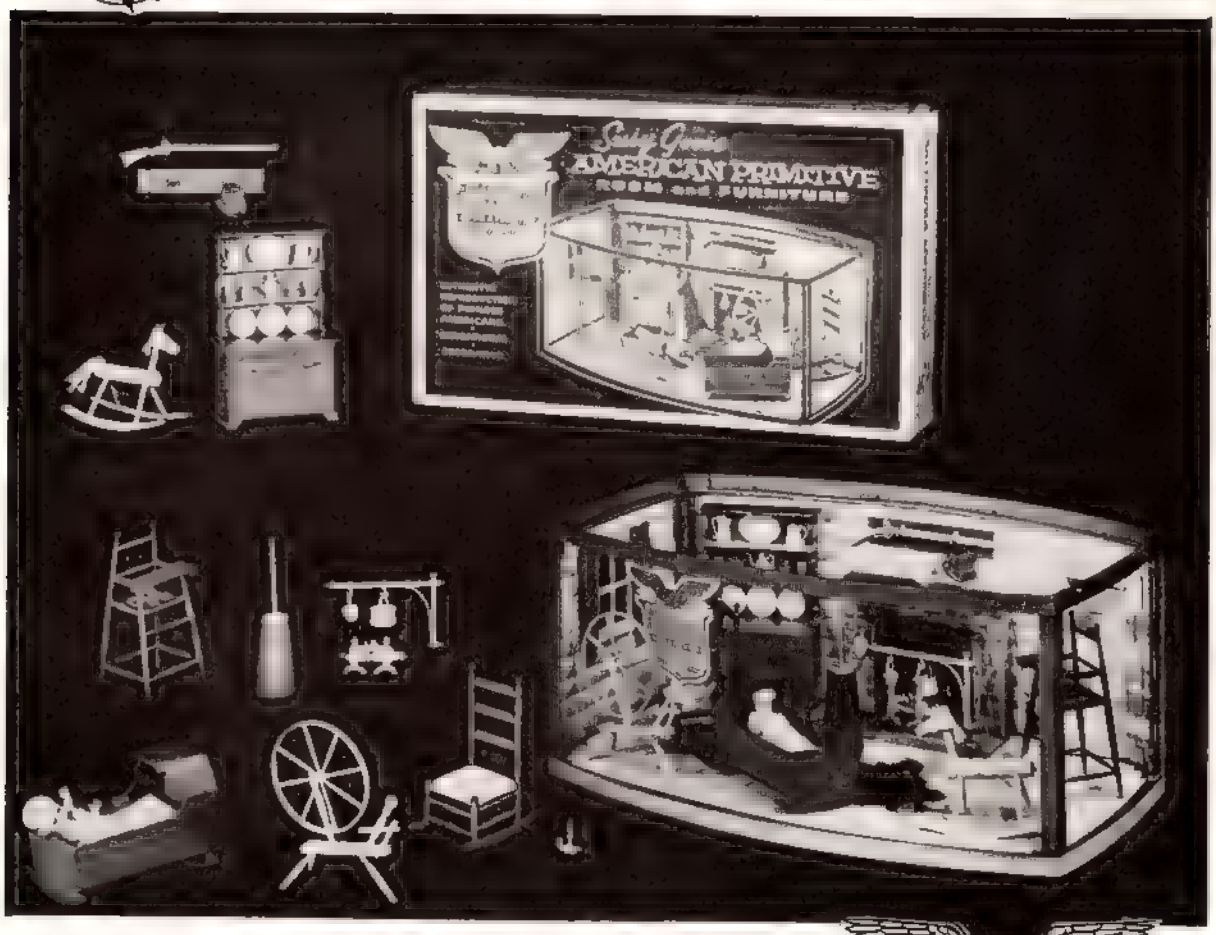
Steel STRUCTO

STRUCTO MANUFACTURING COMPANY
General Offices and Factory: Freeport, Illinois
National Sales Office: 200 Fifth Avenue, New York 10, N. Y.

Sales and Display Rooms: Chicago, Room 1423 Merchandise Mart; Memphis, Room 607 M & M Bldg.; Marietta, Ga. 307 Alexander St.; Dallas, Room 1244 Dallas Trade Mart; Denver, 1164 Elati Street; San Francisco, 58 Second St.; Los Angeles, 2500 W. 6th St. Portland (Oregon), Loyalty Building; Toronto (Canada), Foot of Federal St.

AMERICAN PRIMITIVE

ROOM and FURNITURE



A RETURN TO SIMPLICITY

Repeats in authentic detail and beauty our nation's resurgence to the basic values and character of our founding fathers.

AMERICAN PRIMITIVE
ROOM & FURNITURE
by Susy Goose

Susy Goose

"TOYS THAT MOLD CHARACTER"
JONESVILLE, MICHIGAN, U.S.A.

EXCLUSIVE INTERNATIONAL SALES REPRESENTATION
HENRY KATZ ORGANIZATION
10th FLOOR
200 FIFTH AVENUE
NEW YORK 10, N.Y.

Susy Goose

THE SAME WONDERFUL EXPERIENCE

in housekeeping toys with exquisite detail and fine quality their mothers enjoyed when they were little girls.

TOY DOLL & NOVELTY CORP.

1052 GREENE AVENUE BROOKLYN 21, N.Y. GL 2-1154

PRESENTS:

The most comprehensive line of breathtakingly beautiful

CLOTHES

For ALL 11½" TEENAGE DOLLS

★

KNITTED CLOTHING

TO OUTFIT ALL SIZES BABY & TODDLER DOLLS

- Exceptional Range of Items
- Ingeniously Styled, Crafted
- Indiv. See-Through Gift-Boxed

- Seasonal and Year 'Round Styles
- Up-To-The-Minute Designs
- Indiv. Packed in See-Through Boxes

★

My Dollies Fashions

BLISTER PACKS

CLOTHING and ACCESSORIES

For TEENAGE DOLLS

UNBEATABLE low PRICES! IMMEDIATE DELIVERIES!

BIGGEST ASSORTMENT *ANYWHERE!*

BEST SALES PERSUADERS *EVERYWHERE!*

Ask About Our SPECIAL RACK DEALS

We'll Be Glad To See You At The Toy Fair in Room 861, Fifth Ave. Bldg.

***National Representative:* GERRY M. KALMANSON ASSOCIATES** 200 FIFTH AVE., NEW YORK 10, N. Y. Telephone (212) WAtkins 4-3427

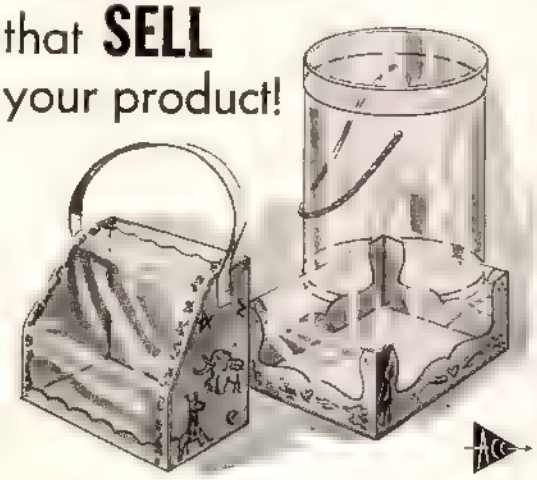
---

transparent

CELLUBOXES

that **SELL**

your product!



Manufacturing, designing, printing, vacuum forming . . . all under one roof! Completely automatic! Full quality control.

AMERICAN CELLUBOX CORP.

27-01 Bridge Plaza N., Long Island City, N. Y.

Phone: EX 2-3811

BALSA is BIG.... and ★COMET is BIG in BALSA!

Full 4-color cello-wrapped boxes "vibrating" with excitement, sell Comet Balsa Models on sight.

TRUE-TO-SCALE

RUBBER POWERED FLYING & FLYING SCALE MODELS

Excitingly new selection of World War I, World War II Combat planes, Sport, Executive and Commercial Air Liners. Priced at 29c - 49c - 69c - 98c - 1.29 - 1.49 - 1.98 - 2.98.

READY TO FLY
rubber powered
REDI-FLITE

Fully assembled Big 10" and 12" Wingspans. Aluminum Foil Covered Balsa Wings and Plastic Fuselage. Jrs. 69c ea. Reg. size $1.29 ea.

COMET CEMENTS

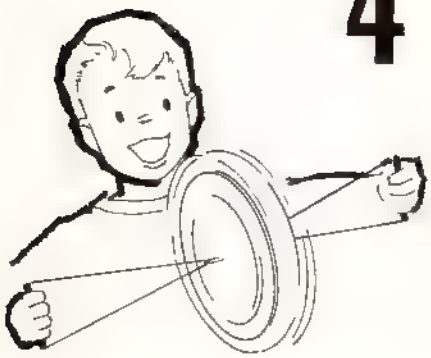
Regular and Extra Fast Drying Cement in 15c and 29c tubes. Also plastic styrene cement in 15c and 29c tubes.

SEND FOR COMPLETE PRICE LIST AND CATALOG

COMET MODEL HOBBYCRAFT, CORP.

4 Tigrett EXCLUSIVES

Extensive T. V. Promotions
Check our permanent showroom 1144
200 Fifth Ave. Bui'ding for Schedules.



BIG WHEEL EXERCISER

THE FUN EXERCISER THAT
BUILDS MUSCLES AS YOU PLAY!

GO-GO

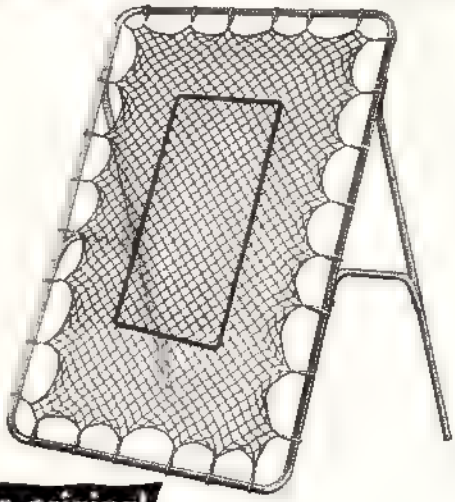
THE SENSATIONAL JUMPING FROG
HE JUMPS OVER AND OVER AND OVER

THE NEW

Stan Musial

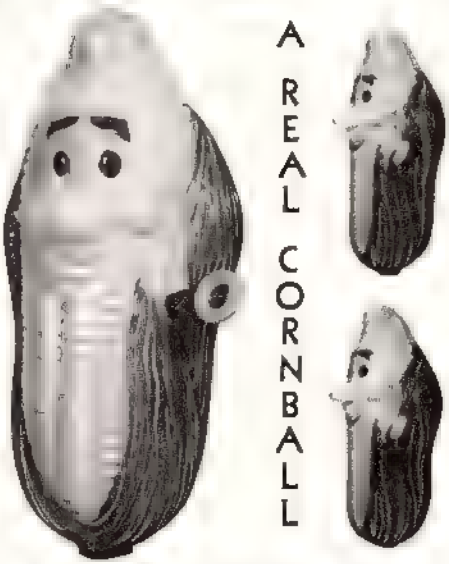
PITCH BACKS

BIGGER AND STRONGER THAN EVER!



the original
SOK-KER LINE

KORNEE



A REAL CORNBALL

HE'LL WALK YOUR WALLS

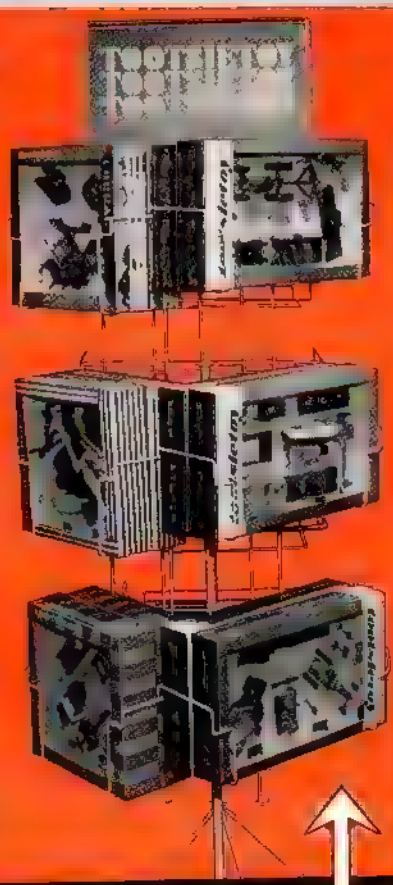
Permanent Showroom - Rm. 1144, 200 Fifth Ave. Building
Telephone ORegon 5-9055

Tigrett INDUSTRIES
TOY DIVISION
JACKSON TENN

NEW!

and for lovers only!

. for kids who love fun, action and realism . . . for adults who love quality, dependability and value . . . and for you—if you love big-volume, high-profit sales. YOU DO—DON'T YOU?



NEW!

NO. 4260 TOOTSIETOY

8-piece set includes Ferrari, Lancia, Maserati, hot rod and midget racer and trailer made of unbreakable die-cast metal. With 3 track side figures. Packed in new gift carton. Retail $2.00

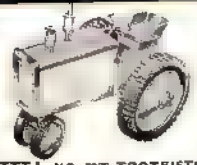
NEW!

NO. 2932 TOOTSIETOY "SUPER" PICK-UP TRUCK

Over 8½" long with unbreakable die-cast metal cab and chassis. Includes metal hub caps, steel axles, polypropylene grille and bumper and white sidewall tires. In new gift box. Retail $1.29.

NEW! **NO. 5175 TOOTSIETOY AMERICAN RACING SET**

Includes Falcon and Corvair racing cars, 3-volt power pack, 8 track sections, 2 control throttles, overpass bridge supports, grandstand, control tower, decals, track clips, wires and instruction. In colorful new gift box. Retail $5.00



NEW! **NO. 2928 TOOTSIETOY "SUPER" TRACTOR**

Realistic tractor measures 6¾" long with unbreakable die-cast metal body, steel axles and extra large rear wheels. Highly detailed white polypropylene side panels, grille, steering wheel, exhaust and intake stacks. In new gift box. Retail $1.49

NEW!

NO. 3330 TOOTSIETOY GIFT SET MERCHANDISER

Assortment contains 1 dozen each of 13 fast-selling Tootsietoy boxed sets, including the new American Road and Race Team Set and new Super Series. Beautiful floor display free! Total Retail $303.00

Write for new full line catalog today!

tootsietoy®

DIVISION OF STROMBECKER CORPORATION *600 North Pulaski Road, Chicago 24, Illinois*

The "Stuff" dreams are made of!

. that's what you'll find new from Tootsietoy for 1964 . . . wonderfully exciting "dream" products for boys and girls—electric trains and Table-Top racing sets . . . "Super" trucks and racing cars . . . soldiers and police cars . . . tractors and jeeps.

It's the matchless combination of Tootsietoy products . . . Tootsietoy packaging . . . Tootsietoy displays . . . and Tootsietoy popularity. This is the combination that has made Tootsietoy toys "America's favorite toys" for 86 years—and your guarantee of fast turnover and high profits!

NO. 2928 TOOTSIETOY "SUPER" TOW TRUCK

Realistic truck features windup winch boom and hook—measures 8½" long. Unbreakable die-cast metal chassis and cab. Metal hub caps, steel axles, white sidewall tires, clear plastic windows and polypropylene grille and bumpers. In new gift box. Retail $1.49

NO. 2927 TOOTSIETOY "SUPER" U-HAUL TRUCK

Authorized replica of famous U-Haul truck measures 8¼" long. Unbreakable die-cast metal cab and chassis. Steel axles, metal hub caps and white sidewall tires. Windows are clear plastic. Polypropylene grille and bumper. In new gift box. Retail $1.49.

NO. 2453 TOOTSIETOY FERRARI LANCIA RACER

Authentic model of world famous racer includes driver and decals. Made of unbreakable die-cast metal. Visually-packed on colorful pilfer-proof card. Retail 49¢

NO. 2931 TOOTSIETOY "SUPER" DUMP TRUCK

8¾" long truck features dumping action and operating handle. Unbreakable die-cast metal cab and chassis. Metal hub caps, steel axles and white sidewall tires and clear plastic windows. In new gift carton. Retail $1.49

NO. 2916 TOOTSIETOY POLICE CHASE SET

4-piece set includes police car, hot rod, .45 revolver and deputy sheriff's badge. All made of unbreakable die-cast metal and rugged polypropylene. Visually-packed on colorful pilfer-proof card. Retail $1.00

NO. 2933 TOOTSIETOY "SUPER" INDIANAPOLIS "500" RACER

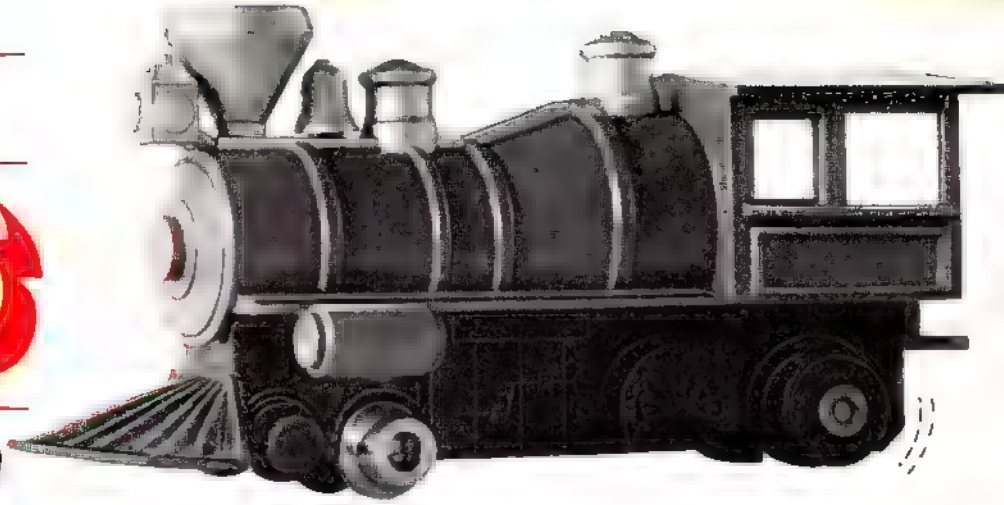
Realistic racer measures 7¾" long. Unbreakable die-cast metal construction with spoked wheels, bottom racing pan and polypropylene roll bar screen and tail pipes. In new gift box. Retail $1.00

Write for new full line catalog today!

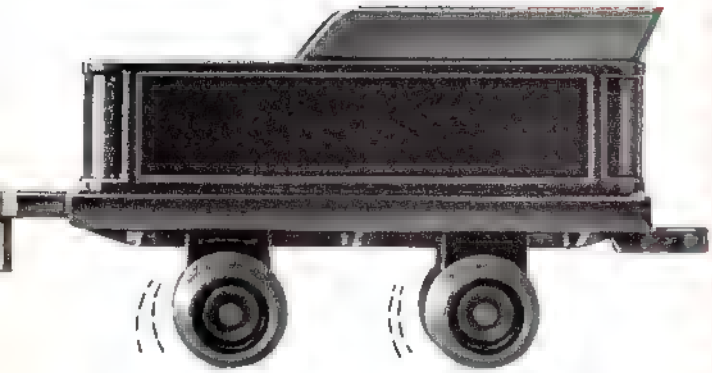
tootsietoy®

DIVISION OF STROMBECKER CORPORATION *600 North Pulaski Road, Chicago 24, Illinois*

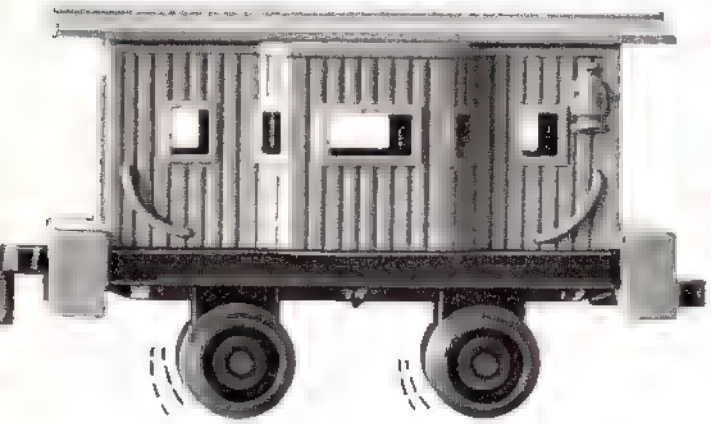
It's taken us 86 YEARS



to produce our first electric trains... but it was worth the wait!



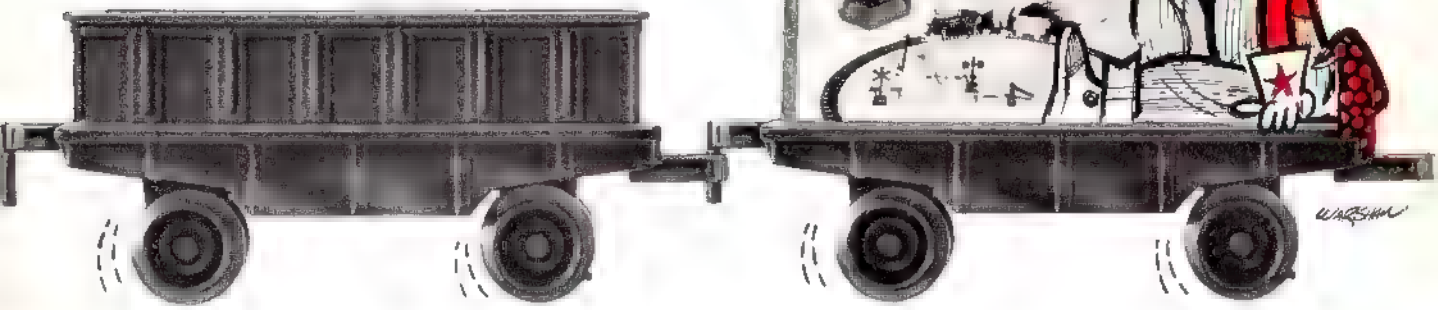
After all, it takes a while to create a product like the new Tootsietoy Electric Train . . . packed with all the railroading realism and adventure kids love. There's a steam engine, tender, gondola car and caboose—realistically detailed and finished in sparkling colors And plenty of accessories the kids love, too—crossing signals, telegraph poles and crossing guards. Positive lock HO track is a cinch to put together—it's even pre-wired for instant and easy operation. The Tootsietoy Electric Train is made for little hands, with all the safety and quality you expect from Tootsietoy. Packaging? As beautiful and appealing as the products! And it's priced to sell! Only $11 00 retail—and that includes a 3-Volt transformer and 22" x 30" layout. When you think about it, this had to happen sooner or later . . . aren't you glad we waited? See the Tootsietoy Electric Train at our new Space at Toy Fair , 1022-24 in the 200 Fifth Ave. Building.



tootsietoy®

DIV. OF STROMBECKER CORPORATION

600 North Pulaski Road, Chicago 24, Illinois



*EXCITING new MERCHANDISE
*COLORFUL new PACKAGING
*QUALITY MERCHANDISE-REALISTIC PRICES

New! SCALEX BOATS	*SEE our fabulous new line of racing yachts with figures.*
FROG MODEL AIRCRAFT	*NEW AUTHENTIC MODELS every month! Finest detail. The very best line made.*
SPOT-ON CARS	*Die-cast reproductions to O scale. NEW models. Individual chrome bumpers. Some with working lights. Collectors love them. NEW DISPLAY UNIT now available at NO EXTRA COST!*
Triang TOYS	*Original ideas . . . . . unusually fine quality.*

Triang SCALEXTRIC

MINIATURE ELECTRIC MOTOR RACING

The ONLY Standard-size Racing That Can Make 6 & 8 Lane Layouts!

- REALISTIC . . . TRUE TO LIFE!
- MOST COMPLETE line of CARS, ACCESSORIES & TRACKS!
- 25 AUTHENTIC reproductions of famous racing cars!
- LONGER-LASTING, FLEXIBLE PLEXYTRACK-Superior in every way. Won't break when stepped on. TRY IT YOURSELF!
- CAN SIMULATE in exact detail any racetrack in the world!
- MOST POSITIVE connection!

FULL PROFITS! SEE THEM . . . YOU'LL SELL THEM!

LINES BROS., INC. 1107 Broadway, New York, N.Y. (212) ORegon 9-0888

goods and many other categories. Running from March 8-12 at the New York Trade Show Building, the Fair will attract 12,000 buyers.

✧

Miss Rose J. Forster, daughter of one of the pioneers in the doll industry and herself a member of that industry all her life, was married on January 26 to Jack Meyer, a restaurateur. Rose, a designer for Nasco Doll, is currently vice-president of the Toy Women's Association.

. . . Deal from Strength

(*Continued from page* 327)

corded in both sales and profits.

One-hundred-thousand shares of stock in the company (incorporated in 1961), representing a 25 per cent interest in the ownership, were offered last November. Public reaction was immediate; the issue was over subscribed.

As evidence of financial well being, a condition publicly-owned concerns take pains to cultivate and maintain, the Forsts point out (1) that an 8 per cent dividend was declared two months ago; (2) that a seasonal loan of $1.5 million taken out last fall with the Chemical Bank & Trust Company, New York, was off the books by January 2; and (3) that the company's net working capital as the new year began was in the very blue-chip neighborhood of $800,000.

"So far as we know," says George Forst, "we're the only publicly-owned, exclusively-toys wholesaler in the United States."

The Forsts may be unique in another respect. They have hit their present level of size and importance without having branched out into toy retailing—they own no toy outlets, run no toy concessions.

"Since we have no financial interest in any retail operation, our accounts can be sure there'll be no playing of favorites when wanted merchandise is scheduled for shipment."

This assertion, by Jerry Forst, was one of several made by himself and his brother in explaining why, in

New SANDBOX Action TOYS

THAT REALLY WORK

Hours of Pleasure to the Youngsters

ITEM NO. F-55

THE SWING

Made of red and white polyethelene plastic. Each toy is 10" high — 4" deep and 2-1/4" wide.

Packed 2 dozen in shipping container.

Retail 79¢

EACH ITEM PACKED IN ATTRACTIVE DISPLAY PACKAGE

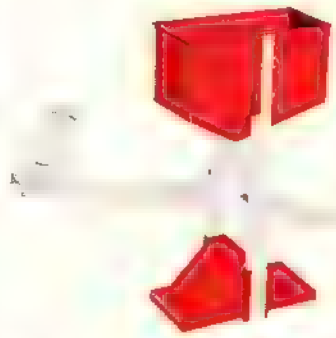
ITEM NO. Z-69

THE FERRIS WHEEL

Made of red and white polyethelene plastic. Each toy is 11" high — 6" deep and 3-1/2" wide.

Packed 2 dozen in shipping container.

Retail 98¢



ITEM NO. L-60

THE TEETER TOTTER

Made of red and white polyethelene plastic. Each toy is 7-1/2" high — 2-3/8" deep and 12" wide.

Packed 2 dozen in shipping container.

Retail 89¢

Buy Toys of Distinction with confidence

TRIM MOLDED PRODUCTS CO. Burlington 1, Wisconsin

THE GLAMOUR* EYES HAVE IT!

*"Glamour Eyes"...revolutionary dolls' eyes with a life-like look...instant sales-appeal! Flirty movable eyes fixed eyes, too ...*only from* Margon CORP

140 Thomas Street, Newark, N. J. Direct N. Y. Phone: WH tehal: 3-2797
68 Broadview Avenue, Toronto Canada. Phone: 465-7414

The EATING PLACE of the TOY INDUSTRY

OR 5-0030

Private Dining Rooms Available

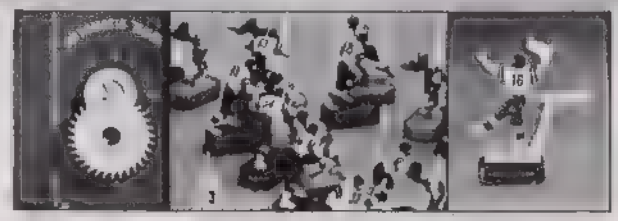
5th AVENUE at 22nd STREET

Diners — American Express

During Toy Fair—Open Saturdays—FEB. 29th, MARCH 7th and 14th

THE BEST SELLING OF ALL FOOTBALL GAMES FOR THE LAST 15 YEARS...BUT THAT DIDN'T STOP TUDOR FROM IMPROVING IT...

tudor®



Automatic timer — Action poses duplicate live game realism — Triple threat quarterback

No. 500
Box size 27" x 16½" x 2⅛"
½ doz. ctn wt 25 lbs
110 Volts, A.C. only
$7.00 retail

Tru•action® Electric Football

Check these new features about this consistent leader...

NEW All the features and action of the game described right on the cover of the box in a beautiful full color illustration perfect for P.O.P. display in self-service operations.

NEW Exclusive timer that automatically starts and stops with each play

NEW Colorful grandstand with adjustable score board.

NEW Larger figures in five realistic 3-dimensional action poses ends, tackles guards, offensive backs defensive backs, plus an additional kicking passing running quarterback for each team.

NEW Virtually unbreakable figures with increased stability.

NEW Brush and water soluble paints to color the players.

NEW Magnetic ten yard marker with movable chain marker to measure the close ones out on the field.

NEW Magnetic down and ball marker

NEW Four goal line flags

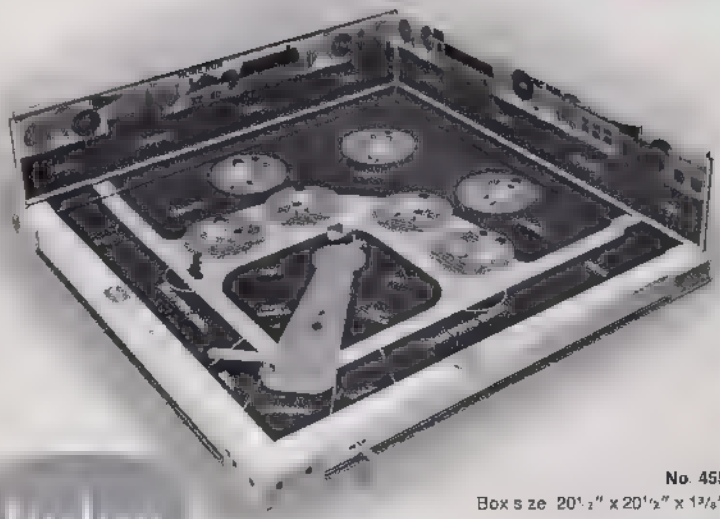
NEW Speed control improved with printed dial and plastic knob

NEW Brighter, livelier gridiron color.

NEW Movable goal posts for college or pro positions

TUDOR METAL PRODUCTS CORPORATION/200 FIFTH AVE., NEW YORK 10, N.Y.

Jr League® Magnetic Baseball



A new exciting popular priced version of our electric baseball designed specifically for the "Little League" age group.

Because it is non-electric it can be played anywhere

- True-to-life game situations and action are all spelled out on the playing field, each play is determined by where the magnetic ball stops
- Remote pitching and batting plus the unique "put-out device" lets youngsters test and improve their skills in this action game
- Beautiful full color picture of the game on the box cover turns the package into a silent salesman. This combined with its low price makes it a year-round natural for self-service merchandising

No. 455
Box size 20½" x 20½" x 1⅜"
1 doz. ctn. wt. 40 lbs.
$4.00 retail

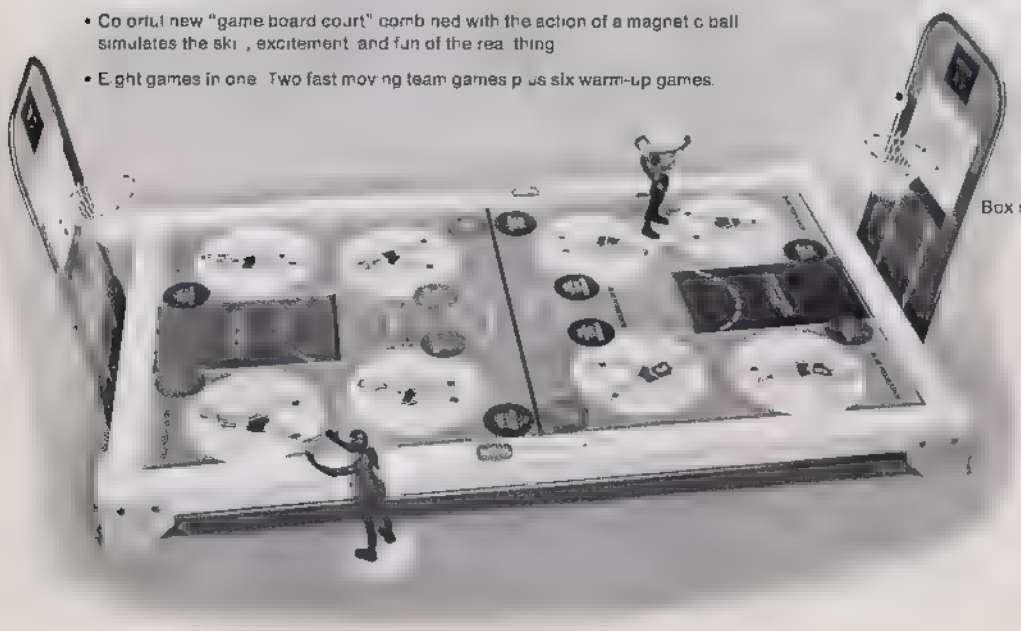
Tru-action

Magnetic Basketball

NEW game + NEW full color "self-service" packaging + NEW lower price makes Tudor Magnetic Basketball a prime contender for the basketball game market.

Look at these exclusive features.

- Two life-like players that are used to pass the ball to any player on the court shoot from any place on the court ... make foul shots center jumps. even lay-up shots from under the basket
- Colorful new "game board court" combined with the action of a magnetic ball simulates the skill, excitement and fun of the real thing
- Eight games in one. Two fast moving team games plus six warm-up games.



No. 475
Box size 27" x 16½" x 2½"
½ doz. ctn. wt. 27 lbs.
$5.50 retail

tudor

Pool Tables

Tudor tab es have been precision eng neered to provide max mum playab .ty and are sty ed for the opt mum n visual relationsh p to regu ation tables

These exc us ve features make Tudor tab es the finest—jumbo 1" ba s for better "feel" and accuracy one piece pockets njection mo ded of super-high- mpact styrene three po nt suspension ball returns p us the heavy gauge of meta used assures dependab e performance n th s usua troub e spot side-out tray makes ba s read ly access ble dur ng play green fe t c oth p ay ng surface s re nforced aga nst warping and sagg ng with "J" channel cross braces of heavy gauge meta . .

No. 850
40" Pool Table w/legs
30" cue st cks
1 12 doz. ctn. wt. 19 bs
$22 00 reta

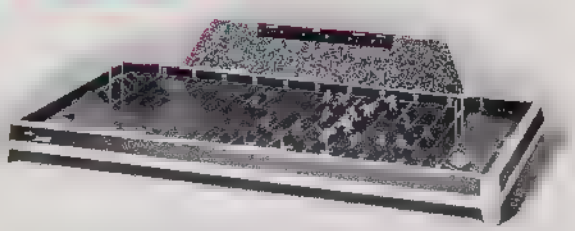
No. 840
40" Pool Table
30" cue sticks
1 12 doz. ctn. wt 10 lbs
$18 00 reta

No. 800
30" Pool Table
24" c ue sticks
1/3 doz ctn wt 33 lbs
$10 00 reta

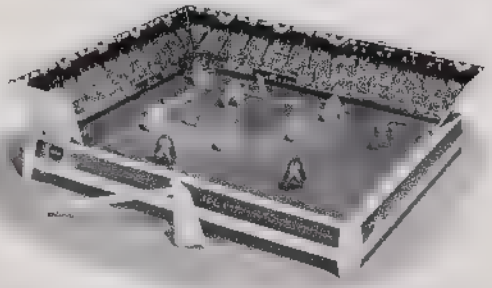
TUDOR METAL PRODUCTS CORPORATION/200 FIFTH AVE., NEW YORK 10, N.Y.

tudor®

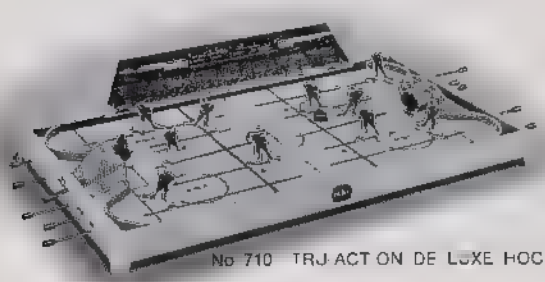
More Tudor Sports Games and Xylophones



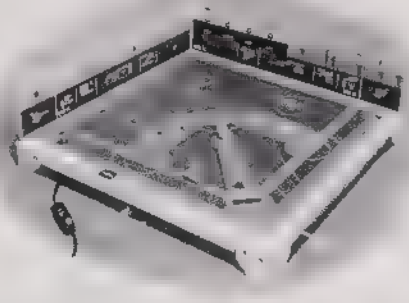
No 600 CLASS C ELECTRIC FOOTBALL $16.00 retail



No 650 CLASS C ELECTRIC BASEBALL $20.00 retail

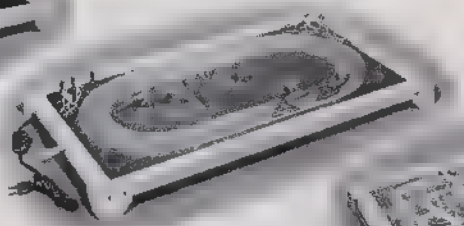


No 710 TRI-ACTION DE LUXE HOCKEY $16.00 retail



No 555 ELECTRIC BASEBALL $7.00 retail

No 525 ELECTRIC HORSE RACE $7.00 retail

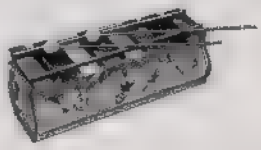


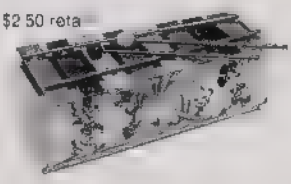
No 527 ELECTRIC TRACK AND FIELD MEET $7.00 retail

No 530 ELECTRIC SPORTS CAR RACE $7.00 retail

No 590 MICKEY MOUSE ELECTRIC TREASURE HUNT $7.00 retail

No 110 DONALD DUCK XYLOPHONE 8 NOTE $2.50 retail





No 135 WALT DISNEY XYLOPHONE—8 NOTE $4.00 retail

TUDOR METAL PRODUCTS CORPORATION/200 FIFTH AVE., NEW YORK 10, N.Y.

THE COLORFUL BAKED ENAMEL STEEL WALL

CATALINA

• WITH FULL COPING • NEW DESIGN 3D LINER • NEW COLOR COMBINATIONS • STURDY SUPPORTING RING OF TUBULAR STEEL COAMING

The strength of a solid wall of steel, the appeal of colorful baked enamel coating (both sides) combine to make the Catalina a most attractive family sized pool. The popular heavy gauge 3D vinyl liner adds additional color to a striking sales leader. Liner locks on to wall with new non-slip coping for extra rigidity and strength. Special sections of tubular steel coaming interlock on top of steel wall to form a completely rigid assembly strong enough to support the weight of a child. One piece solid wall joins together easily, securely—forms an extra smooth surface. Pools equipped with drains. A family favorite the Catalina outsells all other pools in its class.

DELUXE CATALINA STEEL WALL POOL

Style	Size	Shipping Weight
SW820	8' x 20"	34 lbs.
SW1024	10' x 24"	48 lbs.
SW1030	10' x 30"	65 lbs.
SW1230	12' x 30"	80 lbs.

SPECIAL PROMOTIONAL STEEL WALL POOL

Style	Size	Shipping Weight
SWX615	6' x 15"	15 lbs
SWX815	8' x 15"	23 lbs
SWX820	8' x 20"	30 lbs.

COVERS FOR ALL ROUND POOLS*

Style	Size	Pack	Shipping Weight
C82	8'	18	25 lbs
C102	10'	18	35 lbs
C122	12'	12	32 lbs.

*Larger sizes listed in Oceanic Catalog

URB EXCLUSIVE—for the first time ever—Urb adds a tubular frame to a popular priced steel wall pool—for double strength and new appearance. A new exclusive pool for profitable sales.

TUBULAR FRAME CATALINA

• WITH STURDY SUPPORTING RING OF TUBULAR STEEL COAMING INTERLOCKED WITH VERTICAL TUBULAR FRAME SUPPORTS • NEW FULL COPING • NEW DESIGN 3D LINER • COLORFUL BAKED ENAMEL STEEL WALL • NEW COLOR COMBINATIONS

Style	Size	Shipping Weight
TSW 824	8' x 24"	44 LBS
TSW 1030	10' x 30"	70 LBS
TSW 1230	12' x 30"	86 LBS

Sturdy heavy gauge tubular steel upright legs make this pool the strongest in its class. Specially designed patented fittings lock legs to top and bottom of steel wall. Sections of tubular steel coaming interlock on top of wall to give even added strength plus extra protection to liner. Full plastic coaming locks liner on to wall. Colorful baked enamel steel wall easily locks together and stores compactly.

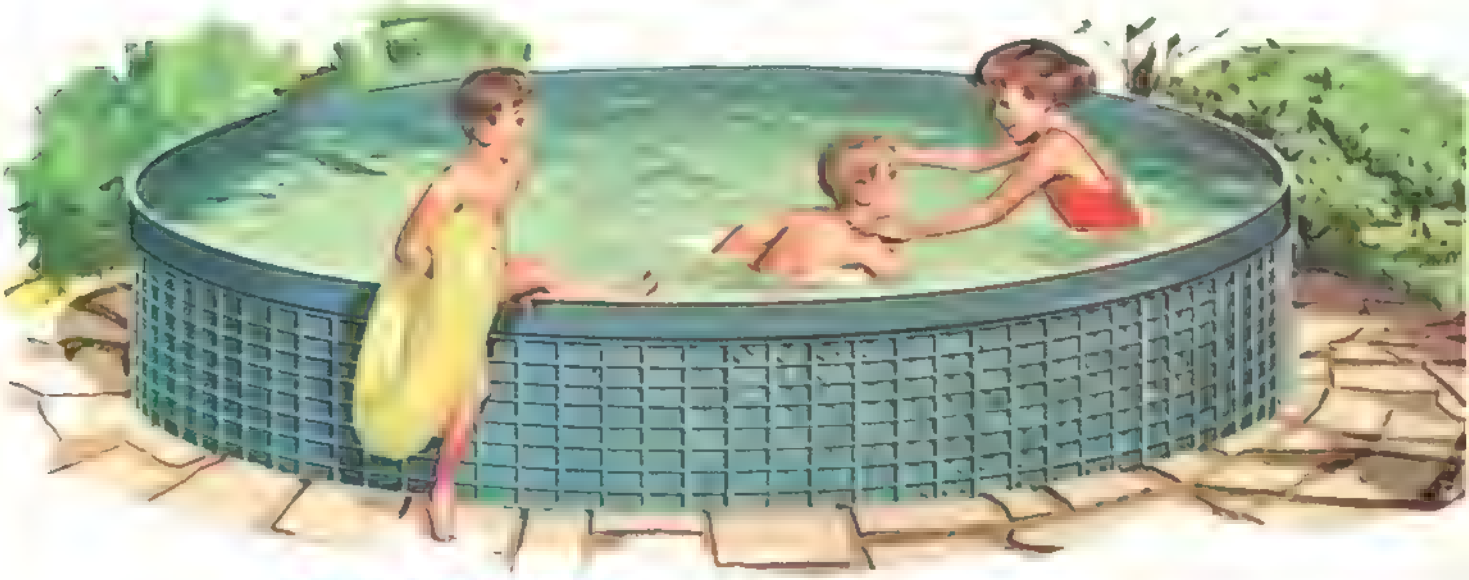
The Tubular Frame Catalina rivals the most expensive pools made and still sells in a very competitive price range for volume sales.

THE "LOCK-TITE" URBANITE CONTRASTING STRIPES ON ALUMINIZED SOLID WALL SECTIONS

America's famous (introduced 1953) and most consistently sold round family pool. Owes its popularity to superior design and construction—keeps setting sales records. Its durability and ability to stand up against rugged use is its best recommendation. A truly portable swimming pool with a rigid wall that offers superior performance and permanence. The solid wall sections of specially treated and aluminized tempered Masonite bolt together and are reinforced with full length steel bars. Forms a solid wall outside—protects inside liner of heavy gauge Bakelite Krene from any external damage. Liner never loses its place—lock-on coaming prevents shifting—liner cannot drop inside pool. Hose-fitting drain for easy emptying. The family favorite, the Urbanite, shows its strength in appearance—is exceptionally strong on sales

URBANITE FAMILY POOL

Style	Size	Shipping Weight
AS157	7' x 15"	25 lbs
AS2.8	8 x 21"	40 lbs
AS2410	10 x 24	58 lbs
AS3010	10 x 30"	67 lbs



THE "IRIDESCENT" NEWPORT EASY TO SET UP FENCE POOL WITH 3D VINYL LINER

The Newport's 3D vinyl liner adds a new dimension underneath the heavy weight vinyl coated, welded wire fence 'round the pool. Its iridescent design, in sun or shade, makes it the most colorful pool on the market. Unique fence construction plus sections of coaming, to lock liner onto sidewall, adds sturdiness for seasons of hard use... liner never budges out of place. The Newport sets up easily for display... its 3D vinyl liner radiates on any floor indoors or outdoors... sells itself on sight.

NEWPORT FENCE POOL
WITH 3D VINYL LINER, MOLDED HOSE FITTING DRAIN

Style	Size	Shipping Weight
F615	6' x 15"	10 lbs
F815	8' x 15"	14 lbs
F820	8' x 20"	22 lbs.
F1020	10' x 20"	29 lbs.

THE IRRIDESCENT **RIVIERA** WITH INTERLOCKING RIGID STEEL FRAME

Features the newest and strongest polypropylene plastic seats that never rust, cut, fade, bend or lose the grip on the pool. Baked enamel tubular steel frames interlock with extra heavy 2" steel legs for instant assembly and greatest strength—no fuss no bother no tools no hardware All steel is specially bonderized and rust resistant Hosefitting drain Stands on its own 4 legs—molded plastic sockets won't dig into ground.

URB PRODUCTS CORPORATION
55 MEADOW STREET, BROOKLYN 6, N.Y.
N.Y. Showroom 200 Fifth Ave

RIVIERA WITH VINYL LINERS
Vinyl Rigid Pools, Molded Reinforced Plastic Seats

Style	Size	Packed Together	Shipping Weight
V720	72" x 48" x 10"	4	15 lbs.
V712	72" x 48" x 12"	4	16 lbs.
V772	72" x 72" x 12"	3	19 lbs.
V912	96" x 48" x 12"	3	20 lbs.

WAIKIKI WITH VINYL COATED NYLON LINERS
Nylon Rigid Pools, Molded Reinforced Plastic Seats

Style	Size	Packed Together	Shipping Weight
N264O	72" x 48" x 12"	4	17 lbs
N566O	72" x 72" x 15"	3	22 lbs.
N586O	96" x 72" x 15"	2	33 lbs.

DELUXE **AIR MATTRESSES**

TEXTURIZED HEAVY GAUGE VINYL — 3D DESIGN
AIR-LIFT COMFORT — PERFECT MOLDED CONTOURS
FOLDS FLAT TO COMPACT SIZE
EXTRA VALUE FOR VOLUME SALES!

Our exclusive manufacturing process produces unconditionally guaranteed air mattresses. Constructed of heavy gauge specially formulated Bakelite Krene. Separate valves adjust the air in the built-in pillow as well as the body of mattress. Handy repair kit included

3D MATTRESS

Style	Size	Together Packed	Shipping Weight
948	72" x 30"	24	49 lbs
778	72" x 27"	24	47 lbs
48	48" x 27"	24	38 lbs

20 GAUGE AIR MATTRESS

9420	72" x 30"	12	49 lbs

NEW MULTI COLOR STRIPE MATTRESS

Style	Size	Packed Together	Shipping Weight
905	72" x 30"	24	49 lbs.
705	72" x 27"	24	47 lbs.

FOOT PUMP AIR MATTRESS

Style	Size	Packed Together	Shipping Weight
FP940	72"x 30"	12	30 lbs

PLAYMATES FOR YOUNGSTERS

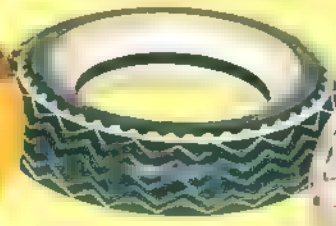
BEACH TOYS

SPLIT RING DUCK WITH NOISEMAKER

Style	Size	Pack	Shipping Weight
657	24"	6 dz.	27 lbs.

SIX PANEL BALL

Style	Size	Pack	Shipping Weight
616	6 color, 16"	6 dz.	20 lbs.
624	24"	6 dz.	27 lbs



TIRE SWIM RING

Style	Size	Pack	Shipping Weight
626	20"	6 dz	22 lbs

NAUTICAL DESIGN SWIM RING

Style	Size	Pack	Shipping Weight
621	20"	6 dz.	22 lbs

URB

URB PRODUCTS CORPORATION

55 MEADOW STREET, BROOKLYN 6, N.Y.

N.Y. Showroom 200 Fifth Ave

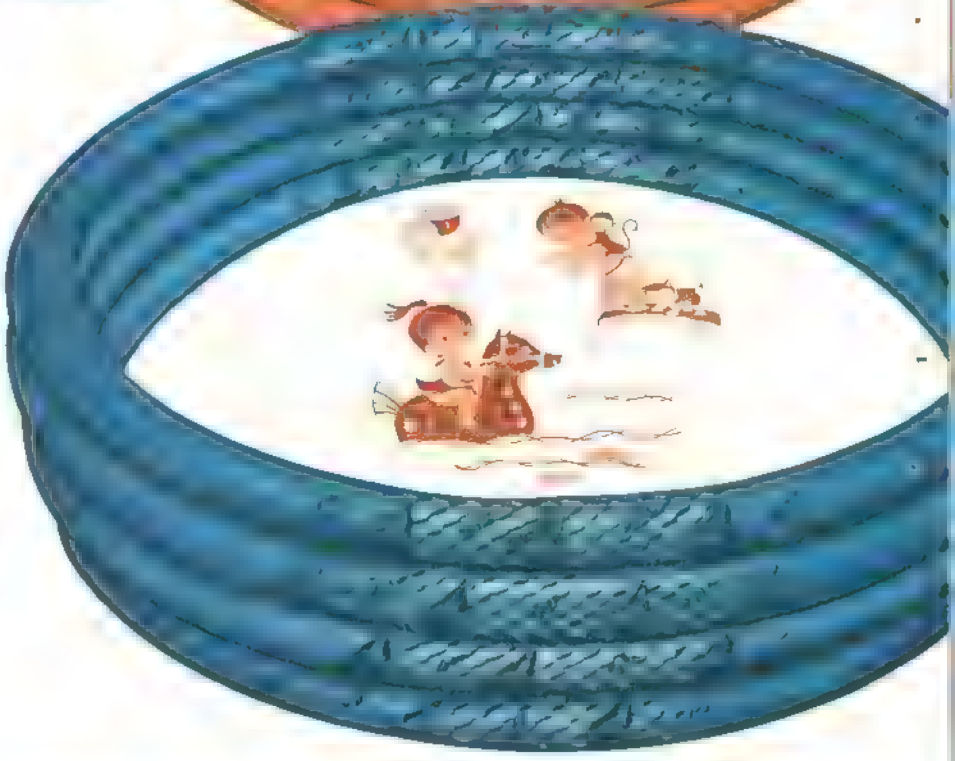
JUMBO TIER DESIGN

FOR EXTRA LARGE APPEARANCE

SOUTH HAMPTON

FAST-SELLING INFLATABLE POOLS!

An Urb exclusive! Specially developed electronic welding manufacturing process plus unique design and construction features. Extra-strength for extra-long trouble free use. Made of extra-heavy Bakelite Krene. Large sit-on sides. Handy repair kit with every pool. Colorful coordinated in new designs and colors.



2 TIER POOLS WITH BOTTOM PRINT

Style	Size	Packed Together	Shipping Weight
425	40" x 7"	24	38 lbs
5149	51" x 44" x 9"	18	45 lbs
5482	52" x 10"	18	49 lbs
6402	60" x 10"	18	52 lbs
771	72" x 12"	12	55 lbs

3 TIER POOLS WITH BOTTOM PRINT

538	52" x 10"	18	48 lbs
762	68" x 12"	12	55 lbs

4 TIER POOLS WITH BOTTOM PRINT

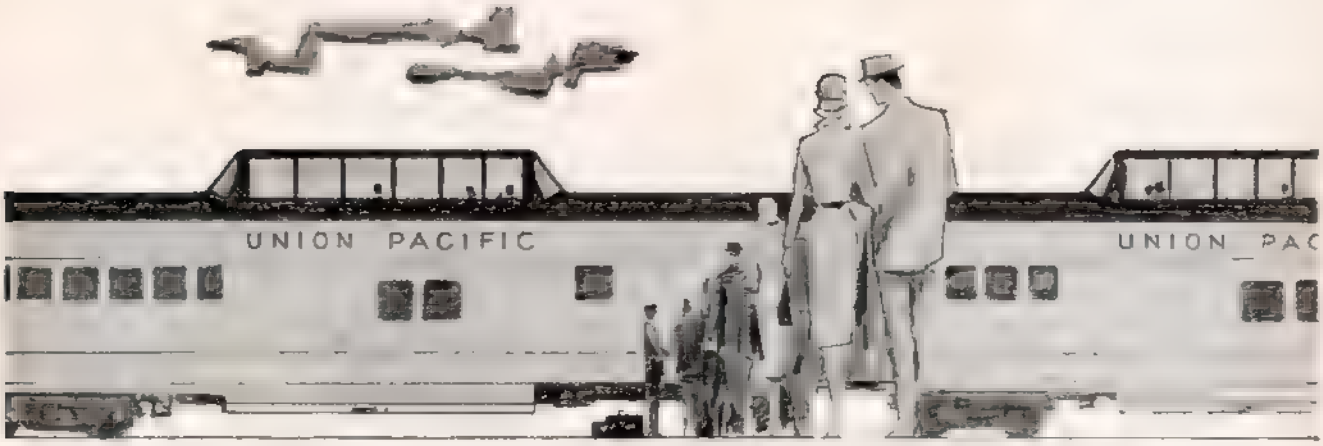
555	60" x 16"	12	55 lbs.
888	80" x 18"	6	43 lbs

HORSEHEAD POOL

Nose maker in each head. New attractive carouse bottom print

5432	52" x 10"	18	51 lbs

Enjoy Carefree Convenience



when you travel Union Pacific Domeliner

A vacation or business trip on any one of Union Pacific's fleet of Domeliners is as restful and relaxing as a leisurely ocean cruise. And Fall is the ideal time to travel. Through picture windows you'll see — at eye level — the beauty of the Union Pacific West, slashed with the spectacular color of Autumn.

Money saving Family Fares apply to both Pullman and Coach travel. Food—both snacks and delicious Domediner dinners are freshly prepared . . . just for you. Baggage allowances are generous. And most of all, you'll travel carefree and carfree without weather worries.

Your U.P. representative or travel agent can answer all your questions about exact fares, routings and reservations.

DOMELINERS: "City of Los Angeles" "The Challenger" "City of San Francisco" "City of Portland" "City of Denver" "City of St. Louis"

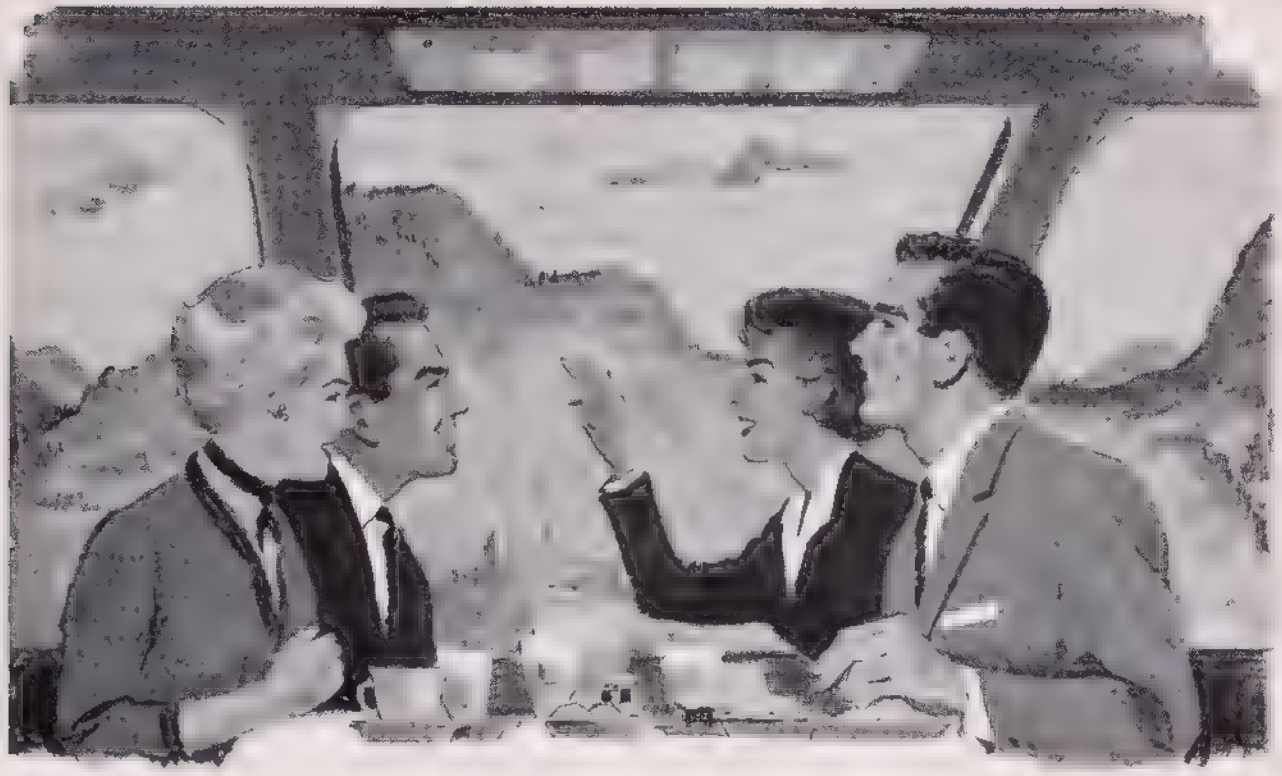
UNION PACIFIC RAILROAD
OMAHA, NEBRASKA 68102

SERVING YOU AND YOURS...
is the pleasant duty of the 35 highly trained employees comprising the personnel on Union Pacific Domeliners.

They look after your comfort and safety...prepare taste-appealing meals for your enjoyment. Your wish is their command and we're proud of the way they reflect true western hospitality.

On your next trip to or from the West enjoy the finest in accommodations and service on a Union Pacific Domeliner—or Streamliner. There is no extra fare.

UNION PACIFIC
Railroad
Omaha 2, Nebr.
Dependable Freight & Passenger Service



Enjoy Carefree Convenience

when you travel Union Pacific Domeliner

A vacation or business trip on any one of Union Pacific's fleet of Domeliners is as restful and relaxing as a leisurely ocean cruise. And Fall is the ideal time to travel. Through picture windows you'll see — at eye level — the beauty of the Union Pacific West, slashed with the spectacular color of Autumn.

Money saving Family Fares apply to both Pullman and Coach travel. Food—both snacks and delicious Domediner dinners are freshly prepared . . . just for you. Baggage allowances are generous. And most of all, you'll travel carefree and carfree without weather worries.

Your U.P. representative or travel agent can answer all your questions about exact fares, routings and reservations.

DOMELINERS: "City of Los Angeles" "The Challenger" "City of San Francisco" "City of Portland" "City of Denver" "City of St. Louis"

UNION PACIFIC RAILROAD
OMAHA, NEBRASKA 68102

Evolution of a territory ...and of a railroad

For almost a century Union Pacific has been a proud partner in the growth and development of the West, providing transportation for communities and their industries.

Again and again, new industries embraced by the people of the West plan their growth with rail arteries carrying their materials and products. Giant power units on Union Pacific speed shipments the automated **rail** way; by push-button classification yards, electronically controlled traffic and communications.

As part of the vibrant growing West, Union Pacific continues its role in building for the future. Whenever you ship or travel in these western states, be specific, say "Union Pacific."

UNION PACIFIC RAILROAD

UNION PACIFIC
Railroad
OMAHA 2 NEBRASKA

SEE US IN

New York
At The Toy Fair
March 9-14

See The Doll Line That Pays Off

Fashion-wise in dramatic new fabrics, packed with play appeal, the Welsh toy line is your profit builder for 1964. The durability and styling, the intrinsic beauty of these doll miniatures of real Welsh products, will bring quick consumer approval and steady sales.

At

JULIUS LEVENSON, INC.

1107 Broadway, New York, N. Y.

Visit their showrooms . . . see this complete and exquisite line . . . talk to Jay Schwartz and Julius Levenson.

Doll Carriages, Coaches, Strollers and Doll Accessories

Welsh

Better Selection
Faster Service

SHIPPING POINTS FOR TOYS,
WELSH CO., ST. LOUIS,
UNION SPRINGS, ALABAMA,
GARDENA, CALIFORNIA

ANKER PLUESCHSPIELWAREN
plush playthings

[illegible]
metal toys & BILLER trains

FRIEDRICH BUECHNER
mosaic games, countg. machines

MAX CARL
plush & cloth playthings

HERMANN EICHHORN
wooden & plastic games

GEBR. EINFALT
metal trains, road games

ENGELSKINDER-PLASTIKWERK
vinyl figures, sptg. gds.

MARTIN FUCHS
musical, metal, plastic toys

HABERMAASS & CO.
wooden playthings

G. & M. HAUSSER
models, ELASTOLIN figures

HEINZE & CO.
plush toys, ornaments

CHRISTIAN H. HERBART
soft plastic toys for tots

JOHANN HOEFLER
plastic playthings

KONRAD KELLER
rocking chairs & horses

HUBERT KIENBERGER
mech. toys, rem. ctrld. cars

GEORG KOEHLER
mech. metal & plastic toys

DR. ADOLF KUERSCHNER
musical toys

L. J. LANDMANN
play store & dollcake art.

For the first time in the United States a joint exhibit by German toy manufacturers

TOYS FROM GERMANY SEE THEM NOW

See what's new in imaginative quality toys

Factory representatives in attendance for consultation.

The largest collective exhibit of German toys ever staged in U. S.

Sponsored by
GERMAN ASSOCIATION OF TOY MANUFACTURERS

In association with
German American Chambers of Commerce
666 5th Ave., New York, N. Y.
77 E. Monroe St., Chicago, Ill.

ERNST PAUL LEHMANN
mech. pat. playthings

MA. E. MAAR KG., DREI-M
Drei-M-Dolls (3-M-dolls)

GEORG ADAM MANGOLD
mech., electr., other toys

METRO (GEORG MEYER)
toys

MINI-AUTO, E. WITTEK
oldtimer models

MAX MOSCHKOWITZ
mech. & other metal toys

JOSEF NEUHIERL
mech. metal toys, cars

NUERNBERGER BLECHSPIELWAREN
mech. metal playthings

OBERFRAENKISCHE GLAS
glass tree ornaments

PERMA GMBH.
magnetic playthings

GEBR. SCHMID
mech. pat. playthings

J. F. SCHREIBER VERLAG
picture & painting books

SCHREYER & CO.
mech., el., other toys, models

WILHELM SCHRODEDER & CO.
aluminum toys, steam engs.

MICHAEL SEIDEL
metal, plastic toys, teleph.

TIPP & CO.
mechanical metal toys

H. WAHMETSBERGER
wooden playthings

RAIMOND WEGERER
musical toys

HEINRICH WIMMER
mech. & other toys, train.

at the International Toy & Trade Fair, New York Hilton Hotel, March 8-13

We're Ready

936

and waiting for **you**...we have a brand **new** showroom* and we've filled it with exciting **new** products...

A NEW SOUND...
A NEW ERA...
in ready-to-fly!
Waiting to be seen at

Room **936** 200 FIFTH NEW YORK

WEN•MAC
LOS ANGELES • 64

VISIT US AT THE FAIR 1964

Don't risk getting Short-Changed

Look for the *Tom Thumb*® name.

It represents 18 years of stubborn attention to quality.

You learn a lot about toy making in 18 years.

For instance . . .

You learn to recognize an original idea (it's new, it works, it sells!). So you stick with it and keep improving on it—making it better and better than anyone else.

You learn to engineer toys from the inside out. American craftsmanship assures each precision steel part, each bolt and nut is solid, fits right, stays tight.

You learn that parents and educators demand toys that last. So you don't cut corners on quality.

You learn to earn a reputation for prompt service and dependability retailers respect.

You learn that you never stop learning.

What we've learned from you has made "Tom Thumb" the biggest little trademark in the world. You may see typewriters, cash registers and banks that look like ours—but unless you see the name "Tom Thumb," you don't get our years of experience.

*Western Stamping Company is exclusive licensee for these Funny Company items. Copyright 1963 by The Funny Company Inc.; all rights reserved throughout the world.

WESTERN STAMPING COMPANY Jackson, Michigan

Makers of "Tom Thumb" — — the biggest little trademark in the toy world

EXCLUSIVE INTERNATIONAL SALES REPRESENTATION
HENRY HAIN ORGANIZATION
10th FLOOR
390 FIFTH AVENUE
NEW YORK 10, N.Y.

Whitman

The old New Name in Games and Toys!

Now Whitman, one of the world's largest producers of quality books for children, *brings you equally high value, high profit games and toys!*

Many exclusive movie and TV tie-in titles. Pre-sold to millions. Learn about our Planned Promotion Program that sells for you—every day, every month. More than 1,500 sales-tested items in our line!

"Proved Best Sellers"

VISIT ROOM 1020, HOTEL NEW YORKER, DURING THE TOY FAIR

. . . and throughout the year see our ever-changing stock at our 200 Fifth Ave. N. Y. showroom. Personalized service direct to your store by our own full-time staff of more than 160 factory trained salesmen. Compare our program, prices, quality with anybody, anywhere. You will see why WHITMAN is the merchandise that *moves!*

WHITMAN PUBLISHING COMPANY
RACINE, WISC.

NEW YORK • CHICAGO • ATLANTA • DALLAS • SAN FRANCISCO